

# The McGill Tribune

Published by the SPT, a student society of McGill University



## 2017-2018 Advertising Rate Card

### Why advertise with the McGill Tribune?

#### DIRECT STUDENT ENGAGEMENT

- The McGill Tribune is a fully independent student-run weekly newspaper that serves a community of over 40,000+ McGill University students, faculty, and staff.
- Our core readers are students aged 18-25, with few financial obligations and still developing brand loyalty. They are heavily involved on campus and within the local community.
- With 5,000 print copies per week in 65 distribution locations and nearly 40,000 website views per month, the Tribune is the place for your brand to gain exposure.

#### QUALITY, STUDENT CENTRIC JOURNALISM

- The Tribune is known for its professional and even-keeled coverage of student, local, and national issues, while also celebrating student achievements.
- The Tribune has won several awards for quality and design, including the Student's Society of McGill University Publication of the Year Award several times, and the Canadian Association of University Teachers Award on Excellence in Education Journalism.

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3480 McTavish Street  
Suite 110  
Montreal, QC H3A 1Y2  
514-398-6789

**Business Manager:**  
Daniel Minuk  
**Advertising:**  
Grayson Castell & Noah Cohen  
ads@mcgilltribune.com

# Distribution Locations



## The McGill Tribune

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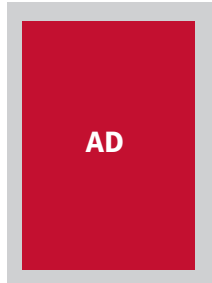
3480 McTavish Street  
Suite 110  
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# Print Rates

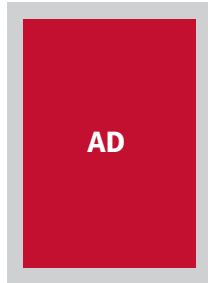
\*Colour prices are in blue

Prices are without taxes. Add 5% GST + 9.975% PST



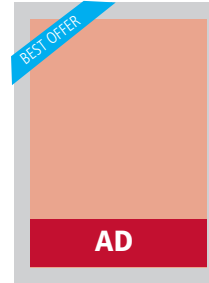
**FULL PAGE**  
10" X 14"  
1000 AGATE LINES  
1 AD  
**\$1050** \$790

5 ADs **\$975** \$710 ea  
10 ADs **\$940** \$675 ea  
25 ADs **\$900** \$640 ea



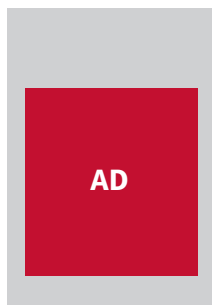
**BACK PAGE**  
10" X 14"  
1000 AGATE LINES  
1 AD  
**\$1200** \$975

5 ADs **\$1020** \$860 ea  
10 ADs **\$940** \$790 ea  
25 ADs **\$900** \$750 ea



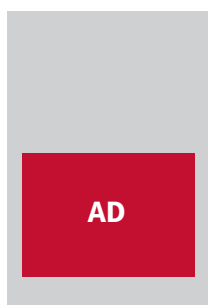
**FRONT BANNER**  
10" X 2.5"  
175 AGATE LINES  
1 AD, COLOUR ONLY  
**\$490**

5 ADs **\$450** ea  
10 ADs **\$410** ea  
25 ADs **\$295** ea



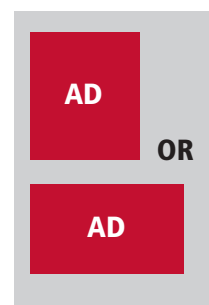
**3/4 PAGE**  
10-1/4" X 10-1/4"  
750 AGATE LINES  
1 AD  
**\$750** \$640

5 ADs **\$710** \$560 ea  
10 ADs **\$674** \$525 ea  
25 ADs **\$600** \$450 ea



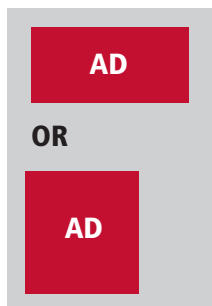
**1/2 PAGE**  
10-1/4" X 7"  
500 AGATE LINES  
1 AD  
**\$600** \$450

