

The Oxford Student – Information Sheet

Dear Advertiser,

Thank-you for choosing to advertise in *The Oxford Student* newspaper. It is with great pleasure that we look forward to working with you. *The Oxford Student* has a strong reputation for the quality of both its content and design, and this is something that we work hard with our advertisers to maintain. To ensure that the newspaper continues to meet these same high standards, we ask that all artwork for adverts meets the specifications detailed below. If you have any further questions then please do not hesitate to contact our team on the details below.

Yours sincerely,

Ed Batty,
Business Manager, Oxford Student Services Limited

About The Oxford Student newspaper:

The Oxford Student is the authoritative news source for the students of the University. With its distinctive student focus, The Oxford Student provides its readers with exclusive, relevant and hard-hitting stories that have recently left even the nationals in its wake. It has been frequently short-listed for the Guardian Student Newspaper of the Year Award and was the Winner in 2002, and runner up in 2007.

Published every Thursday during term-time, the Oxford Student boasts a minimum circulation of 5,000 copies a week and a readership in excess of 12,000. Its website www.oxfordstudent.com receives millions of hits every year and features both updated news and the archives.

The Oxford Student was redesigned as Oxford's first full colour student newspaper in October 2006. We pride ourselves on setting the standards in Oxford journalism.

It is the ideal medium for both local and national advertisers. For graduate employers, it provides the unique opportunity to promote your recruitment events and raise the profile of your organisation amongst the best students in the country. For local companies, the Oxford Student presents the means to build your client base amongst a major part of the local economy, as well as the ability to promote discounts and ad hoc offers.

Pricing

All prices listed are per issue:

Advert Type:	Price (ex VAT)
Full Page	£1125
Half Page (landscape)	£715
Half Page (portrait)	£815
Front Page Banner (only one available per issue)	£510
Flyer Insert	£1500

Publication Schedule

Michaelmas Term 2008:

Issue:	Booking Deadline:	Artwork Deadline*:	Distribution Date:
1	M. 29 th Sept	F. 3 rd October	W. 8 th October
2	Th. 9 th October	M. 13 th October	Th. 16 th October
3	Th. 16 th October	M. 20 th October	Th. 23 rd October
4	Th. 23 rd October	M. 27 th October	Th. 30 th October
5	Th. 30 th October	M. 3 rd November	Th. 6 th November
6	Th. 6 th November	M. 10 th November	Th. 13 th November
7	Th. 13 th November	M. 17 th November	Th. 20 th November
8	Th. 20 th November	M. 24 th November	Th. 27 th November

Hilary Term 2009:

Issue:	Booking Deadline:	Artwork Deadline*:	Distribution Date:
1	Th. 8 th January	M. 12 th January	Th. 15 th January
2	Th. 15 th January	M. 19 th January	Th. 22 nd January
3	Th. 22 nd January	M. 26 th January	Th. 29 th January
4	Th. 29 th January	M. 2 nd February	Th. 5 th February
5	Th. 5 th February	M. 9 th February	Th. 12 th February
6	Th. 12 th February	M. 16 th February	Th. 19 th February
7	Th. 19 th February	M. 23 rd February	Th. 26 th February
8	Th. 26 th February	M. 2 nd March	Th. 5 th March

Trinity Term 2009:

Issue:	Booking Deadline:	Artwork Deadline*:	Distribution Date:
1	Th. 16 th April	M. 20 th April	Th. 23 rd April
2	Th. 23 rd April	M. 27 th April	Th. 30 th April
3	Th. 30 th April	M. 4 th May	Th. 7 th May
4	Th. 7 th May	M. 11 th May	Th. 14 th May
5	Th. 14 th May	M. 18 th May	Th. 21 st May
6	Th. 21 st May	M. 25 th May	Th. 28 th May
7	Th. 28 th May	M. 1 st June	Th. 4 th June
8	Th. 4 th June	M. 8 th June	Th. 11 th June

* Please note – all artwork must be received by noon on this date to ensure publication. OSSU cannot accept responsibility for orders unfulfilled due to the late submission of artwork.

Artwork Specifications

Advert Type:	Size (mm):
Full Page	340 x 266
Half Page (landscape)	170 x 266
Half Page (portrait)	340 x 133
Front Page Banner	37 x 266

- All artwork should be full print colour (CMYK), high resolution (300 dpi), with no background or crop marks.
- Artwork should be sent in TIFF or PDF format.
- Artwork should be e-mailed to business@ousu.org. When e-mailing, please specify company name in the e-mail subject. We are unable to send printed colour proofs, but are happy to send a PDF of your entry by e-mail or on CD if required.
- Inserts should arrive six working days before the date of publication: Please send these directly to our printers:
Trinity Mirror,
Tidal Sidings,
Portmanmoor Industrial Estate,
Cardiff,
CF24 5HD.