Founded in 1880, The Varsity is the University of Toronto's paper of record, and one of the oldest student newspapers in Canada. We provide award winning news and content to the Downtown, Mississauga and Scarborough campuses of U of T. We publish to a diverse academic community. To learn more about U of T's demographics, visit https://www.utoronto.ca/about-u-of-t/quick-facts
NEWSPAPER ADS

Black and white ad
Full colour ad

<table>
<thead>
<tr>
<th>Size</th>
<th>Black and White</th>
<th>Full Colour</th>
</tr>
</thead>
<tbody>
<tr>
<td>6 x 6</td>
<td>$225</td>
<td>$300</td>
</tr>
<tr>
<td>10 x 7</td>
<td>$450</td>
<td>$550</td>
</tr>
<tr>
<td>10 x 4</td>
<td>$350</td>
<td>$425</td>
</tr>
<tr>
<td>5 x 7</td>
<td>$225</td>
<td>$300</td>
</tr>
<tr>
<td>5 x 14</td>
<td>$450</td>
<td>$550</td>
</tr>
<tr>
<td>10 x 14</td>
<td>$900</td>
<td>$1,200</td>
</tr>
</tbody>
</table>

**Preferred placement**
Pinpointed the spot you want your ad to appear?
For just an additional 25% of the gross price you can specify your ad’s location.

**Classified ads**
Don't care for a display ad? Consider a pay-by-line classified. Contact us for rates.

If designing your own ad, please note our tech specs:
- **Colour space:** CMYK
- **Resolution:** 300 ppi
- Custom ad design: $25

Note that ad requests are due one week before the preferred publication date.

- 14,000 copies printed every Monday, distributed across the downtown Toronto, Scarborough and Mississauga U of T campuses.
- 90%+ pick-up rate.
- Competitive pricing.
- Unique QR codes designed to redirect clients to your website.
Why advertise in the fall magazine?

- Highly advertised digital magazine, expected to attract over 80,000 unique viewers
- Unique and creative format that stands out from classic issues and appeals to the reader
- The magazine will have a theme* that is revealed to the readers only after publication

*The themes
Interested in checking out some of our past themes to get an idea? Check out some of our past digital issues:
- Spine Magazine
- Flux Magazine

Thematic ads
If you are interested in placing a thematic ad that appears between sections and article headlines instead of the footer, contact us for more details about where this custom ad goes and what it will look like.

If designing your own ad, please note our tech specs:
- Colour space: RGB
- Resolution: 72 ppi
- Custom ad design: $25

<table>
<thead>
<tr>
<th></th>
<th>Cost</th>
<th>Size</th>
</tr>
</thead>
<tbody>
<tr>
<td>Thematic ad</td>
<td>$1500</td>
<td>To be confirmed</td>
</tr>
<tr>
<td>Footer [square]</td>
<td>$1000</td>
<td>300px x 250px</td>
</tr>
<tr>
<td>Footer [bar]</td>
<td>$1000</td>
<td>728px x 90px</td>
</tr>
</tbody>
</table>
We will be publishing a special edition, full-colour magazine in the spring of 2022. 14,000 copies will be circulated to over 100,000 students and staff at the University of Toronto’s St. George campus, Mississauga campus and Scarborough campus on over 100 stands.

- Longer shelf life than newspapers
- Highly advertised to the U of T community
- Unique QR codes designed to redirect clients to your website.

Why advertise in the spring magazine?

Preferred placement
Pinpointed the spot you want your ad to appear? For just an additional 25% of the gross price you can specify your ad’s location.

ANONYMITY

If designing your own ad, please note our tech specs:

- Colour space: CMYK
- Resolution: 300 ppi
- Custom ad design: $25

<table>
<thead>
<tr>
<th>Size</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>4 x 4</td>
<td>$500</td>
</tr>
<tr>
<td>4 x 6</td>
<td>$700</td>
</tr>
<tr>
<td>8 x 5.25</td>
<td>$800</td>
</tr>
<tr>
<td>4 x 10.5</td>
<td>$800</td>
</tr>
<tr>
<td>8 x 10.5</td>
<td>$1,500</td>
</tr>
<tr>
<td>8 x 3</td>
<td>$650</td>
</tr>
</tbody>
</table>
Why advertise in the handbook?

