The University of British Columbia’s official student newspaper since 1918.

17/18 ACADEMIC YEAR MEDIA KIT

INTERESTED IN ADVERTISING WITH US? contact us at advertising@ubyssey.ca
THE UBYSSEY

AWARDS RECEIVED DURING THE 2015/2016 YEAR

John H. McDonald Awards
Best Investigative Writing (won)
Best News Writing (nominated)
Best Sports Writing (nominated)
Cover of the Year (won)
Best Illustration (nominated)
Best Website (nominated)

Canadian Community Newspaper Awards
Outstanding Campus Newspaper (3rd place)
Best Campus Feature Story (1st place)
Best Campus Photography (1st place)

The Ubyssey, founded in 1918, is the definitive source of news on campus. Published every Tuesday during the school year, The Ubyssey is the largest student paper in Western Canada, employs more than 12 full- and half-time editorial staff throughout the year and is supported by an independent, full-time business office. The Ubyssey boasts such alumni as Pierre Berton, Prime Minister John Turner, Allan Fotheringham and Bruce Arthur in such publications as The Globe and Mail, the Toronto Star and the Vancouver Sun, along with thousands of other alumni around the world.

UBC READERSHIP DEMOGRAPHICS


As UBC’s official student newspaper, The Ubyssey is in a unique position to target Vancouver’s substantial and growing student population. A large majority of Ubyssey readers are between the ages of 17-29.

Advertising with The Ubyssey offers access to a niche demographic at prices comparable to other local — but more broadly targeted — papers.

86% of students read ubyssey.ca

60% of readers are actively engaged in campus life (clubs, volunteering, working)

UBC grads earn 6% more than the Canadian average income.

We have 42,986 students enrolled in UBC Vancouver, with 13,189 of them being international students from 155 countries.
680,000* impressions each month
450,000* annual unique web readers each year
115,000* unique web readers each month

THE UBYSSEY has the strongest online student newspaper presence in Canada with, on average, 408,000 monthly page views.*

*Data from Google Analytics (2016)

IN-LINE
All impressions are $30 CPM

LEADERBOARD
728 x 90 and 320 x 50 (mobile pixels)

BIG BOX A
300 x 250 pixels

BIG BOX B
300 x 250 pixels

IN-LINE
300 x 250 pixels

We offer continuous scrolling on our website.

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We offer continuous scrolling on our website.
## Premium Advertisements

### Full Page (10" x 13.25")
- $1,450.00

### Half-Page Horizontal (10" x 7")
- $950.00

### Half-Page Vertical (4" x 13.25")
- $950.00

### Quarter Page Vertical (6" x 6")
- $595.00

### 1/8 Page Banner (10" x 2")
- $295.00

### 1/8 Page Vertical (4" x 5")
- $295.00

### Full-Page Centre Spread (21" x 13.25")
- $4,500.00

### Full-Page Backcover (10" x 13.25")
- $1,750.00

### Production Schedule

<table>
<thead>
<tr>
<th>Month</th>
<th>Premium Advertisements</th>
</tr>
</thead>
<tbody>
<tr>
<td>MAY</td>
<td>8,000 copy distribution</td>
</tr>
<tr>
<td>JUNE</td>
<td>85+ campus locations</td>
</tr>
<tr>
<td>JULY</td>
<td></td>
</tr>
<tr>
<td>AUGUST</td>
<td></td>
</tr>
<tr>
<td>SEPTEMBER</td>
<td></td>
</tr>
<tr>
<td>OCTOBER</td>
<td></td>
</tr>
<tr>
<td>NOVEMBER</td>
<td></td>
</tr>
<tr>
<td>DECEMBER</td>
<td></td>
</tr>
<tr>
<td>JANUARY</td>
<td></td>
</tr>
<tr>
<td>FEBRUARY</td>
<td></td>
</tr>
<tr>
<td>MARCH</td>
<td></td>
</tr>
<tr>
<td>APRIL</td>
<td></td>
</tr>
</tbody>
</table>

### AD Requirements
- Full colour, free of charge
- 300 dpi
- CMYK
- Accepted formats: JPEG, PDF, PNG

### Mechanical Specifications
- Tabloid format (10.25" W x 13.75" H)
- 120 lpi halftone screens
- All issues are printed in full colour

*Advertisements may be subject to a +/- 0.5 inch size difference when printed.

### Advertising Print

<table>
<thead>
<tr>
<th>Ad Size</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>10&quot; x 13.25&quot;</td>
<td></td>
</tr>
<tr>
<td>10&quot; x 7&quot;</td>
<td></td>
</tr>
<tr>
<td>4&quot; x 13.25&quot;</td>
<td></td>
</tr>
<tr>
<td>6&quot; x 6&quot;</td>
<td>$595.00</td>
</tr>
<tr>
<td>10&quot; x 2&quot;</td>
<td>$295.00</td>
</tr>
<tr>
<td>4&quot; x 5&quot;</td>
<td>$295.00</td>
</tr>
</tbody>
</table>

### Premium Advertisements

- Full-Page Centre Spread (21" x 13.25")
- $4,500.00
- Full-Page Backcover (10" x 13.25")
- $1,750.00

