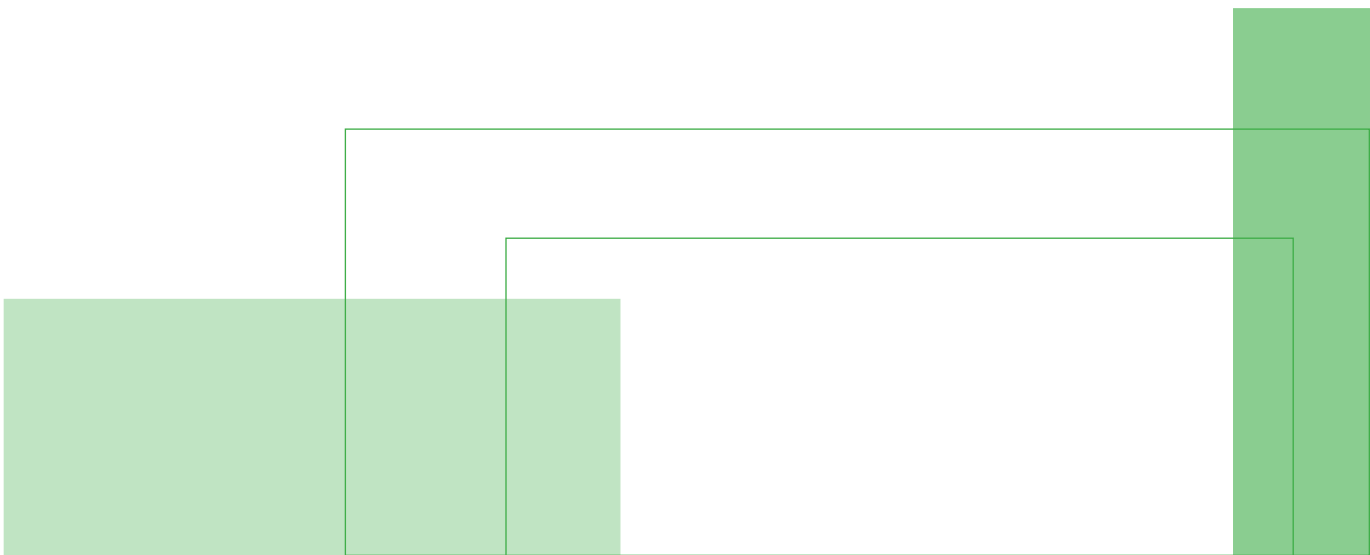




2019 | 2020

algonquin times

Media Kit
By the Students, For the Students
www.algonquintimes.com



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 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. It is also open to the neighborhoods surrounding the Woodroffe campus.

Our Goals

- To provide effective and efficient advertising for local businesses that reaches a unique market.

About the Students

Our readers spend their free time participating in sports 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, and Twitter.

47% Female

53% Male

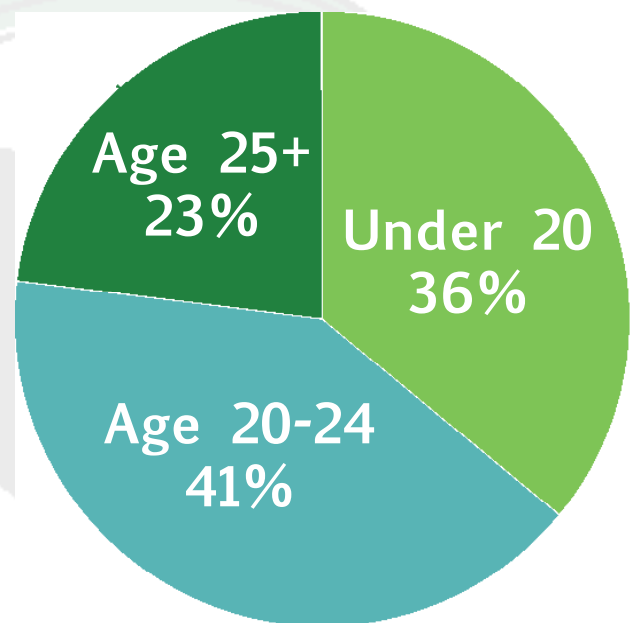
Student Breakdown:

19,439 full-time students.

25,485 continuing education students.

1,200+ international students.

Age Profile:



Our readers spend most of their money on smaller investments such as: Clothes, Drinks & Food, Movies & Entertainment.