- Highly advertised digital magazine, designed to target over 15,000 Freshman U of T students, over 25% of whom are international students who are new to the city and country
- Great opportunity for targeted ads to directly attract a very niche market

<table>
<thead>
<tr>
<th>Thematic ad</th>
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<th>Size</th>
</tr>
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</tr>
<tr>
<td>Footer [bar]</td>
<td>$1000</td>
<td>728px x 90px</td>
</tr>
</tbody>
</table>
Your ad will remain accessible to the readers
Ad bar at the bottom of the newsletter with a click-through link to your webpage

Why advertise in our weekly newsletter?
• Emailed out every Monday to around 2,000 readers who have actively subscribed (These are our most active readers!)
• Your ad will remain accessible to the readers
• Ad bar at the bottom of the newsletter with a click-through link to your webpage
Kindly note that we have limited capacity for advertising, so we strongly recommend that you book your ads with us as soon as you have decided to advertise. The guide above does not guarantee you an advertising spot.
Why our website?

We publish daily content to the U of T community and beyond. At thevarsity.ca, readers can access all of our print news, plus online exclusive content. Advertising on thevarsity.ca means reaching our readers and making an impression on thousands per day.

Monday ads*

Our weekly issue, as well as most new content are published on Mondays. With an average of 4,500 unique viewers and 7,000 total viewers per day, Mondays attract the highest traffic.

Secure your Monday ad for just another 25% of the gross price now!

For custom half-day, monthly, or yearly rates, please reach out via email.

If designing your own ad, please note our tech specs:

Colour space: RGB
Resolution: 72 ppi
Custom ad design: $25

<table>
<thead>
<tr>
<th></th>
<th>Per day*</th>
<th>Per week</th>
<th>Size</th>
</tr>
</thead>
<tbody>
<tr>
<td>Top leaderboard</td>
<td>$250</td>
<td>$1500</td>
<td>728px x 90px</td>
</tr>
<tr>
<td>Section leaderboard</td>
<td>$200</td>
<td>$1200</td>
<td>728px x 90px</td>
</tr>
<tr>
<td>Sidebar rectangle</td>
<td>$150</td>
<td>$1000</td>
<td>300px x 250px</td>
</tr>
</tbody>
</table>

- Over 100,000 page views per month and 3,400 page views per day on average
- Over 60,000 unique visitors per month
- More than 5% click-through rate on average (Google ads tend to average 1.9%)
About our partnered posts:

- Organic and authentic form of advertising that is popular for commercial and social purposes
- The Varsity's partnered posts are designed to stand out from advertising clutter, and attract the audience's trust and engagement
- Distinguished from display ads by our Vpartner logo

Partners are welcome to provide their own visual or commission our house designers.

If designing your own artwork, please note our tech specs:

Colour space: RGB
Resolution: 72 ppi

Visual rates:
(non-mandatory)

<table>
<thead>
<tr>
<th>Photo</th>
<th>$50</th>
</tr>
</thead>
<tbody>
<tr>
<td>Illustration</td>
<td>$100</td>
</tr>
</tbody>
</table>

Some analytics:

- Over 100,000 page views per month and 3,400 page views per day on average
- Over 60,000 unique visitors per month
- The articles receive an average of 380 viewers a day when promoted on the home page, and 30 viewers on average when not promoted.
- More than 5% click-through rate on average (Google ads tend to average 1.9%)

Disclaimer: click-through rates depend solely on the attractiveness of your ad
# Partnered Content - Services and Rates

## 1. Write your article:
- An engaging article of around 500 words featuring your cause.
- May include links and hyperlinks.
- We encourage you to write your own articles. You know your product best!

### Writing fee:
- **(non-mandatory)**
  - 500 words or less: $100
  - Each additional 500 words: $50

## 2. Get it edited:
- We will ensure that your article matches our audience expectations and reading preferences.
- Edited against copy editing standards of The Varsity to obtain Vpartners logo.

### Editing fee:
- **(mandatory)**
  - 500 words or less: $200
  - Each additional 500 words: $50

## 3. Feature it:
- Feature your article on our main page for more exposure.
- Minimum of 3 days with your choice of placing (see below).
- Your artwork, stamped with Vpartner logo, will be featured with a click-through link to your article in Varsity Content Lab.
- Articles remain in Varsity Content Lab indefinitely, accessible via the bottom navigation bar.

### Feature it:

<table>
<thead>
<tr>
<th></th>
<th>Per day*</th>
<th>Per week</th>
<th>Size</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>25% more for Mondays</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Top leaderboard</strong></td>
<td>$250</td>
<td>$1500</td>
<td>728px x 90px</td>
</tr>
<tr>
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<td>728px x 90px</td>
</tr>
<tr>
<td><strong>Sidebar rectangle</strong></td>
<td>$150</td>
<td>$1000</td>
<td>300px x 250px</td>
</tr>
</tbody>
</table>
For a custom quote, placing an order or any general questions contact the Business Office:

Email: business@thevarsity.ca

Website: https://thevarsity.ca/advertise/

Office: 306-21 Sussex Avenue | Toronto, ON | M5S 1J6

Telephone: (416) 946-7604