### Print Requirements
- Full colour, free of charge
- 300 dpi
- CMYK
- Accepted formats: JPEG, PDF, PNG

### Mechanical Specifications
- Tabloid format (10.25" W x 13.75" H)
- 120 lpi halftone screens
- All issues are printed in full colour

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ADVERTISING THE GUIDE TO UBC 17/18

The Ubyssey’s Guide to UBC is a 80 page booklet with all the information incoming students need to know about UBC, being a UBC student and the Vancouver area. 12,000 copies are distributed to students during first-day orientations, move-in days, around various areas of UBC, and more. This makes the Guide to UBC the perfect advertising opportunity for businesses and events as this guide covers a large area of topics, such as food and activities, and is available for students to take year-round.

### AD REQUIREMENTS
- full colour, free of charge
- 300 ppi
- CMYK
- accepted formats: JPEG, PDF, PNG

### MECHANICAL SPECIFICATIONS
- 5” W x 8” H
- full colour
- 80 pages

### 12,000 COPY DISTRIBUTION

### FULL PAGE AD (4.5” x 7.5”)
- $975.00

### HALF-PAGE AD (4.5” x 3.5”)
- $545.00

### QUARTER PAGE AD (4.5” x 1.75”)
- $315.00

### PREMIUM ADVERTISEMENTS

<table>
<thead>
<tr>
<th>Description</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page Centre Spread (9” x 7.5”)</td>
<td>$2,500.00</td>
</tr>
<tr>
<td>Inside Front/Back Covers (4.5” x 7.5”)</td>
<td>$1,250.00</td>
</tr>
<tr>
<td>2nd from Front/Back Covers (4.5” x 7.5”)</td>
<td>$1,150.00</td>
</tr>
</tbody>
</table>

### ADVERTISEMENTS

Guides will be distributed at events like Jump Start, International Welcome, Residence Move-In Day, Imagine Day, and more.
The Ubyssey Magazine is the first of its kind. Unlike regular issues, this will only be available to students once a year and is an excellent way for you to reach a wider spectrum of readers. This year, the magazine will focus on the topic of diversity, such as cultural, sexual and mental diversity, at UBC.

UBC students love the ‘periodical format.’
This year’s Guide to UBC saw:

- 2000 copies distributed through campus partners at over 15 welcome back events.
- 95% pick up within 14 days on the stands (85+ locations across UBC).

8,000 copy distribution

**Premium Advertisements**

<table>
<thead>
<tr>
<th>Ad Size</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page Ad (8&quot; x 10.5&quot;)</td>
<td>$775.00</td>
</tr>
<tr>
<td>Third Page Ad (7&quot; x 3&quot;)</td>
<td>$350.00</td>
</tr>
<tr>
<td>Quarter Page Ad (7&quot; x 1.5&quot;)</td>
<td>$235.00</td>
</tr>
<tr>
<td>Full Page Centre Spread (16&quot; x 10.5&quot;)</td>
<td>$1,500.00</td>
</tr>
<tr>
<td>Inside Front/Back Cover (8&quot; x 10.5&quot;)</td>
<td>$850.00</td>
</tr>
<tr>
<td>Back Cover (8&quot; x 10.5&quot;)</td>
<td>$975.00</td>
</tr>
</tbody>
</table>

**Advertising**

Advertisements may be subject to a +/- 0.5 inch size difference when printed.

- Full colour, free of charge
- 300 ppi
- CMYK
- Accepted formats: JPEG, PDF, PNG

**Mechanical Specifications**

- 8"x10.5" full colour

**Need a Quote?**

Contact us

**Business Manager** Ron Gorodetsky
phone 604.283.2024
e-mail business@ubyssey.ca

**Marketing Team**
phone 604.283.2026
e-mail advertising@ubyssey.ca
## Advertising Print & Web Bundles

### Full Page
- **Premium Bundle**
  - **Print**
    - Size: 10” x 13.25”
    - Value: $1,450.00
  - **Web**
    - 30,000 impressions
    - Value: $900.00
  - Total Value: $2,350.00

### Half Page
- **Plus Bundle**
  - **Print**
    - Size: 10” x 7”
    - Value: $950.00
  - **Web**
    - 20,000 impressions
    - Value: $600.00
  - Total Value: $1,550.00

### Quarter Page
- **Extra Bundle**
  - **Print**
    - Size: 6” x 5”
    - Value: $295.00
  - **Web**
    - 5,000 impressions
    - Value: $150.00
  - Total Value: $445.00

### Eighth Page
- **Mini Bundle**
  - **Print**
    - Size: 4” x 5”
    - Value: $295.00
  - **Web**
    - 5,000 impressions
    - Value: $150.00
  - Total Value: $445.00

### Can’t Find What You Want?
Contact us to talk about building a custom advertising bundle that will suit your needs.

### Need a Quote? Contact Us
- **Business Manager Ron Gorodetsky**
  - Phone: 604.283.2024
  - E-mail: business@ubyssey.ca

- **Marketing Team**
  - Phone: 604.283.2026
  - E-mail: advertising@ubyssey.ca