

Why in the advertise Ontarion?

**We can design your
advertisement for you -
FREE!**

**Support one of the best
student newspapers in
Canada!**

**It's cheaper than the
competition.**

**Increase your visibility in
the community.**

The Ontarion is the only regular student publication of its calibre to directly reach the 25,000 people that make up the University of Guelph campus community. Students at the University of Guelph have a major economic impact on the City of Guelph, with over 17,000 undergraduate and graduate students. The Ontarion is also distributed widely throughout Guelph, making it an excellent medium for reaching the greater Guelph community.



the Details

- All prices are subject to G.S.T
- Prices will not change without notice
- Sizes are width x height in inches
- We can design your ad at no additional cost (some restrictions apply)
- Freestanding inserts: \$100 per 1000
- Placement \$20 (depending on availability)
 - Regular circulation: 8,000 - 10,000 (weekly)
 - Summer circulation: 5,000 (weekly)
- All materials (disks, art work etc.) must arrive at the Ontarion no later than 10am Tuesday prior to publication
- New Student Guide is mailed to all first year students in early July

Advertising Rates

Ad Sizes are Width by Height, in inches

Mini cards in Classifieds section	2 x 3.0	30.00
1/16 Page	4 x 2.25	60.00
1/12 Page	6 x 2.25	80.00
1/8 Page Vertical	4 x 4.25	112.00
1/8 Page Horizontal	6 x 2.75	112.00
1/6 Page Banner	10 x 2.25	130.00
Economy 1/4 Page	5 x 5.25	168.00
1/4 Page Vertical	5 x 7	208.00
1/4 page Banner	10 x 3.5	208.00
Economy 1/2 Page	10 x 5.25	312.00
1/2 Page Vertical	5. x14	390.00
1/2 Page Horizontal	10 x 7	390.00
Full Page	10 x 14	755.00
Spot Colour	Per Colour	150.00
Full Process Colour	CMYK	600.00
Free standing inserts	Per 1000	100.00
Placement	When Available	20.00
Ad pulled after space allocated		50.00

**Deadline for booking space:
Monday @ 4pm prior to Thursday publication
Holiday Mondays: Friday @ 4pm**

Publication
Schedule 09/10

Summer

Volume & Issue Number	Publishing Date
159.1	May 7, 2009
159.2	May 21, 2009
159.3	Jun 4, 2009
159.4	Jun 18, 2009
159.5 <i>Frosh Guide</i>	July 9, 2009

Fall

Volume & Issue Number	Publishing Date
160.1	Sep 17, 2009
160.2	Sep 24, 2009
160.3	Oct 1, 2009
160.4	Oct 8, 2009
160.5	Oct 15, 2009
160.6	Oct 22, 2009
160.7	Oct 29, 2009
160.8	Nov 5, 2009
160.9	Nov 12, 2009
160.10	Nov 19, 2009
160.11	Nov 26, 2009
160.12	Dec 3, 2009
160.13	Dec 10, 2009

Winter

Volume & Issue Number	Publishing Date
161.1	Jan 14, 2010
161.2	Jan 21, 2010
161.3	Jan 28, 2010
161.4	Feb 4, 2010
161.5	Feb 11, 2010
<i>Reading week - No Paper</i>	Feb 18, 2010
161.6	Feb 25, 2010
161.7	Mar 4, 2010
161.8	Mar 11, 2010
161.9	Mar 18, 2010
161.10	Mar 25, 2010
161.11	Apr 1, 2010
161.12	Apr 8, 2010
161.13	Apr 15, 2010

Policies and Limitations:

The Ontarion reserves the right to refuse ads that are deemed sexist, racist, homophobic or otherwise discriminatory.

Proofs:

Advertiser must be available to proof ads by fax, by e-mail, or in person.

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.**

Advertisers will receive full tearsheets with invoices as well as monthly statements of account.

Errors:

Any errors must be reported to the Ontarion within 4 business days of the publication's release. The Ontarion will not be responsible for failure to place an advertisement or for mistakes within and beyond the price of the ad.

Contact

Information

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 N1G 2W1

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The
Ontarion

*your independent student newspaper
 at the University of Guelph*



www.ontarion.ca