

Advertise with

THE VARSITY

The University of Toronto's Student Newspaper Since 1880



thevarsity.ca/advertise

About The Varsity

Founded in 1880, The Varsity is the University of Toronto's award-winning paper of record, and one of the oldest student newspapers in Canada. We are U of T's only tri-campus news publication, serving the Toronto, Mississauga and Scarborough campuses.

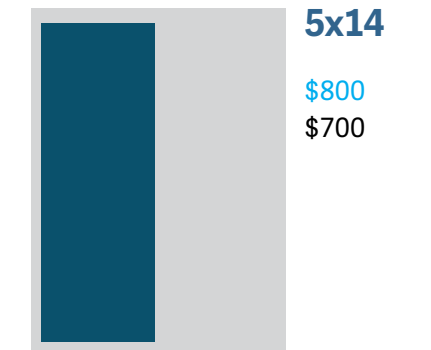
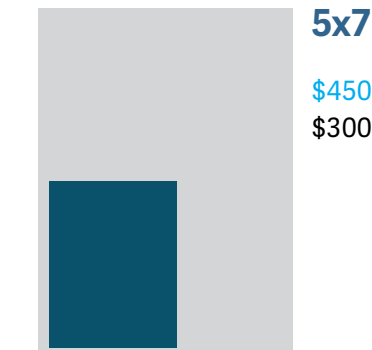
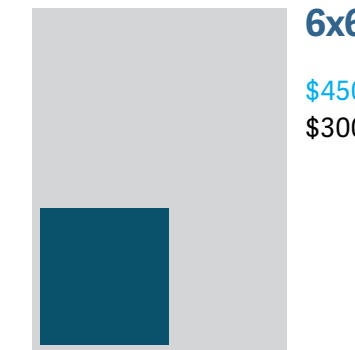
Learn more about the demographics of U of T here: www.utoronto.ca/about-uoft/quickfacts



Newspaper rates

20,000 copies of our newspaper are circulated on Mondays to the over 100,000 students and staff at U of T's Toronto, Mississauga, and Scarborough campuses on over 90 newsstands.

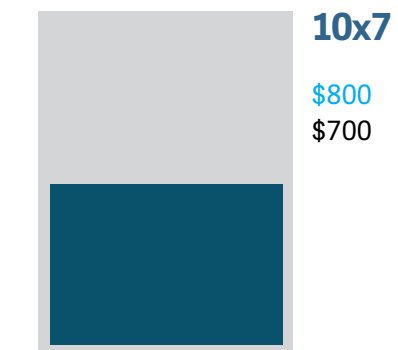
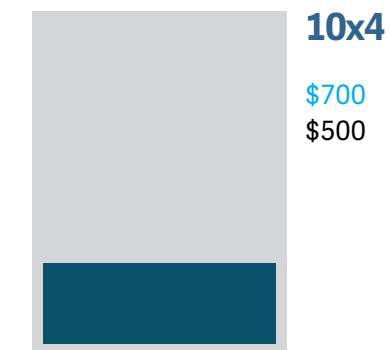
Colour ads
Black and white ads



Email us at
advertising@thevarsity.ca
for a custom quote!

If you are designing your own ad,
please note our tech specs for
newspaper ads:

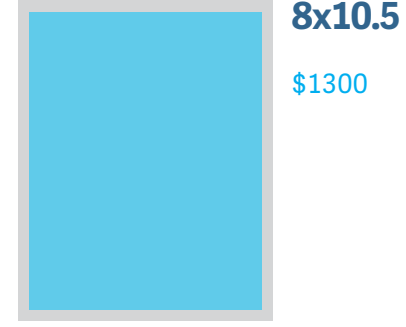
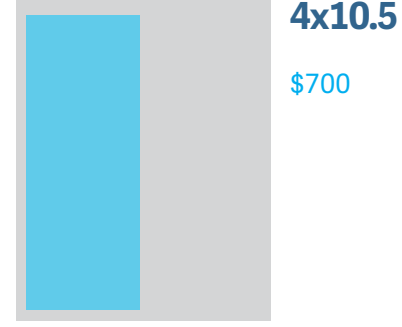
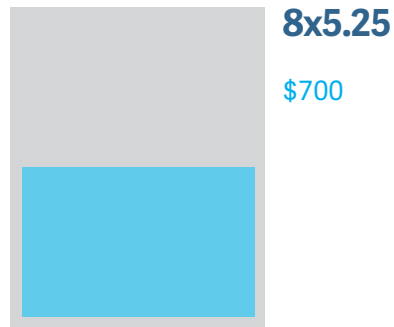
COLOUR SPACE: CMYK
RESOLUTION: 300 ppi



