

**the heuristic**

# Squelch

## Advertisers Guide

### About the Heuristic Squelch

Approaching our sixteenth year, *The Heuristic Squelch* is one of the premier college comedy magazines in the country and has quickly become a Berkeley staple.

Printed once a month with a distribution of 11,000 copies, the Squelch is the largest non-profit, student-run publication in UC Berkeley. Our magazines are delivered to every dorm, sorority, and fraternity in the Berkeley area, as well as to many local cafes and businesses. They're also distributed by hand at the campus' major thoroughfares and to alumni through a growing subscription service, making the Squelch a perfect way to reach almost any Berkeley audience. Other publications can claim larger circulation numbers, but none offer the extensive distribution and strong campus presence that accompany each release of the Heuristic Squelch.

But the Squelch isn't just about Berkeley. We remain popular nation wide via our award-winning website, Squelched.com, which features a large archive of Squelch material, from our first issue to our most recent. The site receives about 10,000 hits each month and all our issues remain on the site in PDF format, including all advertisements exactly as they appeared in the magazine.



# Ad Pricing Guide

All Ads Are Completely Tax Deductible!

With your minimum donation of \$330, receive a  
**1/2 page (7.4 inch X 4.75 inch)** advertisement  
in our next issue.

Our most popular ad size.

With your minimum donation of \$550, receive a  
**full page (7.4 inch X 9.7 inch)** advertisement  
in our next issue.

With your minimum donation  
of \$180, receive a **1/4 page  
(3.7 inch X 4.75 inch)**  
advertisement in our next  
issue.

With your minimum donation  
of \$100, receive a **1/8 page  
(3.7 inch X 2.5 inch)**  
advertisement in our next  
issue.

## **DISCOUNTS:**

- 10% off if we receive your payment prior to press deadline.
- 10% off with advance purchase of two or more ads.
- Discounts cumulative allowing for a maximum savings of 20%
- Ad Design is ALWAYS free

## Squelch Reaches the UC Berkeley Community Like No One Else

What separates the *Heuristic Squelch* from other Berkeley publications and advertising opportunities is its **unique content** and **lasting power**.

Buying an ad in the Squelch is different from buying an ad with other local publications, even comedy newspapers such as *The Onion*. The Heuristic Squelch is a feature rich 20-page magazine produced only a few times a semester, making each issue a special event on campus. While an issue of the *Daily Californian* may be quickly scanned for local news or sports scores and then discarded, an issue of The Heuristic Squelch is a collector's item. **It will be read cover to cover, stored, and re-read again and again.** We are frequently contacted regarding back issues by Cal Alumni, who often save every copy of The Heuristic Squelch that they can find. Other papers may drop off a few dozen stacks in local cafes, but no one is distributed as thoroughly and effectively across the UC Berkeley campus as the Heuristic Squelch.

## Affordable, Effective Advertising

The Squelch believes that advertising should be an easy and friendly process. Our prices are simple to understand and there are no hidden charges. We're very flexible and willing to find the price, ad-size, or special content most appropriate for you. We're not only cheaper than other local options such as The Daily Californian, we also offer many free services:

The Daily Cal charges \$25 an hour for design work. The Squelch offers free design and artwork for any ad purchase and will confirm ad designs with you prior to publishing. The Squelch will also write ad copy at no charge and will write original humor and jokes if asked.

The Daily Cal requires a 15% premium for guaranteed placement of your ad. We don't believe in taking your money to "maybe" publish your ad. Any ad purchased from the Squelch is guaranteed to run.

The Daily Cal requires written notification of ad cancellation and charges a 50% penalty for cancellations made within 48 hours of publication (despite the lack of guaranteed placement). Daily Cal deadlines are also much more inflexible than Squelch deadlines, and a 5% late charge for artwork can be applied to any material sent to the Daily Cal after deadlines. The Squelch will never try to punish you for changing your mind.

## Contact Us

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