



The McGill Daily

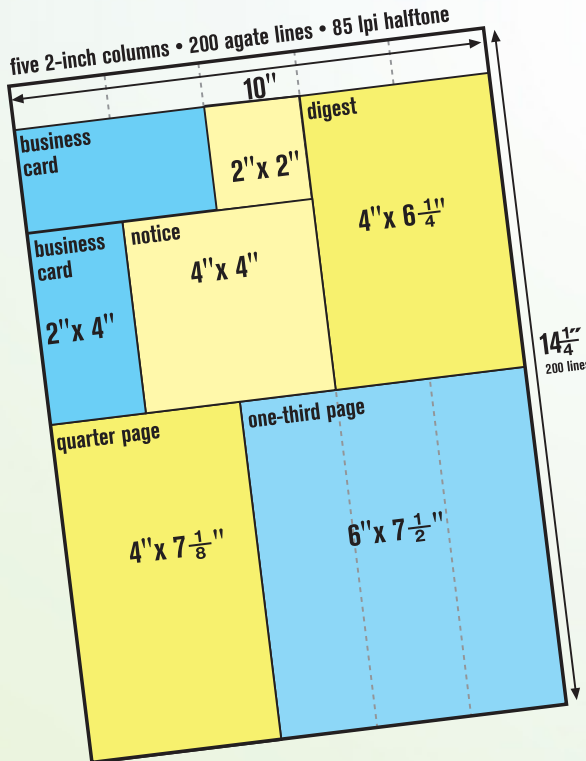
Local & McGill

Rate Card 2009-2010

Sizes and Dimensions			Standard Ad Rate	5 Ad Discount	10 Ad Discount
	column x agates	width x height	\$ 1 ⁰² /agate line	\$ 1 ⁰³ /agate line	98¢/agate line
Standard Box	1 x 30	2 x 2"	\$ 33	\$ 31 / ad	\$ 29 / ad
Business Card	2 x 30	4 x 2"	\$ 66	\$ 62 / ad	\$ 59 / ad
Notice	2 x 60	4 x 4"	\$ 131	\$ 124 / ad	\$ 118 / ad
Digest	2 x 90	4 x 6.25"	\$ 196	\$ 185 / ad	\$ 176 / ad
1/4 Page	2 x 100	4 x 7.125"	\$ 218	\$ 206 / ad	\$ 196 / ad
1/3 Page	3 x 100	6 x 7.5"	\$ 327	\$ 309 / ad	\$ 294 / ad
			\$ 1 ⁰³ / line	\$ 98¢ / line	\$ 92¢ / line
1/2 Page	5 x 100	10 x 7"	\$ 515	\$ 490 / ad	\$ 460 / ad
3/4 Page	5 x 150	10 x 10.5"	\$ 772	\$ 735 / ad	\$ 690 / ad
Full Page	5 x 200	10 x 14.25"	\$ 1,030	\$ 980 / ad	\$ 920 / ad

These rates are net. Agencies must add commission.

Prices do not include applicable taxes and are subject to change without notice.



extras

Guaranteed Positioning : add 25% (back page is subject to availability) **Full Colour (CMYK) :** \$ 495 / ad High-quality offsheet uncoated process

Spot Colour (+ black) : \$144 / ad Over 8,000 Pantone colour choices **Newspaper Inserts :** \$65 per 1,000 Min. 5,000. Selective distribution available

File Formats and Submission of Ad Materials

- Standard graphic and assembly charges are included in the cost of advertising. You may supply complete ads, text and artwork, or just an idea. Our in-house graphic designer will work to fit your needs.
- Complete ads should be submitted in either PDF, EPS or TIFF format. JPEG, PSD, AI and INDD files are also acceptable. Images should be 300 dpi. For ads you would like us to assemble, please send artwork separately and send text using e-mail or simple text. If your ad requires changes or addition of colour, please send all original design files (Illustrator, Photoshop, In Design etc.)
- Media up to 10 MB should be sent by email to : ads@dailypublications.org Larger files can be sent via CD to our office, or using a free upload service such as www.yousendit.com

Contract requirements

All advertising copy is subject to the approval of the publisher. Rates and terms apply to all contracts and insertion orders. Contract cancellations will be short-rated to the rate closest to the number of ads run. The publisher is not liable for any cause for failure to publish any advertisement. The publisher is not bound by any conditions printed on an advertiser's or advertising agency's contracts or insertion orders when they conflict with policies covered by the publisher's rate card / contract.

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