



# Advertise with **THE VARSITY**

The University of Toronto's Student Newspaper Since 1880

[thevarsity.ca/advertise](https://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.

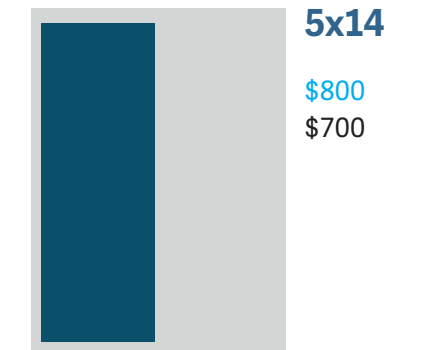
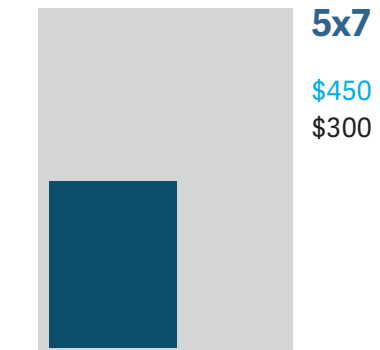
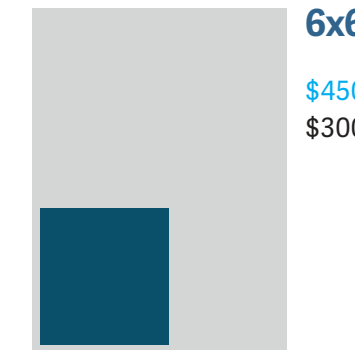
Learn more about the demographics of U of T here: [www.utoronto.ca/about-uoft/quickfacts](http://www.utoronto.ca/about-uoft/quickfacts)



## 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.

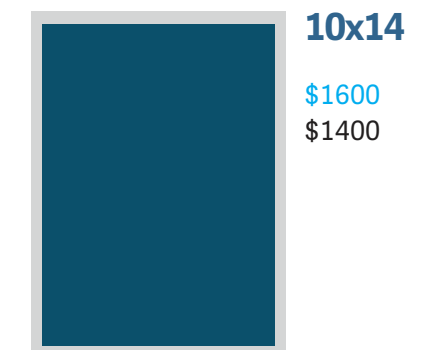
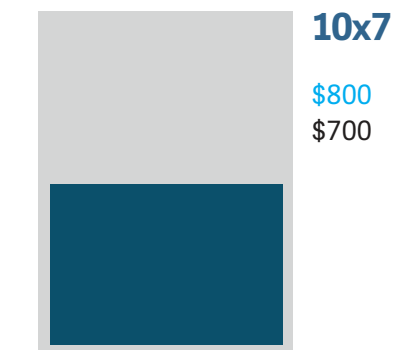
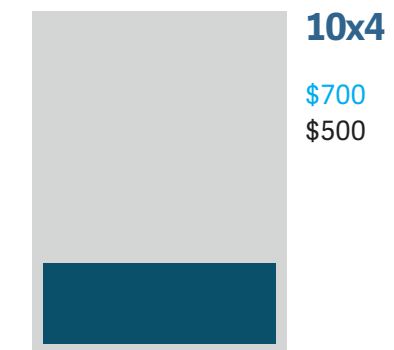
Colour ads  
Black and white ads



Email us at  
[advertising@thevarsity.ca](mailto:advertising@thevarsity.ca)  
for a custom quote!

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

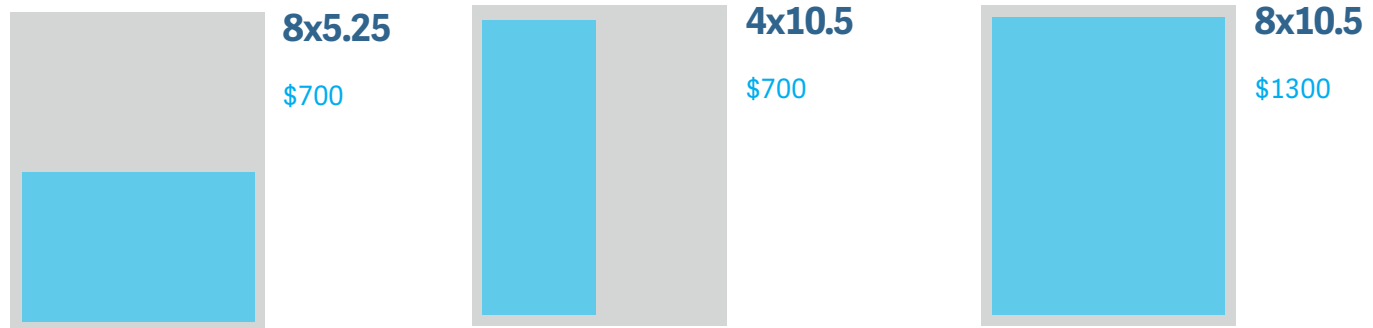
COLOUR SPACE: CMYK  
RESOLUTION: 300 ppi



# Magazine rates

We also publish two special edition, full-colour magazines every school year. 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.

