

# Honi Soit

Australia's only weekly student newspaper. News, culture and satire since 1929.  
Published by the Students' Representative Council, University of Sydney

[honisoit.com](http://honisoit.com)



**src** activism  
advocacy  
representation

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## About *Honi Soit* newspaper

*Honi Soit* has been published by the Students' Representative Council, University of Sydney since 1929 and has a proud reputation of being the most vibrant and prestigious student publication in Australia. It has an illustrious alumni of student editors who have gone on to become well known faces in the media and in public life.

*Honi Soit* is a tabloid sized weekly, produced during semesters (27 editions per year). It has a print run of 3000 and is distributed free at over 62 locations on Sydney University campuses including main campus, Faculty of Nursing, Camperdown; Sydney College of the Arts, Rozelle; Conservatorium of Music, and Cumberland College of Health Sciences. This includes newspaper stands in foyers, cafes, faculty desks and libraries.

**Published weekly during semester (27 editions per year)**  
**Tabloid size newspaper, full colour throughout, distributed free.**

## Target the student market

There are over 45000 students and nearly 10000 staff at Sydney University. *Honi Soit* offers an exciting opportunity for you to capture the undergraduate and postgraduate student markets. University students represent a lucrative potential market: they are high discretionary spenders, and are an important force in the youth market.

## honisoit.com

*Honi Soit* is online! (Average UV's per edition: 11 000)

**Leaderboard banner ads (728 x 90px, or 970 x 90px)** are available. Your ad will feature at the top of every page of the site and be displayed exclusively for 1 full week, including click through to your site.

Print display ads will feature in the online ebook of the print edition, published on our website as well as in the printed copies.

## Social media

**Facebook:** /honisoitsydney (over 13600 followers)

**Twitter:** @honi\_soit (over 5400 followers)

We post feature articles and breaking news approximately 3 times each week and link through to the *Honi Soit* website.

## A selection of *Honi Soit* covers



## Online advertising

**Leaderboard banner ads (728 x 90px, or 970 x 90px)** are available. Your ad will feature at the top of every page of the site and be displayed exclusively for 1 full week, including click through to your site.

## Leaderboard banner ad

970 x 90 pixels

(728 x 90 px also available)

**TO BOOK AN ADVERTISEMENT:** Please fill out this form and email or fax by 10am on ad deadline date. Your booking will be processed and an invoice will be sent back to you. **All invoices must be paid by 2pm on the ad deadline date.** Payment details will be on your invoice.

## ADVERTISER DETAILS

First name \_\_\_\_\_

Surname \_\_\_\_\_

Company name \_\_\_\_\_

Company ABN \_\_\_\_\_

Telephone \_\_\_\_\_

Mobile \_\_\_\_\_

Fax \_\_\_\_\_

Email \_\_\_\_\_

Address \_\_\_\_\_

Post Code \_\_\_\_\_

## PRODUCTION SPECIFICATIONS

Artwork to be supplied by email by 2pm on ad deadline date.

### Print ads:

File formats accepted: PDF or TIFF. Mode: CMYK. Resolution 300dpi.

\*Add 5mm Bleed to full page artwork.

**Web banner ads:** (970 x 90 pixels, or 728 x 90 pixels)

File Formats: JPG, PNG or GIF. Mode: RGB. Resolution 72dpi.

Include a click-through URL for your campaign.

Files will be placed in *Honi Soit* as supplied. Any errors in preparation or content are the advertiser's responsibility. Additional artwork preparation fees will apply if adjustments are required.

