



2017 | 2018

# Algonquin Times

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Media Kit  
By the Students, For the Students  
[www.algonquintimes.com](http://www.algonquintimes.com)

# Our Mission

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 - 5,000 issues printed every three weeks
- . 1,000 - 2,000 copies distributed in the community surrounding Algonquin Campus
- . 4,000 copies distributed across Algonquin (Woodroffe, Perth and Pembroke campuses).

## Our two Goals

- . 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**

**21,059** full-time students  
Nearly **38,766** 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**

**36%** Under 20 years  
old.

**41%** Age 20-24.

**23%** 25 years old and  
older.

**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.

# Connect with us.



We currently have **1,938** followers, and growing daily. Advertise with us and we'll tweet, share, and post about your business with our followers!

@thetimespromos



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



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.

@algonquintimes



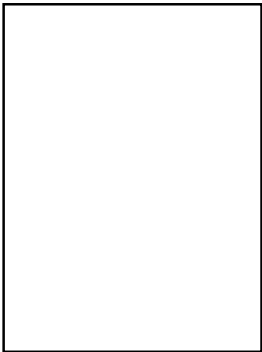
This year we brought a new social media platform to the times team. Snapchat. With 100+, we have an actuate daily presence and we're interactive with the students we have.

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 coloured Ads. No discounts for white and black Ads.  
 14 Agate lines per inch. \$56 cents per Agate line. Creative Fee: \$25.

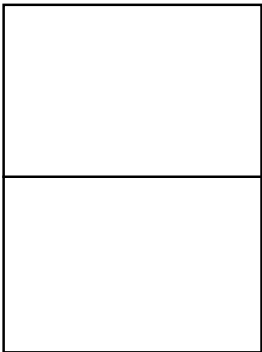
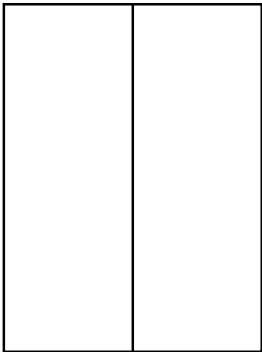


**Full Page**  
 Width: 10.34 in.  
 Height: 14 in.  
 6 col x 196m.a.l.  
 1176 m.a.l.

**\$722.40**

**Vertical Half Page**  
 Width: 5.1 in.  
 Height: 14 in.  
 3 col x 196 m.a.l.  
 588 m.a.l.

**\$361.20**

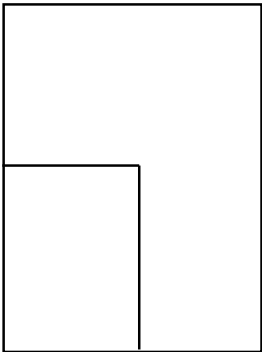
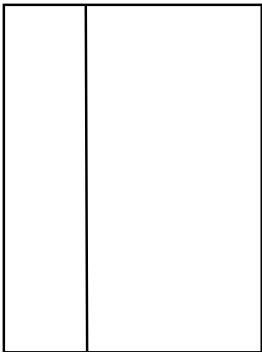


**Horizontal Half Page**  
 Width: 10.34 in.  
 Height: 7 in.  
 6 col x 98 m.a.l.  
 588 m.a.l.

**\$359.62**

**Third Page**  
 Width: 3.35 in.  
 Height: 14 in.  
 2 col x 196 m.a.l.  
 392 m.a.l.

**\$240.80**

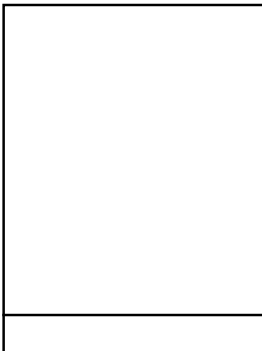
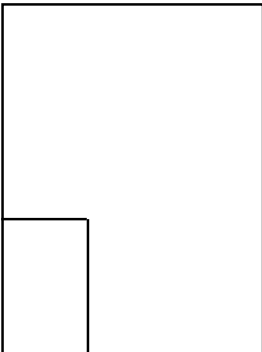


