



HUMBER



Humber Etcetera Advertising Rates 2011/2012

**Ontario Community Newspaper Association General Excellence Award 3rd Place winner 2011,
College Media Advisers Apple Award Best in Show winner 2010.**

Did You Know?

- *More than 91% of students use their student newspaper as a source of information every month: Over half read every issue.
- *Over 75% use their student newspaper as a source of information every week.
- *50% of students read their student paper cover to cover.
- Students have money to spend!
- The Humber Etcetera is distributed on three campuses to 22 000 full time students, over 56 000 part time students and 2 000 staff as well as to students at the University of Guelph Humber.
- Available for pickup at Woodbine Center, near the homes of over 13 000 students.

*Campus Network

4000 Copies Published Every Thursday!

Fall 2011	September 29	October 6, 13, 20 & 27	November 3, 10, 17 & 24	December 1 & 8
Winter 2012	February 2, 9 & 16	March 1, 8, 15, 22 & 29	April 5, 12 & 19	

Advertising Rates Per Insertion*

Size (Width x Height in inches)	Weeks	1-3	4-7	8-11	12-24
Business Card (2x4) (4x2)		\$75.00	\$71.25	\$69.00	\$67.50
1/8 Page (4x4) (5x3)		120.00	114.00	110.40	108.00
1/4 Page (5x6.5) (6x5.5) (8x4) (10.5x3.5)		200.00	190.00	184.00	180.00
1/3 Page (5x8.5) (6x7) (8x5.5) (10.5x4)		275.00	261.95	253.00	247.50
1/2 Page (5x13) (7x8.5) (10.5x6.5)		350.00	332.50	322.00	315.00
2/3 Page (8x11) (10.5x 8.5)		450.00	427.50	414.00	405.00
3/4 Page (7x13) (10.5x10)		500.00	475.00	460.00	450.00
Full Page (10.5x13)		600.00	570.00	552.00	540.00
Line Rate		1.00	.95	.92	.90

*Rates do not include 13% HST.

Colour Advertising ■ Black & White plus 1 colour add \$125 ■ Black & White plus 2 colours add \$225 ■ 4 colour process add \$325

Frequency Discounts!!

1 Insertion yields 60.6% effectiveness

5 Insertions yield 90.2% effectiveness

Youthstream Canada

Deadlines

Friday 9:00 a.m. prior to issue date.

Non-cancelable after closing.

We publish in InDesign. Files must be compatible (TIFFs, PDFs, PSDs and JPGs)

To book your advertisement call

Media Sales Line (416)675-6622 ext. 4153

Fax: (416)675-9730 Email: mediasales@humber.ca