

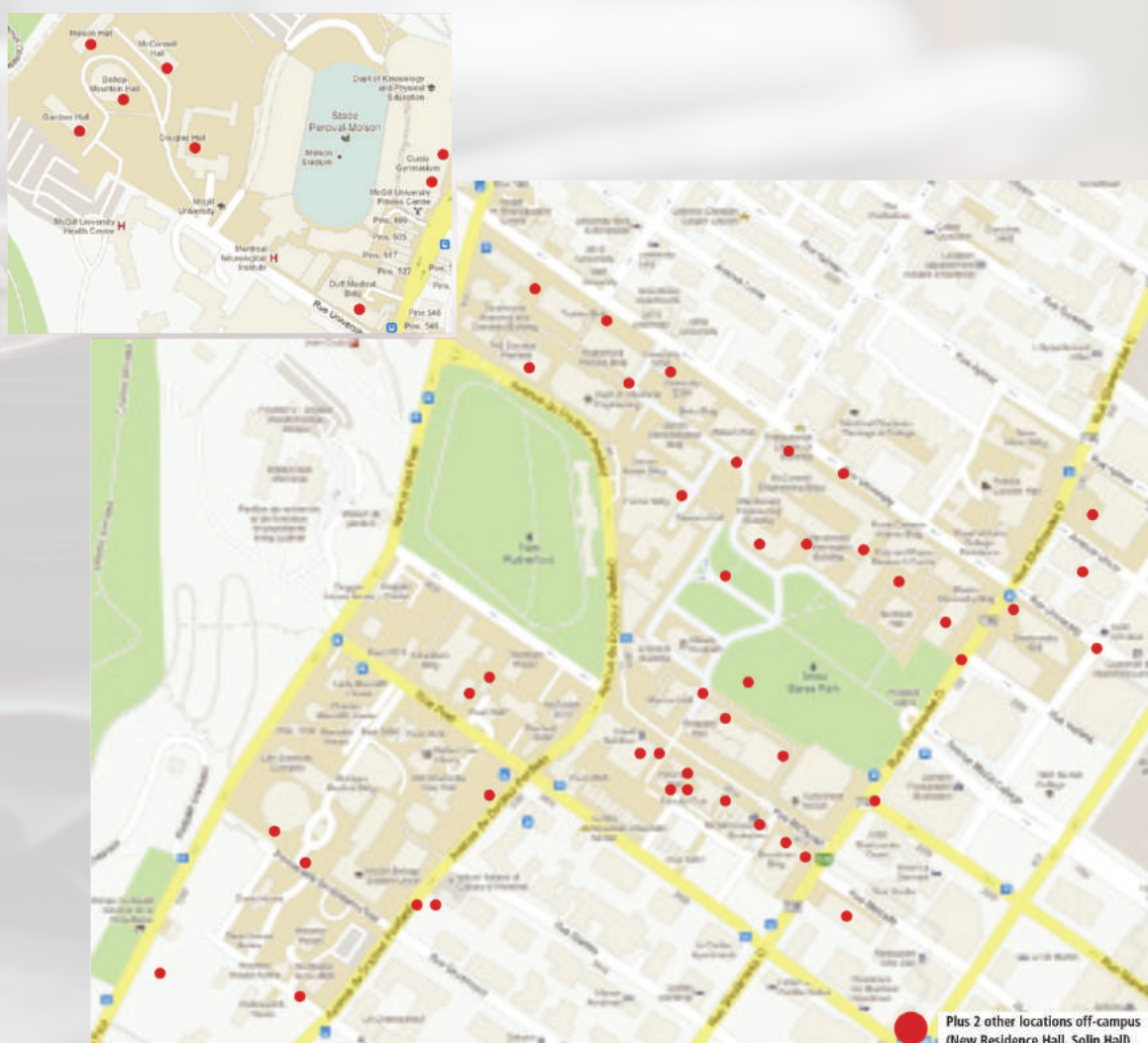
# The McGill Tribune

## 2018-2019 Advertising Rate Card

### WHY THE MCGILL TRIBUNE?

- 40,000+ McGill University students, faculty, and staff.
- Students aged 18-25
- 65 distribution locations
- Up to 70,000 website views and 20,000 print copies per month
- Professional and even-keeled coverage
- Students' Society of McGill University Publication of the Year Award
- Canadian Association of University Teachers Award on Excellence in Education Journalism.

