



2016 | 2017

AlgonquinTimes

Media Kit

By the Students, For the Students

www.algonquintimes.com

OurMission

Algonquin's journalism and advertising students team-up to produce a free newspaper that is available on all three of Algonquin College's campuses; Perth, Pembroke, and Ottawa. As well as the neighborhoods surrounding the Woodroffe campus

About Us

- . 4,000 issues printed bi-weekly
- . 2,000 copies distributed in the community surrounding Algonquin Campus
- . 500 copies distributed throughout the Perth and Pembroke campuses

OurtwoGoals

- . To provide effective and efficient advertising for local businesses that reaches a unique market
- . To give total social media coverage for free when advertising is purchased



About the Students

53% Male

47% Female

20,000 full-time students
Nearly **43,000** continuing
education students
Over **1,300** international
students

Our readers spend most of their
money on smaller investments
such as:

Clothes
Drinks & Food
Movies & Entertainment

41% of the students
are 20–24 years old
23% are over 25
and **36%** are under
20 years old

Our readers spend their free time participating in sporting activities and being active. They are also highly involved in the arts, dance, and photography. They are daily internet users, and spend a good chunk of their day on social media accounts such as; Facebook, Instagram, Snapchat, Twitter, Imgur, Tumblr, and Reddit.

Connectwithus.



@thetimespromos

We currently have **1,631** followers, and growing daily. Advertise with us and we'll tweet, share, and post about your business with our followers!



We have an active and **engaging page**. It is constantly updating with news and events from around campus. Advertising with us includes free Facebook posts.

@timeseventsandpromos



@algonquintimes

Our Instagram account is linked to all other social media accounts, so when we share your business or promotion, it's shared across all of our social media platforms.



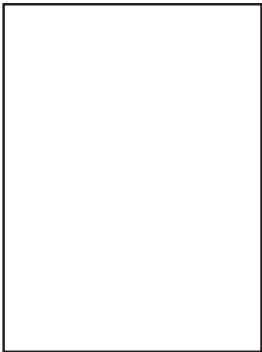
This year we brought a new social media platform to the times team. Snapchat. With 100+, we have an actuate daily presence and we're interactive with the students we have.

algonquintimes

Our exclusive campus distribution allows your business to be one of the only businesses on campus to reach our audience.

Rates & Sizing

Below rates are for Black and White Ads
 Adding Colour: \$400, Colour+1 \$159, Adding Colour+2 \$175.
 Creative Fee: \$15



Full Page

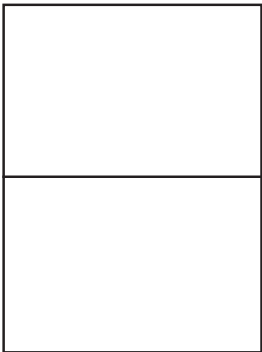
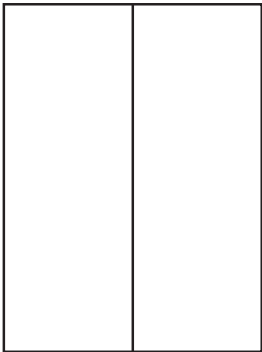
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 Height: 15.37 in.
 6 col x 215 m.a.l.
 1290 m.a.l.

\$722.40

Vertical Half Page

Width: 5.1 in.
 Height: 15.375 in.
 3 col x 215 m.a.l.
 645 m.a.l.

\$361.20



Horizontal Half Page

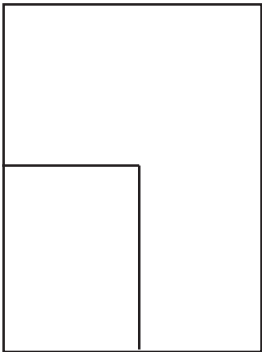
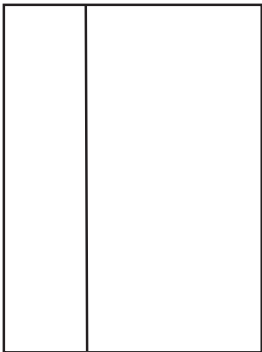
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 Height: 7.64 in.
 6 col x 107 m.a.l.
 642 m.a.l.

\$359.62

Third Page

Width: 3.35 in.
 Height: 15.37 in.
 2 col x 215 m.a.l.
 430 m.a.l.

