

theconcordian

2016 ADVERTISING RATES

We've mixed credibility and creativity since 1983

➔ We are the leader in Concordia campus news, sports, entertainment and music. We reach a growing and diverse readership of young people, both in print and online

➔ Winner of the cover photo of the year by the Canadian University Press in 2013, 2014 and 2015

➔ Winner of the feature story of the year in 2015

8,000
COPIES

60+
LOCATIONS

200k
ONLINE
VISITS/YR

6 Good Reasons to Advertise in The Concordian

1

A medium of quality

Neat layout, strictly selected typography... *The Concordian* is a newspaper where aesthetics, creativity, and high-standard visuals are prominent to attract the eye of our readers.

2

Multiplatform communication

The Concordian partners with its advertisers to extend their visibility beyond the newspaper, such as through contests on social media.

3

A great exposure

The Concordian is not just read by students. Teachers, professors, staff also grab our paper each week. City media such as *Montreal Gazette* and CTV look to us for new stories happening at Concordia. Our stories are syndicated **nationwide**, through the Canadian University Press wire service. We also have had our stories linked to by *Mclean's Online*.

4

A privileged access to the 18-25

The Concordian reaches a student population that's active, young, urban, and cultivated. Concordia has graduated more Fortune 500 CEOs than any other university in Canada. Our readers are the leaders—and the spenders of tomorrow.

5

An effective placement

The Concordian offers 1st sectorial brand, and **tailored** placement throughout our pages, guaranteeing the best placement for your establishment or event.

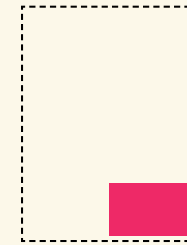
6

A large diffusion

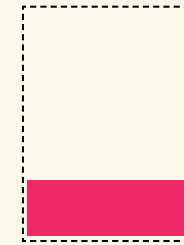
8,000 copies are available each week to more than **45,000 students**. Issues remain on stands for two weeks on our stands, and online forever.

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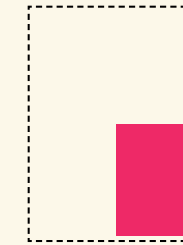
2016 Advertising Rates



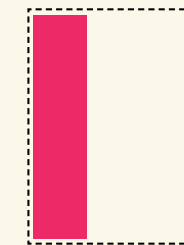
Business Card
W: 4 in
H: 2 in



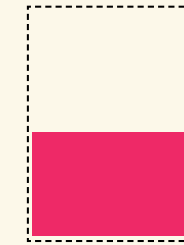
Banner
W: 10 in
H: 3 ½



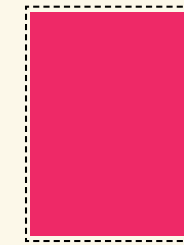
¼ page V
W: 4.906 in
H: 7.921 in



¼ page H
W: 3.3 in
H: 16 in



½ page
W: 10 in
H: 7.921 in



Full page
W: 10 in
H: 16 in

GENERAL RATES AND BULK PURCHASE DISCOUNTS 2016

	1x	3x	6x
Business Card	\$ 50	\$ 45	\$ 40
Banner	\$ 200	\$ 190	\$ 180
1/4 page V/H	\$ 250	\$ 240	\$ 230
1/3 page	\$ 300	\$ 290	\$ 280
1/2 page	\$ 400	\$ 380	\$ 370
Full page	\$ 800	\$ 760	\$ 700

OTHER RATES CONDITIONS & DEFINITIONS

Print + Online discount:	-20%
1 st sectorial brand guarantee:	+5%
Opening section LHP/Section RHP:	+10%

Online Rates

ONLINE RATES AND BULK PURCHASE DISCOUNTS

	1 week	2 weeks	4 weeks
Top banner	\$ 175	\$ 165	\$ 155
Side banner	\$ 150	\$ 140	\$ 130

Rates effective with the 9 February 2016 issue (Vol. 33 n° 19). All rates are before taxes.

Specifications and Calendar

Ads can be either in French or English

PRINT SPECIFICATIONS

Files must be saved in PDF with a resolution of 300 dpi and no crop marks, and sent via email to: advertising@theconcordian.com

ONLINE SPECIFICATIONS

Files must be saved in PNG and sent via email to: advertising@theconcordian.com

ORDER AND MATERIAL SUBMISSION DEADLINE

Friday 2 p.m. prior to each issue

CALENDAR 2016-2017

FALL

Sept 6, 13, 20, 27

Oct 4, 11, 18, 25

Nov 1, 8, 15, 22, 29

WINTER

Jan 10, 17, 24, 31

Feb 7, 14, 21, 28

Mar 7, 14, 21, 28

Apr 4, 11

**Please
contact us for
enquiries**

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