



REACH STUDENTS NOW

Print Rates (Black and White*)

Size	\$ by # of Ads**				Agate Lines	Standard Dimensions
	1 ad	5 ads	10	25		
Back Page	\$875					
Full Page	\$750	\$650	\$600	\$550	1000	10" x 14"
3/4 Page	\$650	\$600	\$550	\$450	750	10-1/4" x 10-1/4"
1/2 Page	\$450	\$375	\$325	\$295	500	10-1/4" x 7"
1/3 Page	\$260	\$235	\$215	\$195	300	6" x 7" or 8-1/8" x 5"
1/4 Page	\$215	\$190	\$175	\$160	250	4" x 9" or 6" x 6"
1/5 Page	\$175	\$160	\$145	\$130	200	4" x 7" or 6" x 5"
Large Notice	\$130	\$125	\$120	\$110	150	4" x 5" or 6" x 3.5"
Small Notice	\$90	\$85	\$80	\$75	100	4" x 3.5"
Business Card	\$55	\$50	\$45	\$40	60	1-7/8" x 4" or 4" x 2"
Personal	\$30	\$28	\$22	\$20	30	1-7/8" x 2"

* Each color in addition to black is \$175 per color. A typical 4 color ad is an additional \$525 to the B&W price.

1 process color = b&w rate + \$175
 2 process colors = b&w rate + \$350
 3 process colors = b&w rate + \$525

Process Colors – Cyan, Magenta, Yellow, Black (spot colors converted to CMYK values)

** Prices are without taxes. Add 5% GST plus 9.5% PST.

Facts

The McGill Tribune

is a fully independent newspaper run by McGill students distributed on-campus in 70 distribution points.

The McGill Tribune

– a true weekly – is the most widely read student newspaper on campus

McGill Students

have purchasing power.

Advertising

With a circulation of 7,000 on the McGill campus, the McGill Tribune gives you exposure to over 30,000 potential customers.

For more information or to place an ad, please contact Myriam Richard at 514-398-6835 or email cpm@ssmu.mcgill.ca

Publication Dates

2012

August					September				
M	Tu	W	Th	F	M	Tu	W	Th	F
									5
							11		
							18		
							25		
October					November				
M	Tu	W	Th	F	M	T	W	Th	F
	2								
		10				6			
	16					13			
	23					20			
	30					27			
					Dec	4			

2013

January					February				
M	Tu	W	Th	F	M	Tu	W	Th	F
						5			
						12			
	15					19			
	22					26			
	29								
March					April				
M	Tu	W	Th	F	M	Tu	W	Th	F
	12						3		
	19					9			
	26								

2012-13

ADVERTISING
RATE CARD



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www.mcgilltribune.com

Print Advertising

The Ads

Deadlines

Advertising insertion orders and artwork must be submitted by 3pm three business days before the publication date.

Placing ads

Official insertion orders must be submitted prior to deadline. Orders can be submitted using customers own purchase order documentation.

Artwork

High resolution .pdf preferred. We accept .tiff, .jpeg, .psd, .ai, and .indd formats as well.

Black and white ads should be submitted in finished black and white format.

For spot colors, please specify the Pantone #.

Send artwork and orders to:

cpm@ssmu.mcgill.ca

Billing

Invoices with hard copies of the ads are sent immediately after publication.

The Paper

Size: Tabloid 11" wide x 15" tall

Columns per page: 5

Column Size: 1^{7/8}" wide x 14" tall

Agate Lines: 200/column 500/page

Gutter between columns: 3/8"

Pages: 20 (average)

Columns per page: 5

Distribution: McGill campus only

Locations: 70

Frequency: 1/week - Tuesdays

2012-13

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Publication Schedule Detail 2012-13

Issue Number	Issue Date	Day of Week	Ads Due	Notes
1	5-Sept	Wednesday	30-Aug	
2	11-Sept	Tuesday	6-Sep	
3	18-Sept	Tuesday	13-Sep	
4	25-Sept	Tuesday	20-Sep	
5	2-Oct	Tuesday	27-Sep	
6	10-Oct	Wednesday	29-Sep	
7	16-Oct	Tuesday	4-Oct	
8	23-Oct	Tuesday	11-Oct	
9	30-Oct	Tuesday	18-Oct	<i>Halloween Special</i>
10	6-Nov	Tuesday	25-Oct	
11	13-Nov	Tuesday	1-Nov	
12	20-Nov	Tuesday	8-Nov	
13	27-Nov	Tuesday	15-Nov	
14	4-Dec	Tuesday	22-Nov	<i>Holiday Special</i>
15	15-Jan	Tuesday	10-Jan	
16	22-Jan	Tuesday	17-Jan	
17	29-Jan	Tuesday	24-Jan	
18	5-Feb	Tuesday	31-Jan	
19	12-Feb	Tuesday	7-Feb	
20	19-Feb	Tuesday	14-Feb	<i>Valentine's Special</i>
21	26-Feb	Tuesday	21-Feb	
22	12-Mar	Tuesday	28-Mar	
23	19-Mar	Tuesday	14-Mar	
24	26-Mar	Tuesday	15-Mar	
25	3-Apr	Wednesday	28-Mar	
26	9-Apr	Tuesday	4-Apr	<i>End of Year Special</i>