



2021 Media Kit

# The Algonquin Times

[www.algonquintimes.com](http://www.algonquintimes.com)



# About The Times

The Algonquin Times newsletter has gone digital! In order to keep our communities safe, Algonquin College has transitioned to remote learning. The Algonquin Times is running an online eNewsletter by students from home, for students at home.

## Our Mission

Algonquin College's Advertising and Journalism students work together to produce and deliver an award winning website and eNewsletter that reports on the latest news, events, and activities within the AC community. The eNewsletter is available for free online on the Algonquin Times' website: [www.algonquintimes.com](http://www.algonquintimes.com).

## Our Goal

Our goal is to provide local businesses with both efficient and effective advertising that will reach a unique market.



# Get With The Times



@TheTimesPromos

Connect with us on Twitter! Our Twitter account is growing daily; advertise with us and we'll tweet, share, and post about your business with our increasing audience.



@atpromo

Our Instagram account is active and engaging; effectively connecting with the AC community everyday, so when we share your business or promotion, it's sure to get noticed.



@atpromos

This page is constantly updated with recent events, and promotions for the AC community. Facebook posts are included when advertising with us.



@algonquintimes

Get to know the Algonquin Times team through our TikTok account. This rising platform is a new and exciting way to engage with our community.

Our digital platforms reach a large audience, and our exclusive distribution allows for your business to be one of the only enterprises to reach the AC community.

# Rate Card

[www.algonquintimes.com](http://www.algonquintimes.com)



## Email Newsletter:

<b>Ad units</b>	<b>Size (px wxh)</b>	<b>Cost per send</b>
Medium Box	300 x 250	\$250
Sponsored Ad	Editorial snippet ad leading to sponsored editorial on website	\$300

## Website:

<b>Ad units</b>	<b>Size (px wxh)</b>	<b>Cost per 4 weeks</b>
Medium Box	300 x 250	\$250
Leaderboard	728 x 90	\$250
Half Page	300 x 600	\$350
Skyscraper	160 x 600	\$250
Sponsored Ad	Editorial snippet ad leading to sponsored editorial on website	\$300

# Publishing Cycle

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Know the dates! Below is the 2021 Fall/ Winter publishing cycle for The Algonquin Times eNewsletter.

## Booking/Creative Deadlines

Wednesday, September 22 at noon  
Wednesday, October 6 at noon  
Wednesday, October 27 at noon  
Wednesday, November 10 at noon  
Wednesday, November 24 at noon  
Wednesday, December 8 at noon

## Issue/Enews Send Dates

Friday, October 1  
Friday, October 15  
Friday, November 5  
Friday, November 19  
Friday, December 3  
Friday, December 17



# Staff Contacts

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