

PUBLICATION SCHEDULE

SUMMER VOLUME & ISSUE NUMBER

PUBLISHING DATE

165.1	MAY 5, 2011
165.2	MAY 19, 2011
165.3	JUN 2, 2011
165.4	JUN 16, 2011

FALL VOLUME & ISSUE NUMBER

PUBLISHING DATE

166.1 *BACK TO SCHOOL GUIDE	SEP 1, 2011
166.2	SEP 15, 2011
166.3	SEP 22, 2011
166.4	SEP 29, 2011
166.5	OCT 6, 2011
166.6	OCT 13, 2011
166.7	OCT 20, 2011
166.8	OCT 27, 2011
166.9	NOV 3, 2011
166.10	NOV 10, 2011
166.11	NOV 17, 2011
166.12	NOV 24, 2011
166.13	DEC 1, 2011
166.14	DEC 8, 2011

WINTER VOLUME & ISSUE NUMBER

PUBLISHING DATE

167.1	JAN 12, 2012
167.2	JAN 19, 2012
167.3	JAN 26, 2012
167.4	FEB 2, 2012
167.5	FEB 9, 2012
167.6	FEB 16, 2012

*READING WEEK (NO PAPER)

167.7	MAR 1, 2012
167.8	MAR 8, 2012
167.9	MAR 15, 2012
167.10	MAR 22, 2012
167.11	MAR 29, 2012
167.12	APR 5, 2012
167.13	APR 12, 2012

THE ONTARION

- We design your ad for FREE at no extra cost
- Student's travel in groups and spread positive word-of-mouth when they like an organization
- The Ontarion hits the stands every Thursday - just before the weekend
- Issues of the The Ontarion are distributed on & off campus with a reach of 25,000 people who make up the University of Guelph campus & greater Guelph community
- University of Guelph students have a direct impact on the Guelph economy & future prosperity of the city
- The Ontarion is one of the best student newspapers nationwide
- Our rates are competitive & better than the competition
- Fall and Winter circulation 8,000 - 10,000 (weekly)

The Ontarion Inc.

UC 264, University of Guelph
Guelph, Ontario
N1G 2W1

Advertising Manager

office: 519.824.4120 ext 58267
cell: 519.760.2786
email: onsales@uoguelph.ca

FOLLOW US ON:



ADVERTISING WITH THE ONTARION

*Your independent student newspaper
at the University of Guelph*



www.theontarion.com

ADVERTISING RATES

TYPE OF AD	SIZE*	COST
CLASSIFIEDS MINICARD	2 X 3	\$30
1/16 PAGE	4 X 2.25	\$60
1/12 PAGE	6 X 2.25	\$80
1/8 PAGE VERTICAL	4 X 4.25	\$112
1/8 PAGE HORIZONTAL	6 X 2.75	\$112
1/6 PAGE BANNER	10 X 2.25	\$130
ECONOMY 1/4 PAGE	5 X 5.25	\$168
1/4 PAGE VERTICAL	5 X 7	\$208
1/4 PAGE BANNER	10 X 3.5	\$208
ECONOMY 1/2 PAGE	10 X 5.25	\$312
1/2 PAGE VERTICAL	5 X 14	\$390
1/2 PAGE HORIZONTAL	10 X 7	\$390
FULL PAGE	10 X 14	\$755
SPOT COLOUR	PER COLOUR	\$150
FULL PROCESS COLOUR	CMYK	\$400
FREE STANDING INSERTS	PER 1000	\$100
PLACEMENT	IF AVAILABLE	\$20
AD PULLED		\$50

*ad sizes are width by height measured in inches

OUR POLICY

The Ontario reserves the right to refuse any advertisements that are deemed sexist, racist, homophobic or otherwise discriminatory.

PROOFS

The advertiser must be available to proof ads in person, or by email.

ACCOUNTS

Accounts are due when rendered. 1.5% monthly interest is added to overdue accounts.

New advertisers are required to pre-pay at time of publication and will receive full tearsheets with invoices and monthly statements of account.

ERRORS

Errors must always be reported to The Ontario within four business days of the publication's release.

The Ontario is not responsible for failure to place advertisements or for mistakes within and beyond the price of the ad.

BOOKING DEADLINES

Regular Mondays
4pm Prior To Publication Day

Holiday Mondays
Friday at 4pm

DETAILS

PRICES SUBJECT TO H.S.T.

- prices will not change without notice

SIZES ARE MEASURED

- width x high in inches

FREESTANDING INSERTS

- \$100 per 1000

PREFERRED PLACEMENT

- \$20 (depending on availability)

REGULAR CIRCULATION

- 8,000 - 10,000 (weekly)

SUMMER CIRCULATION

- 5,000 (weekly)

- All materials (discs, artwork) must arrive at the Ontario no later than 10am Tuesday prior to publication.

BACK TO SCHOOL GUIDE

- On stands Labour Day weekend.



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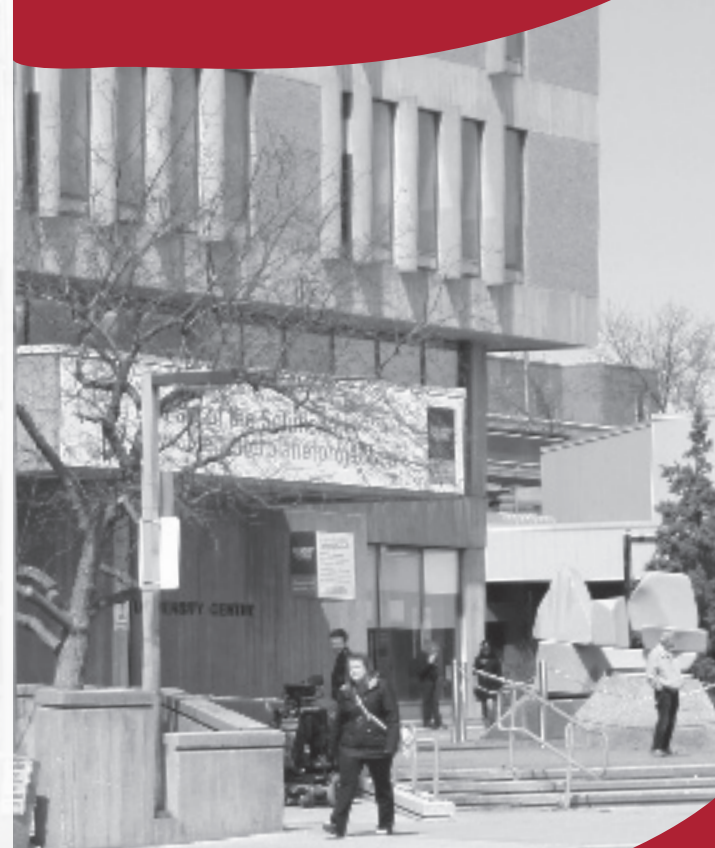
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ONLINE ADVERTISING RATES

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HORIZONTAL BANNER	729 X 90	\$240/MO
When combined with 4 consecutive weeks of paper advertisements.		\$160/MO

*For combo discount ads must run concurrently

VERTICAL BANNER	120 X 600	\$240/MO
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When combined with 4 consecutive weeks of paper advertisements.		\$160/MO
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*For combo discount ads must run concurrently

SQUARE BANNER	250 X 250	\$160/MO
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When combined with 4 consecutive weeks of paper advertisements.		\$100/MO
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*For combo discount ads must run concurrently

ADD PULLED		\$50
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