5 ADs **\$525** \$375 ea  
10 ADs **\$470** \$320 ea  
25 ADs **\$450** \$300 ea



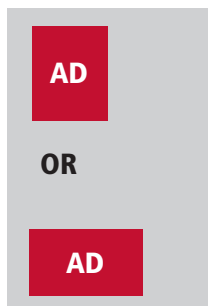
**1/3 PAGE**  
6" X 7" OR  
8-1/8" X 5"  
300 AGATE LINES  
1 AD  
**\$375** \$260

5 ADs **\$360** \$240 ea  
10 ADs **\$340** \$230 ea  
25 ADs **\$325** \$215 ea



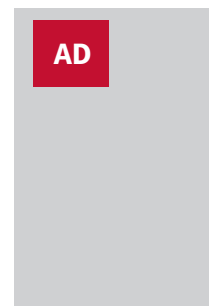
**1/4 PAGE**  
4" X 9" OR  
6" X 6"  
250 AGATE LINES  
1 AD  
**\$260** \$250

5 ADs **\$240** \$190 ea  
10 ADs **\$230** \$160 ea  
25 ADs **\$220** \$150 ea



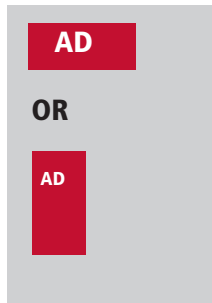
**LARGE NOTICE**  
4" X 5" OR  
6" X 3.5"  
150 AGATE LINES  
1 AD  
**\$190** \$130

5 ADs **\$185** \$125 ea  
10 ADs **\$180** \$120 ea  
25 ADs **\$170** \$110 ea



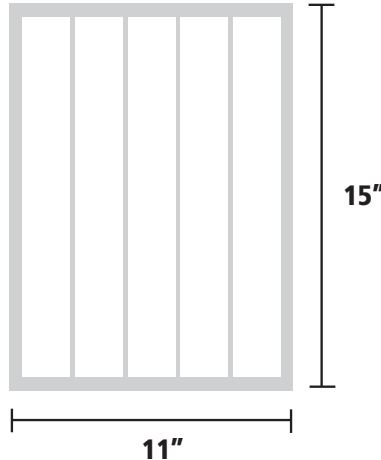
**SMALL NOTICE**  
4" X 3.5"  
ONE SIZE ONLY  
100 AGATE LINES  
1 AD  
**\$150** \$100

5 ADs **\$145** \$100 ea  
10 ADs **\$140** \$90 ea  
25 ADs **\$135** \$85 ea



**BUSINESS CARD**  
1-7/8" X 4" OR  
4" X 2"  
60 AGATE LINES  
1 AD  
**\$70** \$45

5 ADs **\$65** \$40 ea  
10 ADs **\$60** \$35 ea  
25 ADs **\$55** \$30 ea



## NEWSPAPER ATTRIBUTES

Size: Tabloid 11" wide x 15" tall

Columns per page: 5

Column Size: 1-7/8" wide x 14" tall

Agate Lines: 200/column 500/page

Gutter between columns: 3/8"

Pages: 16-20

# OF Locations: 65

Frequency: 1/week - Tuesdays

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# Online Rates

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CURIOSITY DELIVERS.

728 x 90



News ▾ Opinion ▾ Student Living ▾ Features Science & Technology ▾ **Arts & Entertainment ▾** Sports ▾ Multimedia About ▾

### Arts & Entertainment

Keep up to date on local art, new albums, and everything entertainment-related.



APRIL 5, 2017 || ARTS & ENTERTAINMENT || DYLAN ADAMSON

#### Vince Staples dazzles with Life Aquatic Tour at the Corona Theatre

It hasn't taken long for Vince Staples to carve out his lane in the West Coast gangsta rap scene. After a slew of teenage mixtapes, as well as a few features on early Odd Future releases, Staples broke through to the mainstream hip-hop consciousness with his 2014 EP, *Hell Can Wait*. His approach was uncompromisingly... [Keep Reading](#)

Search...