Magazine rates

We also publish two special edition, full-colour magazines every school year. 20,000 copies of each magazine will be circulated to the over 100,000 students and staff at UofT's Toronto, Mississauga, and Scarborough campuses on over 90 newsstands.

Magazine ads are only available in colour.



Email us at advertising@thevarsity.ca for a custom quote!

If you are designing your own ad, please note our tech specs for newspaper ads:

COLOUR SPACE: CMYK
RESOLUTION: 300 ppi



Our website

www.thevarsity.ca

- 76,000 total visits each month
- 60,000 unique visitors per month
- Over 100,000 impressions each month

*Stats as of November 2015

Website rates

The screenshot shows the homepage of thevarsity.ca. A blue box labeled '1' is placed at the top of the page, above the main navigation bar. Another blue box labeled '2' is placed at the bottom of the page, below the main content area. The website layout includes a header with the site name, a navigation menu, a main content area with several articles, and a footer area.

1

Leaderboard

Cost per 1000 impressions \$30
728px by 90px

2

Medium rectangle

Cost per 1000 impressions \$30
300px by 250px

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for a custom quote!

TheVarsity.ca is also a white-listed partner of AdBlock plus, which means our website's ads are unaffected by visitors who use AdBlock software!

If you are designing your own ad, please note our tech specs for online ads:

COLOUR SPACE: RGB
RESOLUTION: 72 ppi

Publication schedule

Ad requests are due a week before the publication date.

Newspaper

Magazine

SEPTEMBER 2016

| S | M | T | W | T | F | S |
|----|----|----|----|----|----|----|
| 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 | 29 | 30 | 1 |
| 2 | 3 | 4 | 5 | 6 | 7 | 8 |

OCTOBER 2016

| S | M | T | W | T | F | S |
|----|----|----|----|----|----|----|
| 25 | 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 | 31 | 1 | 2 | 3 | 4 | 5 |

NOVEMBER 2016

| S | M | T | W | T | F | S |
|----|----|----|----|----|----|----|
| 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 | 1 | 2 | 3 |
| 4 | 5 | 6 | 7 | 8 | 9 | 10 |

DECEMBER 2016

| S | M | T | W | T | F | S |
|----|----|----|----|----|----|----|
| 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 | 31 |
| 1 | 2 | 3 | 4 | 5 | 6 | 7 |

JANUARY 2017

| S | M | T | W | T | F | S |
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| 22 | 23 | 24 | 25 | 26 | 27 | 28 |
| 29 | 30 | 31 | 1 | 2 | 3 | 4 |
| 5 | 6 | 7 | 8 | 9 | 10 | 11 |

FEBRUARY 2017

| S | M | T | W | T | F | S |
|----|----|----|----|----|----|----|
| 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 | 1 | 2 | 3 | 4 |
| 5 | 6 | 7 | 8 | 9 | 10 | 11 |

MARCH 2017

| S | M | T | W | T | F | S |
|----|----|----|----|----|----|----|
| 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 | 1 |
| 2 | 3 | 4 | 5 | 6 | 7 | 8 |

APRIL 2017

| S | M | T | W | T | F | S |
|----|----|----|----|----|----|----|
| 26 | 27 | 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 | 29 |
| 30 | 1 | 2 | 3 | 4 | 5 | 6 |



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