**Quarter Page**  
 Width: 5.1 in.  
 Height: 7 in.  
 3 col x 98 m.a.l.  
 294 m.a.l.

**\$176.76**

**Eighth Page**  
 Width: 3.35 in.  
 Height: 5.28 in.  
 2 col x 74 m.a.l.  
 148 m.a.l.

**\$89.90**

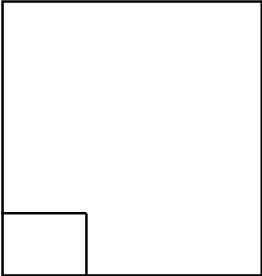


**Third Page Horizontal**  
 Width: 10.34 in.  
 Height: 4.666 in.  
 6 col x 65 m.a.l.  
 391 m.a.l.

**\$240.80**

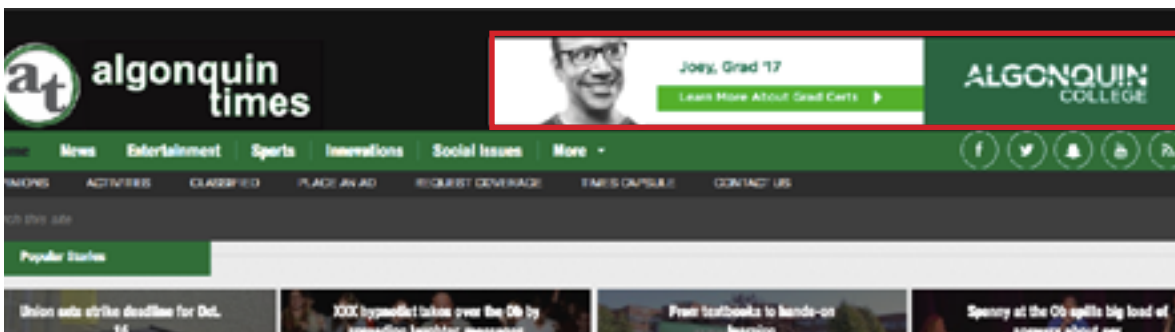
**Sixteenth Page**  
 Width: 3.35 in.  
 Height: 2.64 in.  
 2 col x 37 m.a.l.  
 74 m.a.l.

**\$44.80**

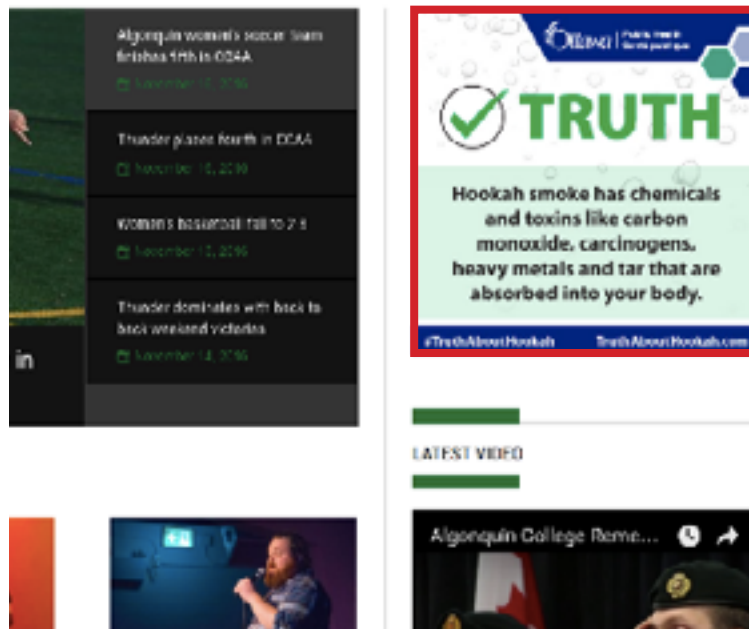


# Web Rates & Specs

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



**Leader Board**  
728px x 90px



**Banner**  
300px x 250px

# Contact Info

## Sales Manager

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