

# the water tower.

uvm's alternative newsmag

[www.uvm.edu/~watertwr](http://www.uvm.edu/~watertwr)



## Advertising Rates 2009-2010

**Our generation stands at a crossroads.** To the right is fascism. To the left is nihilism. We choose neither. We are idealists devoted to rationalism. We employ satire, visual humor, and cultural criticism

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 1,500 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 2009

September: 10, 15, 22, 29

October: 6, 13, 20, 27

November: 3, 10, 17

December: 1, 8, 15

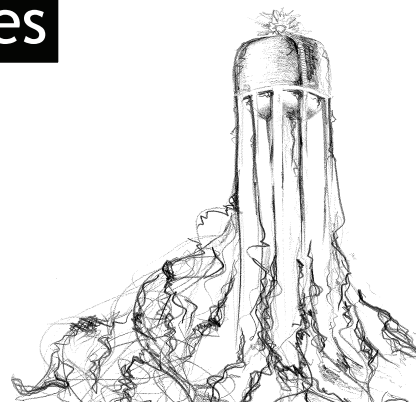
#### Spring Semester 2010

January: 26

February: 2, 9, 16, 23

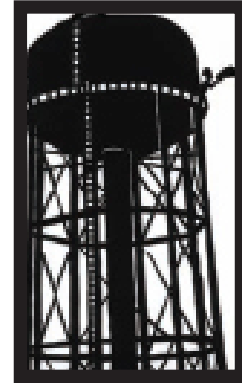
March: 2, 16, 23, 30

April: 6, 13, 20, 27

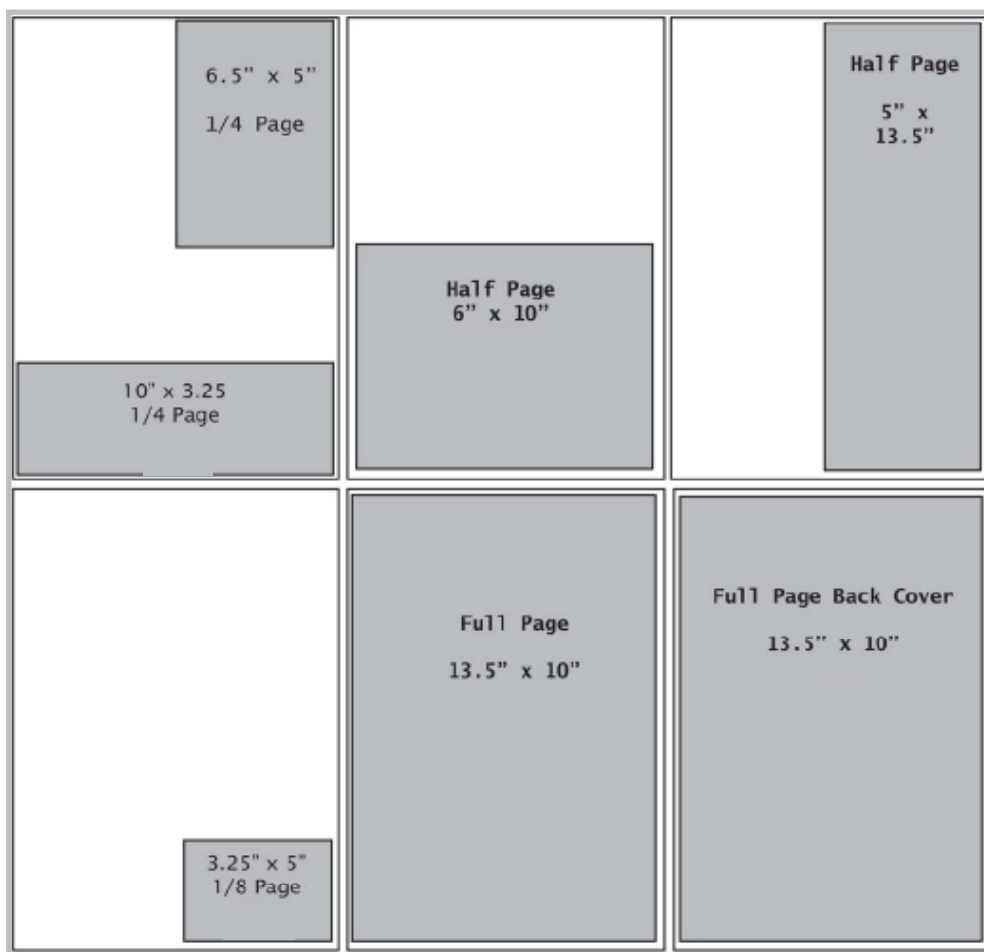


# advertising rates

	Club/UVM	Non-Affiliated
1/8 Page	\$44	\$73
1/4 Page	\$90	\$146
Half Page	\$165	\$269
Full Page	\$371	\$606
Back Cover	\$400	\$700
Inserts	\$200	\$200



## 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.