

# ALGONQUIN TIMES



2023 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

# Publishing Cycle



<b>Booking Deadline</b>	<b>E-Newsletter Send Date</b>
<b>January 25, 2023 @ Noon</b>	<b>February 1, 2023 @ Noon</b>
<b>February 8, 2023 @ Noon</b>	<b>February 15, 2023 @ Noon</b>
<b>March 1, 2023 @ Noon</b>	<b>March 8, 2023 @ Noon</b>
<b>March 15, 2023 @ Noon</b>	<b>March 22, 2023 @ Noon</b>
<b>March 29, 2023 @ Noon</b>	<b>April 5, 2023 @ Noon</b>
<b>April 12, 2023 @ Noon</b>	<b>April 19, 2023 @ Noon</b>

# Contact Details



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



Account Director  
Deven Nandkani  
[nand0037@algonquinlive.com](mailto:nand0037@algonquinlive.com)  
647-706-6920



Creative Director  
Ryan Borriss  
[borr0033@algonquinlive.com](mailto:borr0033@algonquinlive.com)  
613-558-3262



Media Director  
Emma Brown  
[brow1397@algonquinlive.com](mailto:brow1397@algonquinlive.com)  
905-925-3514



Digital Director  
Akansha Suri  
[suri0015@algonquinlive.com](mailto:suri0015@algonquinlive.com)  
343-297-3685



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