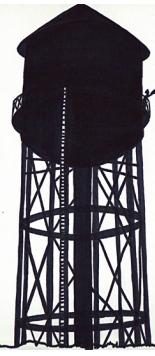


# the water tower.

uvm's alternative newsmag

www.uvm.edu/~watertwr



## Advertising Prices 2012-2013

**Our generation stands at a crossroads.** To the right are the perilous cliffs of punitry and pessimism. To the left is the desolate wasteland of apathy and ignorance. We choose neither. Instead, we brave the trail of truth. With sincerity and humor, we strive to make you reexamine, investigate, question, learn, and maybe pee your pants along the way. We are the reason people can't wait for Tuesday.

We are **the water tower.**

### about us

In January 2007, the UVM Student Government Association approved the formation of a second weekly student publication to compliment the traditional campus paper, *The Cynic*. The mission of **the water tower** is to provide the UVM on and off-campus communities with a source of weekly entertainment and information on topics ranging from **national news, campus trends, social satire, creative writing, music and student fashion.** Funny, concise, and critical, **the water tower** is a perfect match for the UVM and Burlington community.

### why water tower?

**Get noticed.** Our circulation of 2,500 copies around campus as well as an easily accessible website updated weekly will ensure that your ad is seen.

**Expand your audience.** Your ad will reach a greater variety of UVM students because a diverse and active segment of the UVM population reads **the water tower.**

**Save money.** Our rates are incredibly affordable compared to other on-campus advertising options, especially in today's economic environment.

**Join our community.** Since our first issue in February 2007, **the water tower** has steadily grown into a campus hit and a staple of UVM culture. By advertising with us, you become part of the ever-expanding **water tower** community.

### publication dates

#### Fall Semester 2012

September: 4, 11, 18, 25

October: 2, 9, 16, 23, 30

November: 6, 13, 27

December: 4

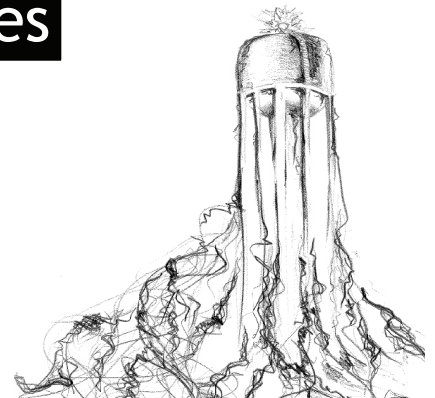
#### Spring Semester 2013

January: 22, 29

February: 5, 12, 19, 26

March: 12, 19, 26

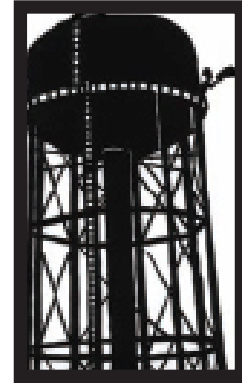
April: 2, 9, 16, 23, 30



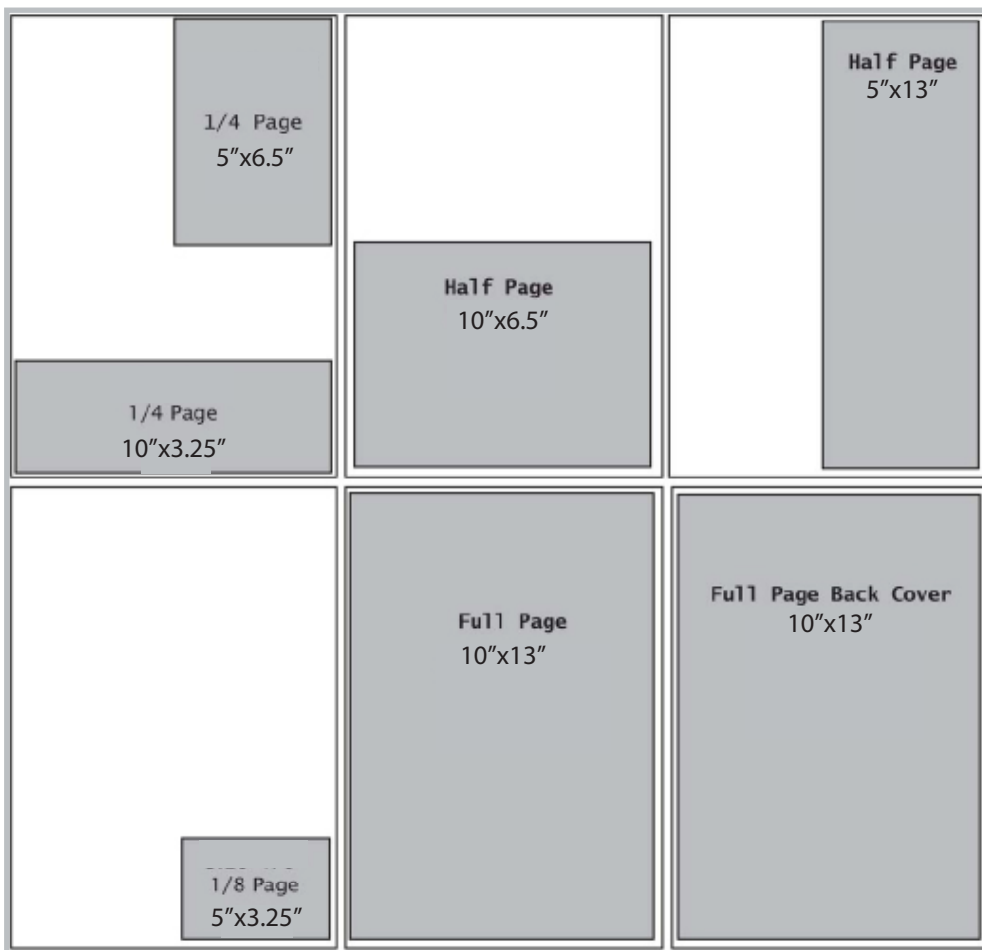
# advertising rates

	Club/UVM	Non-Affiliated
1/8 Page	\$48	\$80
1/4 Page	\$96	\$160
Half Page	\$190	\$315
Full Page	\$375	\$630
Back Cover	\$430	\$715

**Discounts:** 15% off total cost with purchase of 2 or more ads!



## layout options



## ad submissions - contact us

*We look forward to hearing from you and answering any questions you have!*

### Snail Mail

The Water Tower  
Dudley H. Davis Center  
590 Main Street, Room 311  
Burlington, VT 05405

### E-Mail

watertowerads@gmail.com

### On Campus

Submissions can be placed on our desk in the SGA office at the Davis Center, 3rd Floor

All ads must be received by **4:00 pm** on the **Friday** before Tuesday's publication.