

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



@algonquintimes

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

@algonquintimes

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

@algonquintimes

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

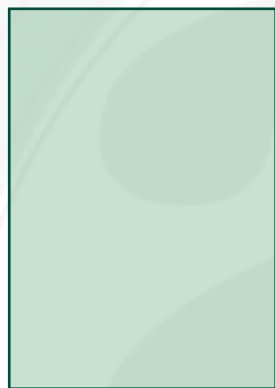
Ad Units	Size (px wxh)	Cost Per 4 Weeks
Big Box	300 x 250	\$250
Leaderboard	728 x 90	\$250
Half Page	300 x 600	\$350
Skyscraper	160 x 600	\$250
Sponsored Ad	Editorial snippet ad leading to sponsored editorial on website	\$300

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

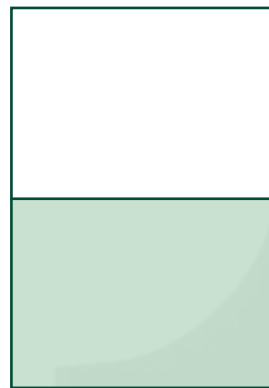
Width: 10.34 in.

Height: 14 in.

6 col x 196 m.a.l

1176 m.a.l

\$722.40



Horizontal Half Page

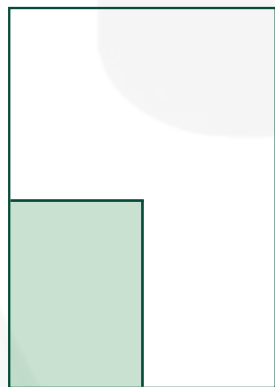
Width: 10.2 in.

Height: 7 in.

6 col x 98 m.a.l

588 m.a.l

\$359.62



Quarter Page

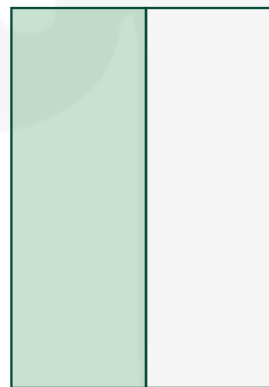
Width: 5.1 in.

Height: 7 in.

3 col x 98 m.a.l

294 m.a.l

\$176.76



Vertical Half Page

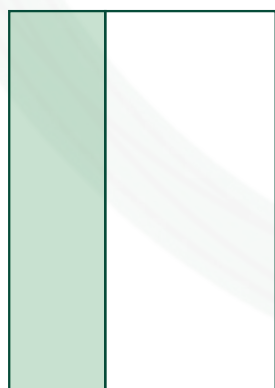
Width: 5.1 in.

Height: 14 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
September 21, 2022 @ Noon	September 29, 2022 @ Noon
October 5, 2022 @ Noon	October 13, 2022 @ Noon
October 19, 2022 @ Noon	November 3, 2022 @ Noon
November 9, 2022 @ Noon	November 17, 2022 @ Noon
November 23, 2022 @ Noon	December 1, 2022 @ Noon

Booking Deadline	Print Newsletter Send Date
September 21, 2022 @ Noon	October 12, 2022 @ Noon
November 7, 2022 @ Noon	November 23, 2022 @ Noon

Contact Details



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



Ad Director
Alec d'Entremont
dent0038@algonquinlive.com
343-777-0567



Account Director
Deven Nandkani
nand0037@algonquinlive.com
647-706-6920



Creative Director
Ryan Borris
borr0033@algonquinlive.com
613-558-3262



Digital Director
Akansha Suri
suri0015@algonquinlive.com
343-297-3685



Media Director
Emma Brown
brow1397@algonquinlive.com
905-925-3514



Address:
c/o Algonquin College
1385 Algonquin College
Ottawa, Ontario
K2G 1V8