Connect with Us



@algonquintimes

We currently have ~ 1,990 followers, and growing daily. Advertise with us and we'll tweet, share, and post about your business with the entirety of our followers.



@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.



@algonquintimes

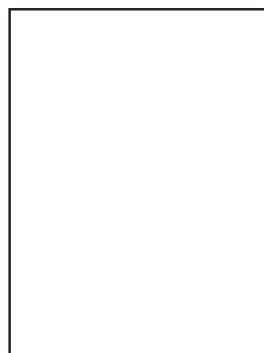
We have an active and engaging page. It is constantly updating with news and events from around campus. Free Facebook posts are included when advertising with us.

Our exclusive campus distribution allows your business to be one of the only enterprises on campus to reach our fantastic 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

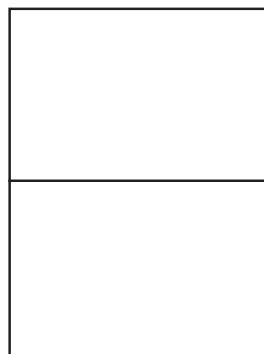
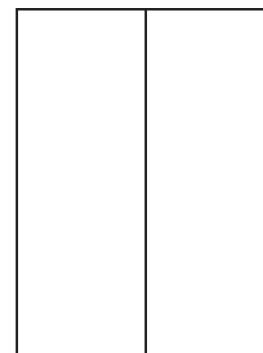
Width: 10.34 in.
Height: 14 in.
6 col x 196m.a.l.
1176 m.a.l.

\$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

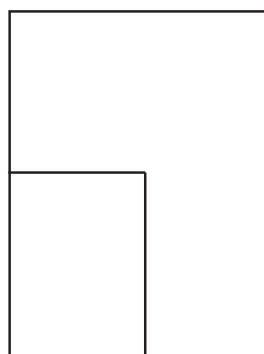
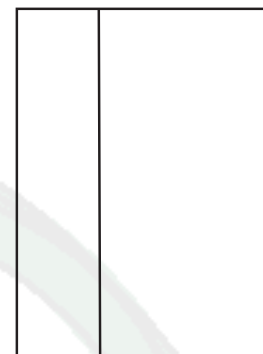
Width: 10.34 in.
Height: 7 in.
6 col x 98 m.a.l.
588 m.a.l.

\$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

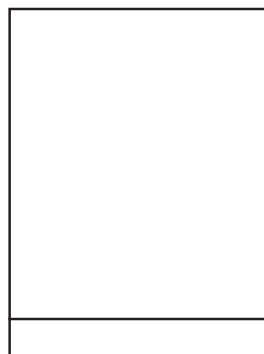
Width: 5.1 in.
Height: 7 in.
3 col x 98 m.a.l.
294 m.a.l.

\$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

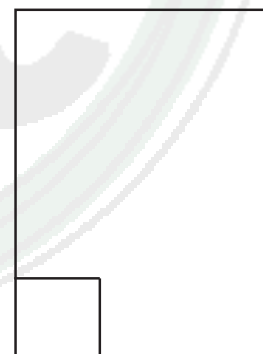
Width: 10.34 in.
Height: 4.666 in.
6 col x 65 m.a.l.
391 m.a.l.

\$240.80

Sixteenth Page

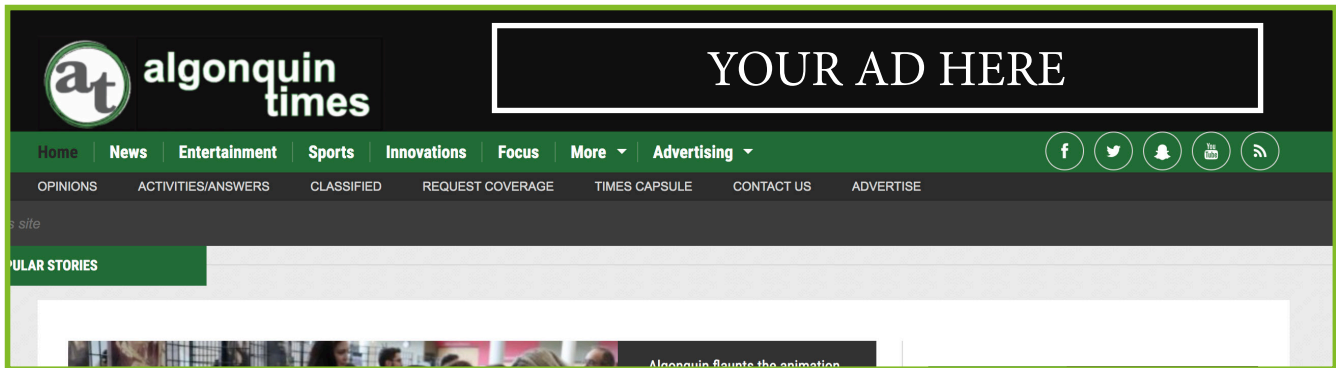
Width: 3.35 in.
Height: 2.64 in.
2 col x 37 m.a.l.
74 m.a.l.

