

advertise with

THE VARSITY

*Whatever
element of ambition
or audacity lies latent in our
programme, it is wholly bound
up in the desire that the University
of Toronto shall possess the best
university paper in America and
an unrivalled index of the
progress of educational
systems.*

from No. 1, Vol. 1 of The Varsity, published Oct. 7th, 1880

who are we?

form

newspaper,
website, magazine,
podcasts, videos

voice

University
of Toronto's
flagship student
newspaper,
publishing quality
content since
1880

function

to engage, inspire,
and shape the minds
of U of T's 70,000+
students, staff, and
greater community

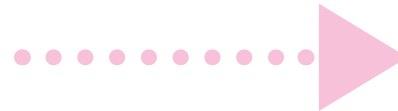
why advertise?



Studies show that student newspapers are one of the main sources of information and news for students, second only to the internet.

70,000+

students, staff and faculty
across three campuses



95%

of students read their
campus newspaper

84%

notice an ad in their
campus paper



55,000+

people looking at your
advertisement in The Varsity

20,000

copies distributed
each week

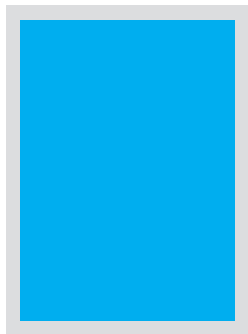


90+

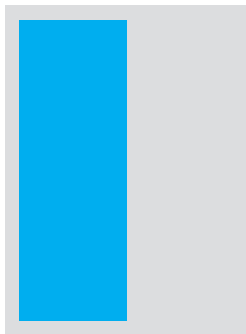
distribution points across
St. George, UTM, and UTSC

Sources:
Canadian Campus Market Research, 2007, commissioned by Campus Plus.
Facts and Figures, 2010, published by the University of Toronto.

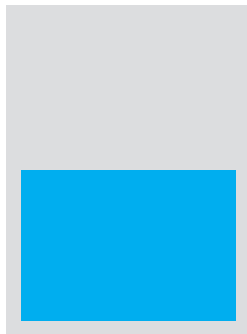
our rates (we offer **free** ad design)