### DISTRIBUTION LOCATIONS



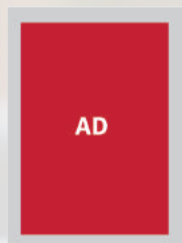
# The McGill Tribune

## 2018-2019 Advertising Rate Card

### PRINT RATES

Colour Prices are in blue

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



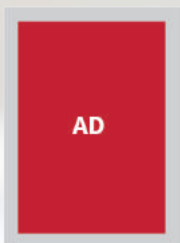
FULL PAGE  
10" X 14"

1000 AGATE LINES

1 AD

**\$1050** \$790

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



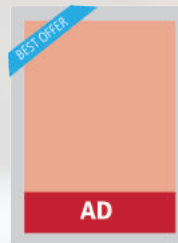
BACK PAGE  
10" X 14"

1000 AGATE LINES

1 AD

**\$1200** \$975

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



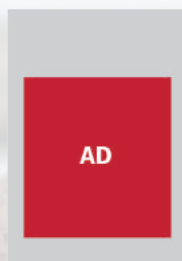
FRONT BANNER  
10" X 2.5"

175 AGATE LINES

1 AD, COLOUR ONLY

**\$490**

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



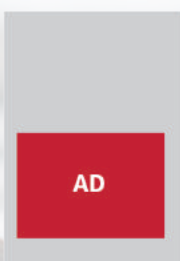
3/4 PAGE  
10-1/4" X 10-1/4"

750 AGATE LINES

1 AD

**\$750** \$640

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



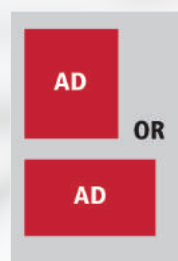
1/2 PAGE  
10-1/4" X 7"

500 AGATE LINES

1 AD

**\$600** \$450

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



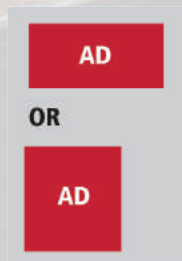
1/3 PAGE  
6" X 7" OR  
8-1/8" X 5"

300 AGATE LINES

1 AD

**\$375** \$260

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



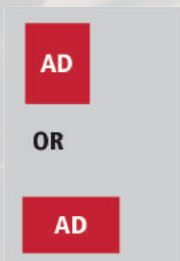
1/4 PAGE  
4" X 9" OR  
6" X 6"

250 AGATE LINES

1 AD

**\$260** \$250

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



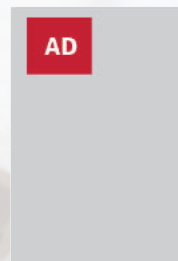
LARGE NOTICE  
4" X 5" OR  
6" X 3.5"

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



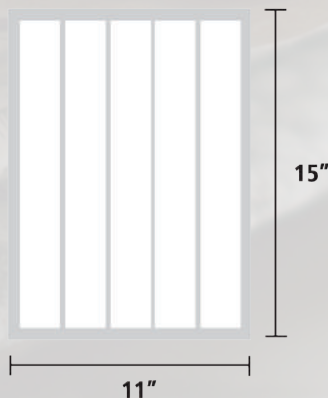
BUSINESS CARD  
1-7/8" X 4" OR  
4" X 2"

