

THE MEDIUM

The voice of the
University of Toronto Mississauga

2021/22 Media Kit

WHY THE MEDIUM?

The Medium is the official student newspaper and the voice of the University of Toronto Mississauga, a growing institution home to over 14,000 undergraduate students, 700 graduate students, and 3,000 employees. **The Medium** was founded in 1974 and incorporated in 1986, solidifying it as the memory of the campus.

Today the weekly publication is produced by a small but dedicated staff and a large volunteer base, and will publish its 46th volume this year. The staff also recognize the importance of a strong online component, which led to a recent website redesign and active social media presence. **The Medium** is the best way to reach UTM students.

DID YOU KNOW?

We distribute 3,000 hard copies a week, reaching a concentrated student demographic.

We appear at both the Mississauga and St. George campuses.

We offer student clubs and societies a 50% discount.

We have had a steady rise in online hits per month from 18,500 to 20,500 for the last three years, and recently redesigned our website.

We print your ad in full colour for a very small price increase.

We can provide free design according to your needs and specifications.

RATES

*Prices do not include HST.

**50% discount for
UTM clubs & societies.**

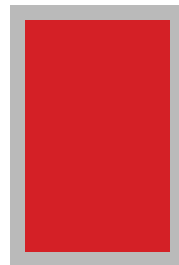
Print

Sizes are in inches
(width x height).

Availability of full pages is not
guaranteed. Purchase yours
early to secure the space.

Custom print sizes by inquiry.

Ads submitted as pure copy will
be provided free design.
The Medium reserves the right
to determine whether the
requested size is feasible for the
content supplied.



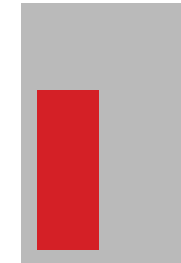
Full
10x16

B&W: \$919
Colour: \$1,049



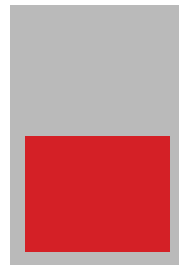
1/4 (Wide)
5.94x6.73

B&W: \$290
Colour: \$327



1/4 (Tall)
3.9x10.24

B&W: \$290
Colour: \$327



Half
10x8

B&W: \$577
Colour: \$658



1/3
5.94x8.97

B&W: \$387
Colour: \$443



1/5
10x3.2

B&W: \$267
Colour: \$302

Online

Sizes are in pixels
(width x height).

All online ads are displayed
throughout The Medium's
website (themedium.ca).



Sidebar
300x250

\$15 CPM

Or included
free with full-
or half-page
print ad.

Print ads are accepted in standard image or vector formats; JPG or PDF is preferred, in CMYK mode and at 300 DPI.
Online ads are accepted in GIF, PNG, or JPG format. Animated GIFs have a maximum of three images.
GIFs with more than 3 images, Flash ads, and HTML5 ads are considered rich media ads and are priced at \$30 CPM.
Online ad space is potentially shared with national ads. Up to three local ads may be displayed in rotation.

PUBLISHING SCHEDULE

September 2021

S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

October 2021

S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

November 2021

S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

December 2021

S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

January 2022

S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

February 2022

S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28					

March 2022

S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

■ Medium issue release date

Running online ads for weeks on which
The Medium does not release a print
edition by consultation only.

Please advise us of the intent to
purchase an ad by the Monday before
publication, and send artwork or text by
Friday at the latest.

For more information or to purchase an
ad, email ads@themedium.ca. Include
full contact information.