\$44.80

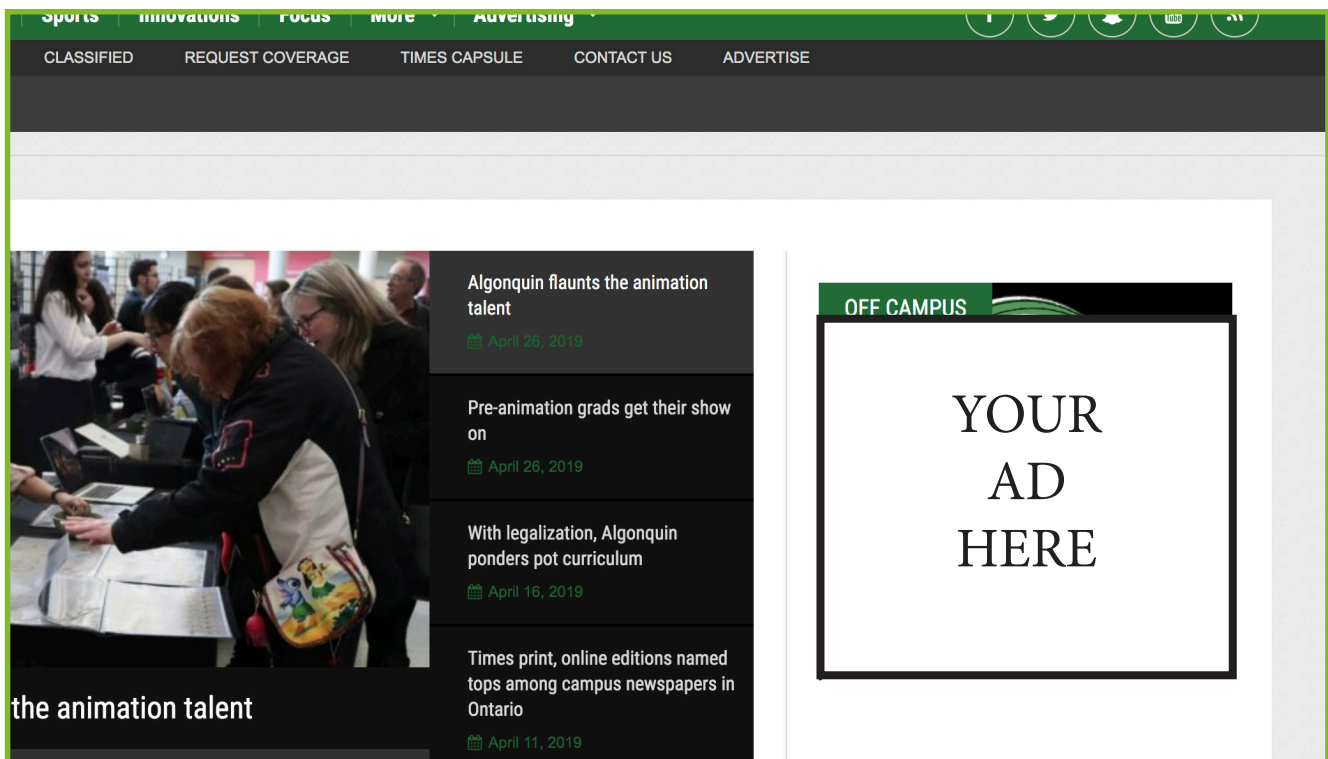


Web Rates & Specs

Web Rate: \$250.00 for 4 weeks on the algonquin times website with an average of 7,425 page views a month, plus coverage on the algonquin times social media accounts.



Leader Board 720px x 90px



Big Box 300px x 250px

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