



# ALGONQUIN TIMES

2022 MEDIA KIT

# About The Times



The Algonquin Times is your one-stop source for all things Algonquin College. Combining the best and brightest from Algonquin's Advertising and Journalism programs, "The Times" provides the latest AC-community news to its 20,000 full-time and 25,000 continuing education students via an award-winning website and monthly newsletters in both digital and print editions.



## Our Mission

The Algonquin Times strives to bring students together to produce and deliver high-quality content that engages, educates and entertains its readers via its various social media channels, its [website](#), and the digital and print editions of its free newsletter.



## Our Goal

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

# Get With The Times



## @atpromos

Our Facebook page is constantly updated with upcoming events and promotions for the AC community.

## @atpromo

Our Instagram account is active, engaging, and effective at connecting with the AC community every day of the week.

## @thetimespromos

Our Twitter audience is always growing, and provides daily opportunities to tweet, share, and promote via well-planned posts.

## @algonquintimes

Get to know the Algonquin Times through our TikTok account, and enjoy a new and exciting way to engage with our community.

## @algonquintimes

Check out the Algonquin Times on YouTube for new and unique content, like our exciting alumni series.

# Rate Card



Email Newsletter		
Ad Units	Size ( px wxh )	Cost Per Send
Big Box	300 x 250	\$250
Sponsored Ad	Editorial snippet ad leading to sponsored editorial on website	\$300

Website		
Ad Units	Size ( px wxh )	Cost Per 4 Weeks
Big 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

# Rate Card

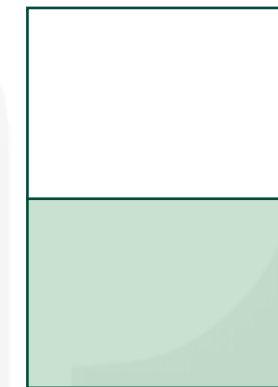


## Print Newsletter

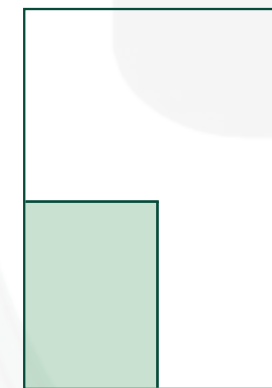
Rates below are for coloured ads. No discounts for black and white ads. 14 agate lines per inch. 56 cents per agate line. Creative fee: \$25



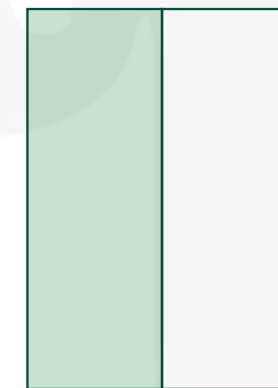
**Full Page**  
 Width: 10.34 in.  
 Height: 14 in.  
 6 col x 196 m.a.l  
 1176 m.a.l  
**\$722.40**



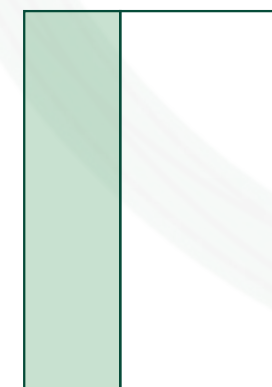
**Horizontal Half Page**  
 Width: 10.34 in.  
 Height: 7 in.  
 6 col x 98 m.a.l  
 588 m.a.l  
**\$359.62**



**Quarter Page**  
 Width: 5.1 in.  
 Height: 7 in.  
 3 col x 98 m.a.l  
 294 m.a.l  
**\$176.76**



**Vertical Half Page**  
 Width: 5.1 in.  
 Height: 13.5 in.  
 3 col x 196 m.a.l  
 588 m.a.l  
**\$361.20**



**Third Page**  
 Width: 3.35 in.  
 Height: 14 in.  
 2 col x 196 m.a.l  
 392 m.a.l  
**\$240.80**



**Third Page Horizontal**  
 Width: 10.34 in.  
 Height: 4.666 in.  
 6 col x 65 m.a.l  
 391 m.a.l  
**\$240.80**

# Publishing Cycle



Booking Deadline	E-Newsletter Send Date
January 26, 2022 @ Noon	February 4, 2022 @ Noon
February 9, 2022 @ Noon	February 18, 2022 @ Noon
March 2, 2022 @ Noon	March 11, 2022 @ Noon
March 16, 2022 @ Noon	March 25, 2022 @ Noon
March 30, 2022 @ Noon	April 8, 2022 @ Noon
April 13, 2022 @ Noon	April 22, 2022 @ Noon

Booking Deadline	Print Newsletter Issue Date
February 16 2022 @ Noon	March 16, 2022 @ Noon

# Contact Details



Want to get with The Times? Our accounts team would love to hear from you! Touch base with Charlotte or Thomas via email or phone for a fast and friendly response.



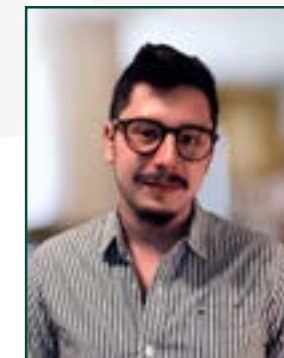
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