300 x 250

#### NEWSLETTER

Subscribe to receive a weekly newsletter with content and updates!

email address

Subscribe



APRIL 5, 2017 || ARTS & ENTERTAINMENT || ARIELLA GARMAISE

#### Art history student takes art to the streets under pseudonym Sloast

Instead of hibernating in McLennan, the student artist known as Sloast has spent her graduating year steadily building up a fan base. With 1,300 Instagram followers, her support is strong and growing. She was featured in The Market Cooperative in the Students' Society McGill University's (SSMU) ballroom where she first started selling her artwork, and... [Keep Reading](#)

#### TOP ARTICLES



#### Ask Ainsley: How do I cope with my best friend and my ex dating?

Dear Ainsley, A friend of mine from back home recently told me she's been dating my ex for four months ... [More](#)



APRIL 5, 2017 || ARTS & ENTERTAINMENT || VIRGINIA SHRAM

#### Printemps Numérique at the McCord Museum

I've only just walked into "After Hours Fashion Tech," an exposition on fashion technology at the McCord Museum, when an usher slaps a futuristic white watch on my wrist and a bartender thrusts an almond-lavender gin cocktail into my hand. I'm equipped, buzzed, and ready to maneuver this dense crowd mingling underneath



#### LEADERBOARD

728 px \* 90 px

1 WEEK

\$20 CPM

\$150 / PER WEEK

ROTATION

#### MEDIUM RECTANGLE

300 px \* 250 px

1 WEEK

\$20 CPM

\$150 / PER WEEK

\* CUSTOM AD SIZE AVAILABLE

DIVERSE +  
INTERACTIVE  
CONTENT

LOW AD  
ROTATION

FULLY  
RESPONSIVE  
WEBSITE

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# Discounts and Specifications

## MULTIMEDIA PACKAGES\*

1-4 weeks of web advertising and 1 or more print ads

**SAVE 5%**

5+ weeks of web advertising and 5 or more print ads

**SAVE 10%**

13+ weeks of web advertising and 13 or more print ads

**SAVE 15%**

25+ weeks of web advertising and 5 or more print ads

**SAVE 20%**

## DESIGN SERVICES

For an additional 10% per design, the Tribune will provide advertisement design services

## LOGISTICS

### DEADLINES

Advertising insertion orders and artwork must be submitted by 2 p.m on the Thursday before the publication date.

### PLACING ADS

Official insertion orders must be submitted prior to deadline. Orders can be submitted using customer's own purchase order documentation.

### ARTWORK SPECIFICATIONS

Black and white ads should be submitted in finished Grayscale mode, colour ads in CMYK mode.

Ads must be a resolution of 200dpi or higher.

We accept PDF, TIFF, JPEG, PSD and INDD formats.

### SEND ARTWORK AND ORDERS TO:

ads@mccgilltribune.com

### BILLING

Invoices with hard copies of the ads are sent immediately after publication.

### MAKE CHEQUES PAYABLE TO

The McGill Tribune

All advertising copy is subject to the approval of the publisher.

\*Multimedia packages only apply to the minimum quantity purchased. \*\* Discounted prices are subject to taxes

\*\*\*Multimedia packages cannot be combined with McGill affiliated groups/clubs discount

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# Publication Schedule

## SEPTEMBER 2017

Sun.	Mon.	Tue.	Wed.	Thur.	Fri.	Sat.
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

## OCTOBER 2017

Sun.	Mon.	Tue.	Wed.	Thur.	Fri.	Sat.
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

## NOVEMBER 2017

Sun.	Mon.	Tue.	Wed.	Thur.	Fri.	Sat.
29	30	31	1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

## DECEMBER 2017

Sun.	Mon.	Tue.	Wed.	Thur.	Fri.	Sat.
26	27	28	29	30	1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

## JANUARY 2018

Sun.	Mon.	Tue.	Wed.	Thur.	Fri.	Sat.
30	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

## FEBRUARY 2018

Sun.	Mon.	Tue.	Wed.	Thur.	Fri.	Sat.
28	29	30	31	1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28			

## MARCH 2018

Sun.	Mon.	Tue.	Wed.	Thur.	Fri.	Sat.
25	26	27	28	1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

## APRIL 2018

Sun.	Mon.	Tue.	Wed.	Thur.	Fri.	Sat.
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

**Regular issue**  
**Special magazine issue**

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