## CONTACT DETAILS

Amanda Le May and Mickie Quick, Publications Managers  
Students' Representative Council, University of Sydney  
Level 1, Wentworth Bldg G01, City Road, University of Sydney, NSW 2006  
Ph: 02 9660 5222 Fax: 02 9660 4260  
email: publications.manager@src.usyd.edu.au

## PRODUCTION SCHEDULE 2019

Tick	Issue No.	Ad Deadline (Thurs)	Issue Date (Wed)
<input type="checkbox"/>	1900 (0-week edition)	14 February	20 February
<input type="checkbox"/>	1901	21 February	27 February
<input type="checkbox"/>	1902	28 February	06 March
<input type="checkbox"/>	1903	07 March	13 March
<input type="checkbox"/>	1904	14 March	20 March
<input type="checkbox"/>	1905	21 March	27 March
<input type="checkbox"/>	1906	28 March	03 April
<input type="checkbox"/>	1907	04 April	10 April
<input type="checkbox"/>	1908	11 April	17 April

### Mid Semester Break

<input type="checkbox"/>	1909	26 April	01 May
<input type="checkbox"/>	1910	02 May	08 May
<input type="checkbox"/>	1911	09 May	15 May
<input type="checkbox"/>	1912	16 May	22 May
<input type="checkbox"/>	1913	23 May	29 May

### Mid Year Break

<input type="checkbox"/>	1914	01 August	07 August
<input type="checkbox"/>	1915	08 August	14 August
<input type="checkbox"/>	1916	15 August	21 August
<input type="checkbox"/>	1917	22 August	28 August
<input type="checkbox"/>	1918	29 August	04 September
<input type="checkbox"/>	1919 (Election edition)	05 August	11 September
<input type="checkbox"/>	1920	12 September	18 September
<input type="checkbox"/>	1921	19 September	25 September

### Mid Semester Break

<input type="checkbox"/>	1922	03 October	10 October <sup>†</sup>
<input type="checkbox"/>	1923	10 October	16 October
<input type="checkbox"/>	1924	17 October	23 October
<input type="checkbox"/>	1925	24 October	30 October
<input type="checkbox"/>	1926	31 October	06 November

## SIZES

Tick	Size	Width	Height	Base Cost	Incl. gst
<input type="checkbox"/>	Full Page *	275mm	385mm	\$816	\$897.60
<input type="checkbox"/>	Half	118.5mm	359.5mm	\$440	\$484.00
<input type="checkbox"/>	Half Horiz.	242mm	177mm	\$440	\$484.00
<input type="checkbox"/>	Quarter	118.5mm	177mm	\$280	\$308.00
<input type="checkbox"/>	Quarter Horiz.	242mm	86mm	\$280	\$308.00
<input type="checkbox"/>	Eighth	57mm	177mm	\$173	\$190.30
<input type="checkbox"/>	Sixteenth	57mm	86mm	\$93	\$102.30
<input type="checkbox"/>	Insertion **	single sheet up to A4 size		\$982	\$1080.20

## ADDITIONAL SPECIFICATIONS

Tick	Position	cost (add to base cost)			
<input type="checkbox"/>	Back cover	+25%	<input type="checkbox"/>	Page 5	+20%
<input type="checkbox"/>	Inside cover	+20%	<input type="checkbox"/>	Right hand page	+10%

Tick	Artwork	cost excl. gst (add to base cost)	
<input type="checkbox"/>	Design/prepress	\$80/hour (minimum 1 hour)	

## ONLINE ADVERTISING - honisoit.com

Tick	Size	Width	Depth	Base Cost	Incl. gst
<input type="checkbox"/>	Banner	728px	90px	\$350	\$385
<input type="checkbox"/>	Banner	970px	90px	\$350	\$385

## DISCOUNTS AVAILABLE (More than one discount may apply)

<input type="checkbox"/>	Local small business	10%
<input type="checkbox"/>	Not-for-profit organisation	10%
<input type="checkbox"/>	Offering discounts to students	10%
<input type="checkbox"/>	3 or more ads in one booking	10%

Please indicate intention to pay by credit card. A credit card surcharge of 2% applies. Payment by EFT does not incur a surcharge. Payment details will be listed on your invoice.

\* Allow 5mm bleed on full page artwork. \*\* Advertiser to provide insertions to Spotpress by ad deadline date.

<sup>†</sup> Issue distributed on Thursday, due to public holiday.

*Honi Soit* is a non-profit newspaper, and does not pay agency commission.

## A visual guide to ad sizes

