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](http://www.utoronto.ca/about-uoft/quickfacts)

Newspaper rates

18,000 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 100 newsstands.

Color ads:

<table>
<thead>
<tr>
<th>Size</th>
<th>Price</th>
<th>Black and white ads</th>
</tr>
</thead>
<tbody>
<tr>
<td>6x6</td>
<td>$450</td>
<td>$500</td>
</tr>
<tr>
<td>5x7</td>
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</tr>
<tr>
<td>10x14</td>
<td>$1600</td>
<td>$1400</td>
</tr>
</tbody>
</table>

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:

- **Color Space**: CMYK
- **Resolution**: 300 ppi
Magazine rates

We also publish two special edition, full-colour magazines every school year. 18,000 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 100 newsstands.

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

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!

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

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

**COLOUR SPACE: RGB**

**RESOLUTION: 72 ppi**

Website rates

1. **Leaderboard**
   - Cost per 1000 impressions $30
   - 728px by 90px

2. **Medium rectangle**
   - Cost per 1000 impressions $30
   - 300px by 250px
Publication schedule

Ad requests are due a week before the publication date.