



The McGill Daily

2009-2010 Web Rate Card

Over **330,000 page views** throughout the year

Nearly **160,000 unique visitors** from **185 countries/territories**

Average of **over 20,000 visits per month** during the school year,
with a high of **2,433 visits in a single day**

Most of our readers stay **longer than a minute**
and consult **more than one page**

www.mcgilldaily.com



All Yours, All the Time.

Unlike other websites that oblige you to share your advertising position with several other advertisers, your ad **will stay visible 24/7** in the spot you selected for the entire duration of the contract. There is **no shuffling** and **no limit** over the number of clicks or impressions. Specific ad spaces can be reserved in advance for periods of **two weeks, one month, or a whole semester**. Please be aware that the best positions get booked very quickly. For an up-to-date list of currently available positions, consult our web advertising section at : www.mcgilldaily.com/advertising

Pick Your Spot.

Main page : Receives the most traffic. Our "Inside the Daily" spotlights at the bottom of the page is the **most viewed item** on the site.

Sports : New section as of August 2009, ideal for upcoming sporting events and ticket sales.

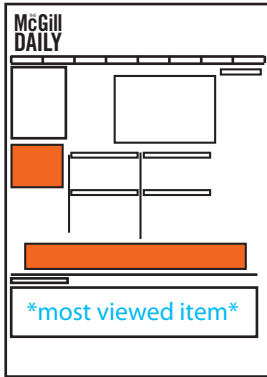
Culture : Ideal for cultural and artistic events, ticket sales, movies, plays, music etc.

Everything else : Your ad will be **replicated 6 times** to appear at once in the News, Commentary, Features, Sci+Tech, Mind&Body and Compendium sections. These contain our **most read articles**.

Inside the articles : Your ad will be replicated to appear at the bottom of **every individual article**. Readers spend the longest time viewing individual article pages, so this position is the one that receives the **longest exposure**.

Positions & Rates

Main page



Sports



Culture



Everything else

News, Commentary, Features,
Sci+Tech, Mind&Body, Compendium



Inside the articles



Rectangle

Size : 180 x 150

Position : main page, left side, just under the issue cover

Cost

2 weeks : \$15/day

1 month : \$12.50/day

1 semester : \$10/day

Half Page

Size : 300 x 600

Position : Sports section, right side of the list of articles, top position

Cost

2 weeks : \$22/day

1 month : \$20/day

1 semester : \$18/day

Half Page

Size : 300 x 600

Position : Culture section, right side of the list of articles, top position

Cost

2 weeks : \$22/day

1 month : \$20/day

1 semester : \$18/day

Half Page

Size : 300 x 600

Position : Right side of the list of articles, top position

Cost

2 weeks : \$24/day

1 month : \$22/day

1 semester : \$20/day

Leaderboard

Size : 728 x 90

Position : at the bottom of every article

Cost

2 weeks : \$6/day

1 month : \$5/day

1 semester : \$4/day

Leaderboard

Size : 728 x 90

Position : main page, 3/4 down, just above our "Inside the Daily" spotlights

Cost

2 weeks : \$26/day

1 month : \$23/day

1 semester : \$20/day

Medium Rectangle

Size : 300 x 250

Position : Sports section, right side of the list of articles, middle position

Cost

2 weeks : \$8/day

1 month : \$6.50/day

1 semester : \$5/day

Medium Rectangle

Size : 300 x 250

Position : Culture section, right side of the list of articles, middle position

Cost

2 weeks : \$8/day

1 month : \$6.50/day

1 semester : \$5/day

Medium Rectangle

Size : 300 x 250

Position : Right side of the list of articles, middle position

Cost

2 weeks : \$10/day

1 month : \$8/day

1 semester : \$6/day

3:1 Rectangle

Size : 300 x 100

Position : Sports section, right side of the list of articles, lower right position

Cost

2 weeks : \$5/day

1 month : \$4/day

1 semester : \$3/day

3:1 Rectangle

Size : 300 x 100

Position : Culture section, right side of the list of articles, lower right position

Cost

2 weeks : \$5/day

1 month : \$4/day

1 semester : \$3/day

3:1 Rectangle

Size : 300 x 100

Position : Right side of the list of articles, bottom position

Cost

2 weeks : \$6/day

1 month : \$5/day

1 semester : \$4/day

File formats and sizes

Ads must be sent in JPEG or GIF format, submitted in proper sizing and at a resolution of 72 dpi. Pixel size is specified according to the chosen position. Animated gifs are acceptable, provided that the total file size is no higher than 13K. Please send files via email to : ads@dailypublications.org and addesign@dailypublications.org and include the URL link to which your banner should redirect.

Extras

Advertisement design : If you require web-ready material, our in-house graphic artist can design your ad at an additional charge of 50\$. For original material, ensure that all linked files are included and fonts are embedded. We accept JPEG, GIF, TIFF, EPS, PDF as well as InDesign, Photoshop and Illustrator files. Files under 10MB should be sent via email to : ads@dailypublications.org and addesign@dailypublications.org. Larger files may be sent via CD to our office, or using a free file-sending service such as www.yousendit.com.

Change of creative : The advertiser may change the creative of the banner ad at the end of every month. Additional changes can be made within five days of receiving new art for an extra cost of 25\$.

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 contract(s) or insertion order(s) when they conflict with policies covered by the publisher's rate card or contract.

Conditions

- a. Advertising is subject to space availability upon receipt of a signed agreement.
- b. The D.P.S accepts ads with the understanding that the advertiser has the right to display the contents in the banner. The advertiser and/or its agency agrees not to hold the online publisher responsible for any loss as a result of any claims arising from online publication.
- c. If new material is not received by deadline, the publisher may use prior ad material.
- d. All changes or cancellations must be made in writing and received before the closing date.
- e. The publisher reserves the right to refuse any advertisement or position commitment at any time.
- f. The publisher has the right to hold the advertiser and/or its agency jointly and separately liable for any monies due for advertising that the advertiser or agency ordered and which was published and displayed according to the agreement.
- g. Rates are subject to change without prior notice.

Contact information

For more information, visit www.mcgilldaily.com/advertising
or contact your ad representatives :

(514) 398-6790

Fax : (514) 398-6318

ads@dailypublications.org

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