Magazine ads are only available in colour.



Email us at [advertising@thevarsity.ca](mailto: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



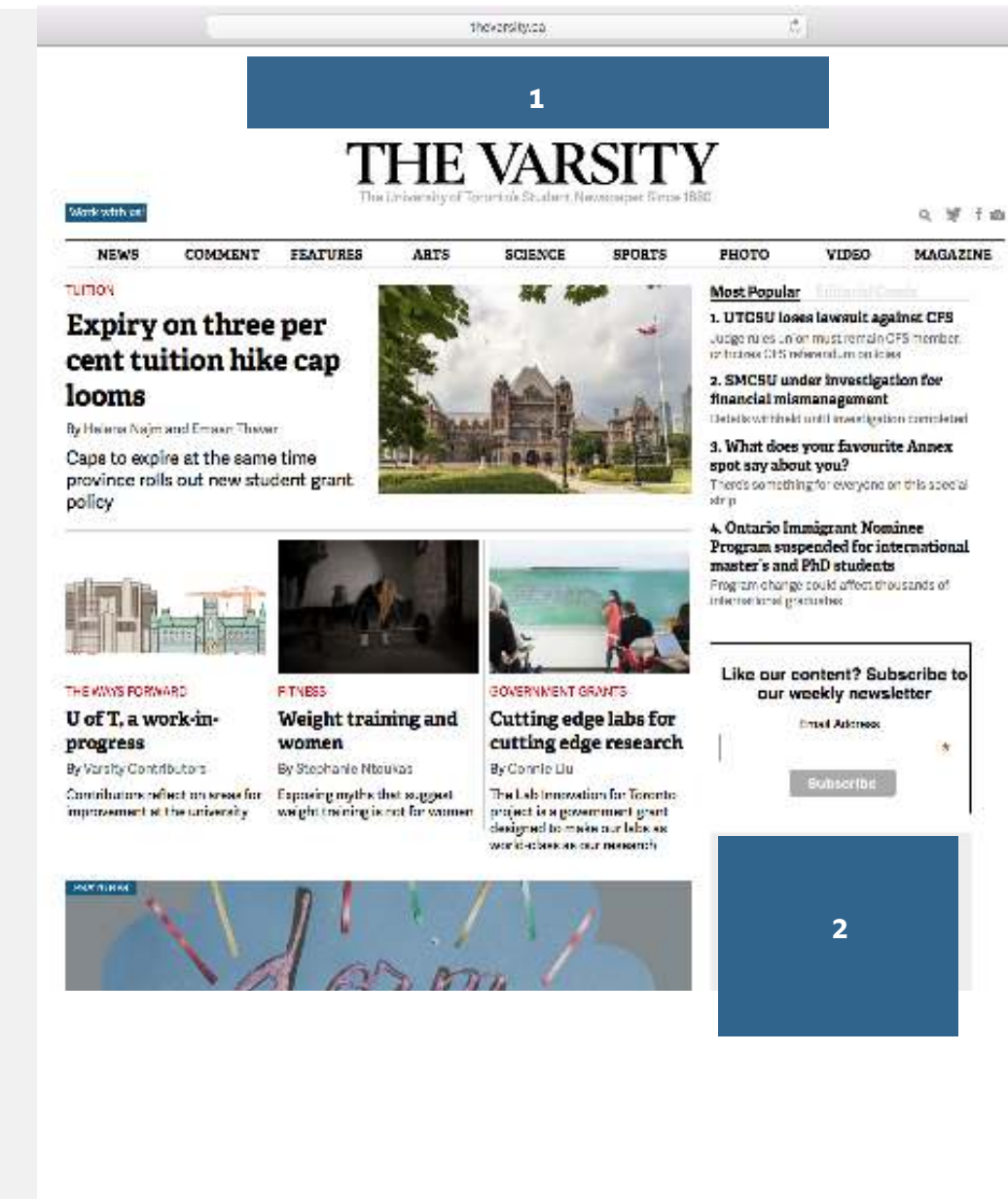
# Our website

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



1

### Leaderboard

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

2

### Medium rectangle

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

Email us at  
[advertising@thevarsity.ca](mailto:advertising@thevarsity.ca)  
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.

SEPTEMBER 2018

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

OCTOBER 2018

S	M	T	W	T	F	S
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	8	9	10

NOVEMBER 2018

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

DECEMBER 2018

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

JANUARY 2019

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	31	1	2
3	4	5	6	7	8	9

FEBRUARY 2019

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

MARCH 2019

S	M	T	W	T	F	S
24	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	1	2	3	4	5	6

APRIL 2019

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

- Newspaper
- Magazine



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