\$240.80



Quarter Page

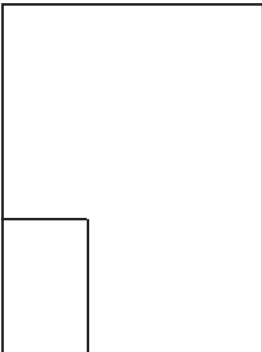
Width: 5.10 in.
 Height: 7.64 in.
 3 col x 107 m.a.l.
 321 m.a.l.

\$176.76

Eighth Page

Width: 3.35 in.
 Height: 5.71 in.
 2 col x 80 m.a.l.
 160 m.a.l.

\$89.90



Banner

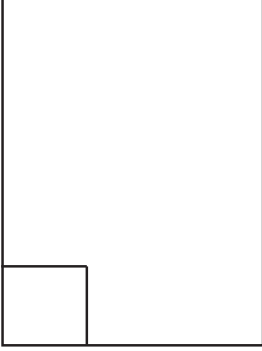
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 240 m.a.l.

\$134.40

Sixteenth Page

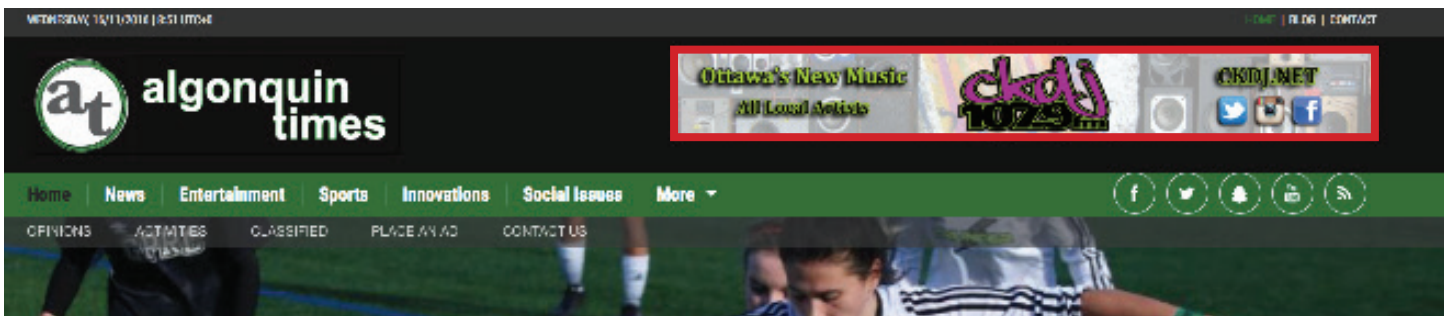
Width: 3.35 in.
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 80 m.a.l.

\$44.80

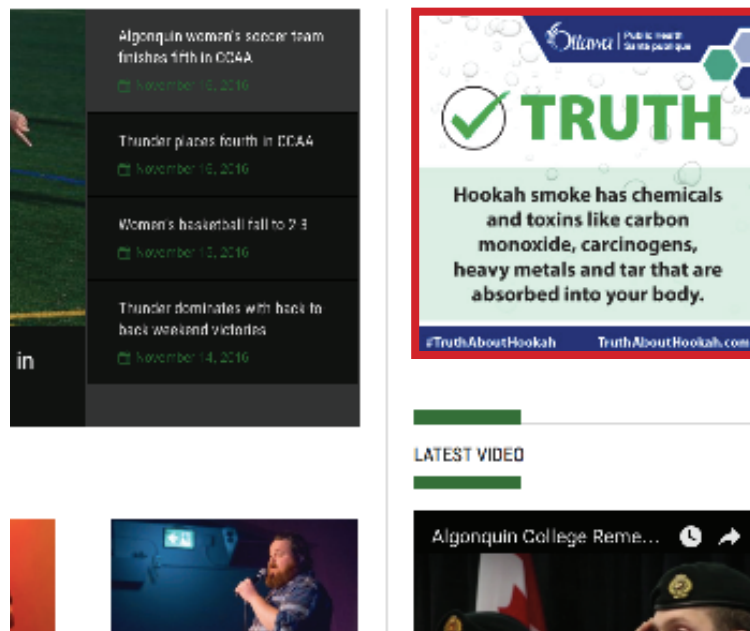


Web Rates & Specs

Web Rate
\$100.00 for 4 weeks
on the Algonquin Times website plus social
media accounts



Leader Board
720px x 90px



Big Box B
360px x 360px

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