

# The Wake

STUDENT MAGAZINE





## **ABOUT THE WAKE**

The Wake Student Magazine is a bi-weekly, student-operated news, arts and entertainment publication. University of Minnesota students from many disciplines do all of the reporting, writing, editing, illustration, photography, layout and business management for The Wake.

### Publication History

The Wake was started in spring 2002 by two University of Minnesota Twin Cities undergraduate students, Chris Ruen and James Delong. The two undergrads wanted to create a student-run newspaper that creates discussion, awareness of campus and local issues, excitement and a sense of community on the Twin Cities Campus.

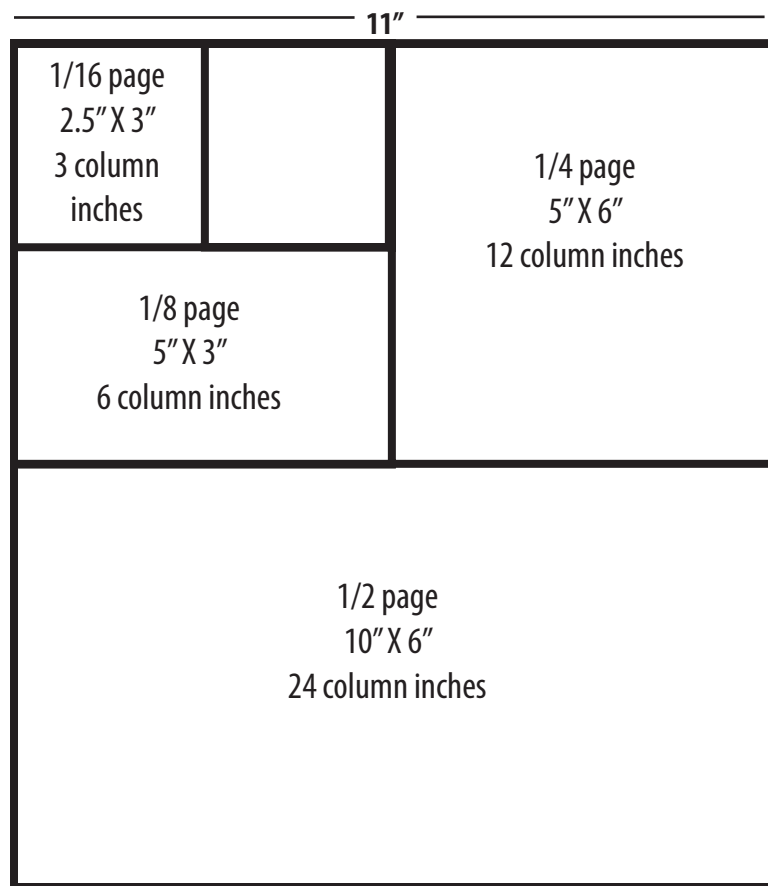


## ADVERTISING RATES

- 1/16 page      \$27.00
- 1/8 page      \$51.00
- 1/4 page      \$99.00
- 1/3 page      \$124.00
- 1/2 page      \$168.00
- Full page     \$288.00
- Back page    \$348.00
- with color    \$420.00

\*Rates are subject to change if needed to cover overall magazine production costs

13"





## ADDITIONAL ADVERTISING INFORMATION

### Special Rates:

10% off a semester-long commitment for advertisements, excluding full page and back page ads

10% off for all student groups

### Design Services:

Available at no additional cost

### Submitting Ads:

Please submit ads via e-mail, PDF format with 720 dpi resolution, postal mail or to ad salesperson

### Length, Size, Color:

Issues range in length from 24-32 pages, with each individual page 10" X 13" in size.

The first page, last page and center spread are in color.

### PRICE BREAK-DOWN BY COLUMN INCH

<i>Column inches</i>	<i>page size</i>	<i>price/column in.</i>	<i>w/color</i>
1 to 3	16th	\$9.00	\$10.50
4 to 6	8th	\$8.50	\$10.00
7 to 12	4th	\$8.25	\$9.75
13 to 16	3rd	\$7.75	\$9.25
17 to 24	half	\$7.00	\$8.50
25 to 48	full	\$6.00	\$7.50
	back	\$7.25	\$8.75

\* One Column inch = 1" X 2.5"

\*Example: 1/2 page ad is 24 column inches (8" X 9")

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## **UNIQUE FEATURES WITHIN OUR PAGES:**

- Focus on University local arts & entertainment
- Student run/student focused University of Minnesota magazine (11" X 13" page size)
- Multiple student comics, fun photo polls and literary section
- Club sports/ intramural team coverage on campus
- Encourages student and reader participation through freelance articles, letters to the editor and interaction with Wake editors and reporters.

## **DISTRIBUTION:**

Circulation: 10,000 magazines

Located at 98+ places on and around campus

Readership: 13,000

1313 5th Street STE 331 Minneapolis, MN 55414 • 612-379-5952 • [office@wakenews.org](mailto:office@wakenews.org)



## PUBLICATION DATES

**Fall Semester:** *Bi-weekly*, Wednesday Release Dates

September 28th  
October 12th  
October 26th  
November 9th  
November 23rd  
December 7th

**Spring Semester:** *Weekly* Wednesday Release Dates

January 25th	March 22nd
February 1st	March 29th
February 8th	April 5th
February 15th	April 12th
February 22nd	April 19th
March 1st	April 26th
March 8th	May 3rd



## From the Publishers:

Two University of Minnesota students founded The Wake in 2002 to fill the void for an alternative, student-focused publication. The Wake continues to grow under the care of an all-student staff.

Our popularity proves the founders' suspicion that students need a new publication, one that would approach campus culture from a perspective distinct from what the Minnesota Daily's format could offer. We currently have a circulation of 13,000 readers, and that figure continues to rise.

The Wake holds dear the idea that student press should allow experimentation, have fun and encourage creativity both from its staff and its readers. The dedicated students who produce The Wake are constantly achieving creative goals. In order to strengthen our organization and continue our forum for student voices, we have established a board of directors to guide us in our decisions. We are also excited to have our own distribution system, which allows us to control our distribution more precisely and reach students faster.

The Wake will publish seven issues in the fall semester on a bi-weekly (every fortnight basis) and 14 issues in the spring semester on a weekly basis. Please consider becoming part of The Wake family. It was the many businesses like yours that supported us when we had very little support within the University community and allowed us to grow into what we are today, an established part of campus life. We look forward to supporting each other.

Thank you,

Kay Steiger, Editor in Chief



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## CONTACT INFORMATION

### OFFICE OF THE PUBLISHER:

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