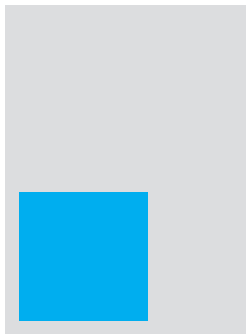
10×14
1473.00



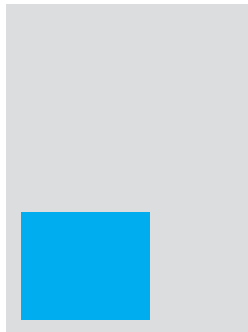
5×14
753.00



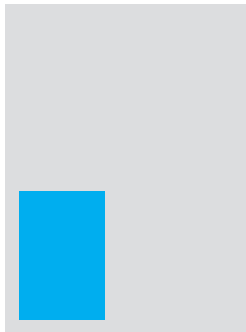
10×7
753.00



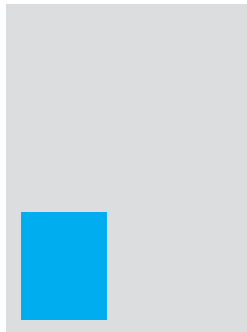
6×6
394.00



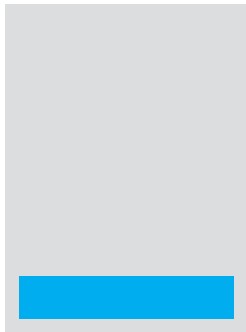
6×5
336.00



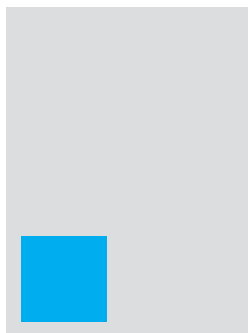
4×6
273.00



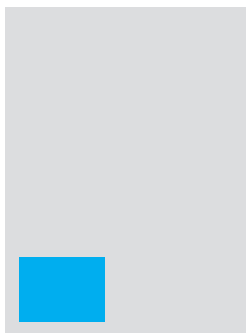
4×5
231.00



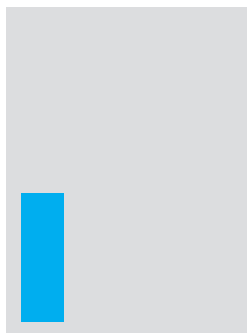
10×2
231.00



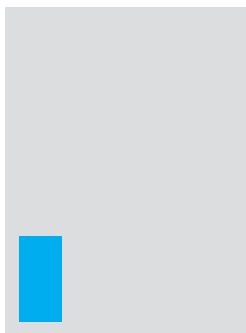
4×4
189.00



4×3
143.00



2×6
143.00



2×4
97.00

further information

Sizes are in inches (width × height). All rates listed to the left are for black and white ads. Rates do not include taxes. Ads might not be positioned exactly as shown.

Colour

Add \$300.

Frequency discounts

Buy 6 black and white ads of any size and get the 7th free. If you'd like colour, buy 3 and get the 4th free.

Inserts

Inserts \$97 per 1000, minimum 10,000. Price does not include cost of printing and transportation to our printing facility in Mississauga. Maximum size for inserts is 7×10. A minimum of two weeks' notice is required for inserts.

Wraps

Want to launch your product or business in a big way? We offer 10×9 front-to-back page wraparound ads all year long. Contact us for rates and to schedule your own.

Preferred placement

Know exactly where you want your ad to run? Tell us where you want it and we'll make sure it goes there for an additional 25% of the gross price.

Custom ads

Don't see the ad size you want? We're happy to work with you on a custom solution that'll fit your needs. Get in touch!

Brand partnerships and sponsoring

Throughout the year, we put together special issues, sections, magazines, and features. Check out our publishing schedule and contact us for unique advertising opportunities.

the technical stuff

Ad specs

Colour ads should be in CMYK mode, black and white ads in grayscale. All ads must be formatted at 300dpi, with fonts embedded or converted to outlines. PDF and TIFF formats preferred.

Deadlines

Creative due Wednesdays before publication of upcoming issue.

Payment

Make cheques payable to:

The Varsity, Business Office

Room 306, 21 Sussex Ave.

Toronto, ON M5S 1J6

publication schedule

September 2011

Sun	Mon	Tue	Wed	Thu	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	29	30	1
2	3	4	5	6	7	8

October 2011

Sun	Mon	Tue	Wed	Thu	Fri	Sat
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 2011

Sun	Mon	Tue	Wed	Thu	Fri	Sat
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 2011

Sun	Mon	Tue	Wed	Thu	Fri	Sat
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 2012

Sun	Mon	Tue	Wed	Thu	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	1	2	3	4
5	6	7	8	9	10	11

February 2012




Sun	Mon	Tue	Wed	Thu	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	1	2	3
4	5	6	7	8	9	10

March 2012

Sun	Mon	Tue	Wed	Thu	Fri	Sat
26	27	28	29	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

April 2012

Sun	Mon	Tue	Wed	Thu	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	1	2	3	4	5
6	7	8	9	10	11	12

-  Regular issue
-  Holiday gift guide
-  Magazine

contact us

The best way to get in touch with us



ads@thevarsity.ca

- *In a hurry to meet a deadline for an issue? We're **very** good at getting back to you via e-mail.*
- *Our sales team also holds office hours three days a week, if you'd rather drop by:*
Tuesdays: 12–4
Wednesdays: 12–4
Fridays: 12–4
- *Don't get us wrong, we're also happy to talk to you on the phone — but our advertising team is made up entirely of students, so we can't guarantee 9–5 office hours. If you'd like to call during that time, our number's **416-946-7604**.*

Where are we?

You're more than welcome to pop by and speak to our ad team; just make sure someone will be here before doing so! We'd hate to be out on a call and miss you.

Room 306, 21 Sussex Ave.
Toronto, ON M5S 1J6

Our ad sales team

Jamie C. Liu

jamie@thevarsity.ca

Kalam Poon

kalam@thevarsity.ca

Ivana Strajin

ivana@thevarsity.ca

Got more questions?

You should speak to our Business Manager, **Arlene Lu**, at business@thevarsity.ca