



# YorkU Magazine Rate Card

Advertising rates, 2012

Le Conseil  
canadien pour  
l'avancement  
de l'éducation



The Canadian  
Council for the  
Advancement  
of Education

**BEST UNIVERSITY MAGAZINE IN CANADA – GOLD AWARD**

Canadian Council for the Advancement of Education – 2008



**BEST INTERNAL AUDIENCE MAGAZINE IN NORTH AMERICA – GOLD AWARD**

Council for Advancement & Support of Education, Washington, DC – 2008

*YorkU*, the magazine of York University, is published **three times a year in print with a guaranteed circulation of 200,000**. It is cover-dated February 2012, Summer 2012 and October 2012, with publication in the previous month (May for Summer). It is distributed to York alumni, donors, faculty, staff and students, as well as to selected business and government officials, educators and news media. Campus circulation is 10,000-15,000.

**All issues are posted online** in a special easy-to-read Digital Edition at [www.yorku.ca/yorku](http://www.yorku.ca/yorku). There is no extra cost to advertisers. Links contained in advertising are live and clickable.

**York University** is the leading interdisciplinary research and teaching university in Canada. York offers a modern, academic experience at the undergraduate and graduate level in Toronto, Canada's most international city. The third largest university in the country, York is host to a dynamic academic community of 55,000 students and 7,000 faculty and staff, as well as more than 200,000 alumni. York's 10 Faculties and 28 research centres conduct groundbreaking research that is interdisciplinary, cutting across traditional academic boundaries. This distinctive and collaborative approach is preparing students for the future and bringing fresh insights and solutions to real-world challenges. York University is an autonomous, not-for-profit corporation.

**These rates are guaranteed** through the October 2012 issue.



## **PUBLISHING SCHEDULE:**

**February 2012:** Booking, Nov. 4 2011; material, Dec. 6. Publication date: **Jan. 20, 2012**

**Summer 2012:** Booking, March 8, 2012; material, April 20. Publication date: **May 20, 2012**

**October 2012:** Booking, June 28; material, Aug. 6. Publication date: **Sept. 20, 2012**

*Publisher reserves the right to make minor variations in publication dates.*

## **YorkU on the Web**

See Digital Edition and previous issues at [www.yorku.ca/yorku](http://www.yorku.ca/yorku).

## **Advertising Policy**

The Publisher reserves the right to refuse or cancel any advertisement at any time. All advertising is published upon the understanding that the advertiser assumes full responsibility for all advertising submitted, printed and published. Advertising and editorial content in *YorkU* magazine are independent and no special editorial consideration of any kind shall be part of any agreement.

## **For information and bookings, contact:**

# **UP** MARKETING

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## YORKU MAGAZINE RATE CARD

Publication dates: Jan. 20 (February), May 20 (Summer), Sept. 20 (October issue)

Circulation: 200,000

FOUR-COLOUR	1 TIME	2 TIMES	3 TIMES	Additional
Full page	\$5,900	\$5,600	\$5,300	\$4,800
Half-page horizontal	\$3,600	\$3,400	\$3,200	\$2,900
Double 1/2-page spread	\$6,500	\$6,150	\$5,850	\$5,200
Double-page spread	\$9,900	\$9,400	\$8,900	\$7,900

COVERS	1 TIME	2 TIMES	3 TIMES	Additional
Outside back	\$8,300	\$7,900	\$7,500	—
Inside front/back	\$7,200	\$6,800	\$6,500	\$5,900
Inside front spread	\$11,900	\$11,300	\$10,700	—

BLACK & WHITE	1 TIME	2 TIMES	3 TIMES	Additional
Full page	\$4,500	\$4,250	\$4,000	\$3,600
Half-page horizontal	\$2,700	\$2,550	\$2,400	\$2,150
Double 1/2-page spread	\$4,950	\$4,700	\$4,450	\$3,950
Double-page spread	\$8,000	\$7,600	\$7,200	\$6,400

## SPECIAL RATES AND COMMISSIONS:

**Polybagged outserts:** Targeted deliveries to specific graduates, age ranges, geographical areas, postal codes and other demographics can easily be arranged. Most sizes can be accommodated, up to 8" x 11", and multi-page insertions are welcome.

**Full-run polybagged outsert:** \$150 per thousand. Other prices on request.

**Consecutive pages:** 10% discount

**Guaranteed position premium:** Add 20% on earned space rate

**Rates for business reply cards, stitched-in inserts:** Available on request

**Educational/university rates:** Available upon request

**Agency commission:** not included



## MECHANICAL SPECIFICATIONS

STANDARD UNIT SIZES	WIDE x DEEP (no bleed)	BLEED UNIT
Double Page Spread	15 3/8" x 9 3/4" (type margins)	16 3/4" x 11 1/4"
Full Page	7 1/4" x 9 3/4" (type margins)	8 5/8" x 11 1/4"
Double 1/2 Page Spread	15 3/8" x 4 3/4"	16 3/4" x 5 7/8"
1/2 Page Horizontal	7 1/4" x 4 3/4"	8 5/8" x 5 7/8"

**Printed:** Heat-Set Web (alumni); Sheet-Fed (campus)

**Trim size:** 8 1/8" x 10 3/4"

**Binding:** Saddle Stitched; 2 Wire

**Type page:** 7 1/4" x 9 3/4". Keep all critical graphic material a minimum 1/4" from final trim 8 1/8" x 10 3/4".

**Bleeds:** Minimum bleed 1/4" on all sides. Indicate trim and bleed marks.

**Delivery:** Digital file format, ready for printing, with proof attached. QuarkXpress or high-resolution PDF preferred; further information on file formats available on request.