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

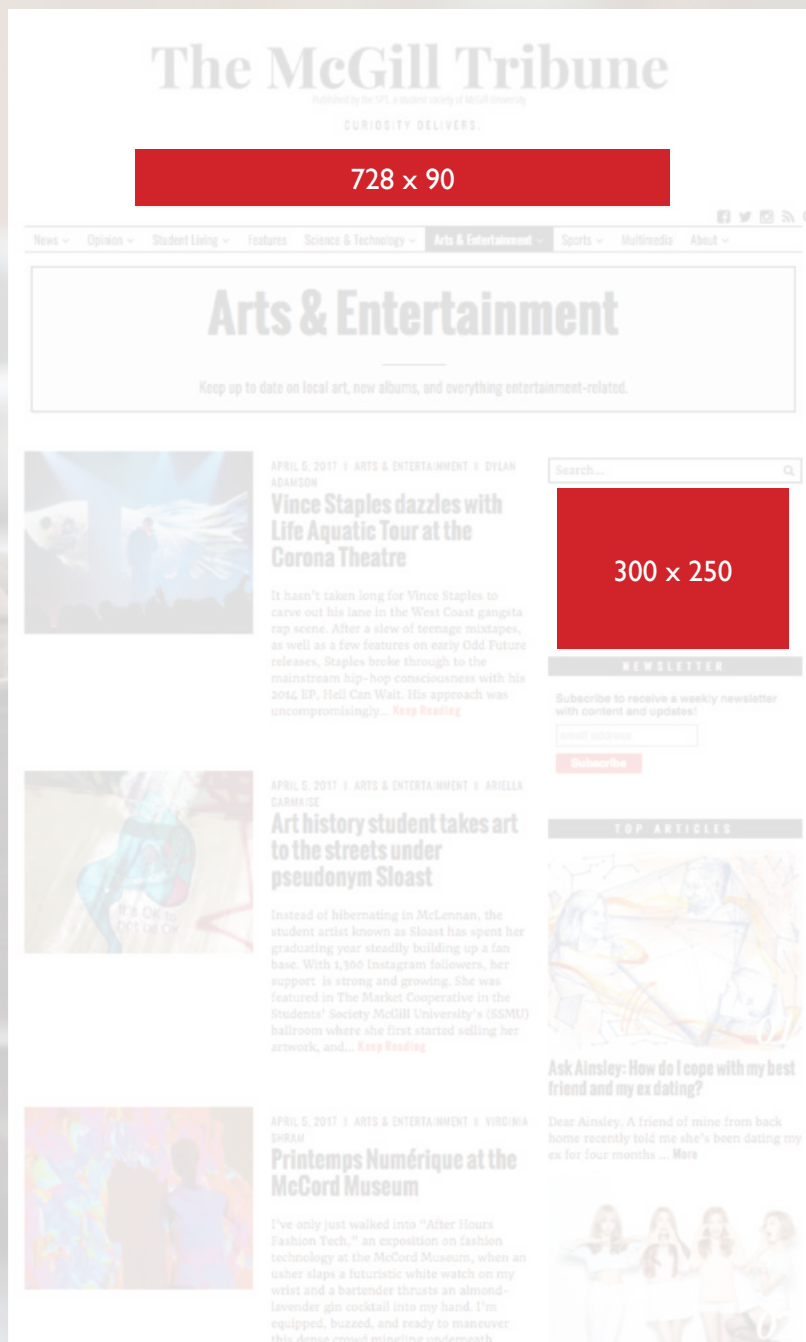
# OF Locations: 65

Frequency: 1/week - Tuesdays

# The McGill Tribune

## 2018-2019 Advertising Rate Card

### ONLINE RATES



#### LEADERBOARD

728 px \* 90 px  
1 WEEK  
\$20 CPM  
\$150 / per week rotation  
Custom ad size available

#### MEDIUM RECTANGLE

300 px \* 250 px  
1 WEEK  
\$20 CPM  
\$50/ per week rotation  
Custom ad size available

### ADVANTAGES

Diverse and  
interactive content

Low ad rotation

Fully responsive  
website

# The McGill Tribune

## 2018-2019 Advertising Rate Card

### MULTIMEDIA PACKAGES

TYPE OF AD	5 ADS	10 ADS	25 ADS
<b>FULL PAGE</b>	Leaderboard (3 weeks)	Leaderboard (9 weeks)	Leaderboard (10 weeks)
<b>BACK PAGE</b>	Leaderboard (3 weeks)	Leaderboard (8 weeks)	Leaderboard (9 weeks)
<b>FRONT BANNER</b>	Leaderboard (3 weeks)	Leaderboard (7 weeks)	Leaderboard (8 weeks)
<b>3/4 PAGE</b>	Rectangle (2 weeks)	Rectangle (6 weeks)	Rectangle (7 weeks)
<b>1/2 PAGE</b>	Rectangle (2 weeks)	Rectangle (5 weeks)	Rectangle (6 weeks)
<b>1/3 PAGE</b>	Rectangle (2 weeks)	Rectangle (4 weeks)	Rectangle (5 weeks)
<b>1/4 PAGE</b>	Rectangle (1 week)	Rectangle (3 weeks)	Rectangle (4 weeks)
<b>LARGE NOTICE</b>	Rectangle (1 week)	Rectangle (2 weeks)	Rectangle (3 weeks)
<b>SMALL NOTICE</b>	Rectangle (3 days)	Rectangle (1 week)	Rectangle (2 weeks)
<b>BUSINESS CARD</b>	Rectangle (3 days)	Rectangle (1 week)	Rectangle (1 week)

With every purchase of a print ad bundle, the Tribune offers a 50% discount on the online ad packages for the duration shown.

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.

Design rates for online ads are not included in this complimentary package.

# The McGill Tribune

## 2018-2019 Advertising Rate Card

### DESIGN SERVICES

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

### PUBLICATION SCHEDULE

<b>SEPT</b> m t w t f s s 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	<b>OCT</b> m t w t f s s 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	<b>NOV</b> m t w t f s s 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
<b>DEC</b> m t w t f s s 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	<b>JAN</b> m t w t f s s 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 31	<b>FEB</b> m t w t f s s 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
<b>MARCH</b> m t w t f s s 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	<b>APRIL</b> m t w t f s s 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	<b>Regular Issue</b> <b>Special Magazine Issue</b> <b>Holiday / Break</b>

### LOGISTICS

#### DEADLINES

Advertising insertion orders and artwork must be submitted by 2 p.m. on the Sunday 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.

#### SEND ARTWORK AND ORDERS TO:

ads@mcgilltribune.com

#### 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.

#### 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.