

on-campus advertising rate card

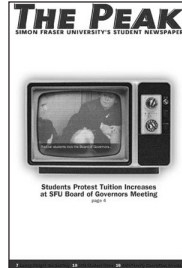
THE PEAK

SIMON FRASER UNIVERSITY'S STUDENT NEWSPAPER

Peak Publications Society
MBC 2901, 8888 University Drive
Simon Fraser University, Burnaby, BC V5A 1S6
Tel. 778.782.3598 • Fax. 778.782.4343
Email. ads@the-peak.ca • www.the-peak.ca

FOR MORE ADVERTISING INFORMATION:

Tel: 778-782-3598
Fax: 778-782-4343
Email: Larry van Kampen (Advertising/Business)
larry@the-peak.ca
Ad Materials
ads@the-peak.ca
Website: www.the-peak.ca



Do you need to reach the SFU student body? If you do, then there's no better way than by advertising in The Peak. Since 1965, The Peak has been SFU's primary student newspaper. As such, your message will definitely get delivered.

After reviewing the following information, give us a call at 604-291-3598, email Larry at larry@mail.peak.sfu.ca or drop by MBC 2901 to get The Peak working for you.

PEAK FACTS

Frequency: Every Monday during ALL THREE SEMESTERS (39 issues per year)
Circulation: 8,000 in Fall & Spring semesters. 5,000 in Summer semester.
Average readership of 1.5 readers per page means a potential of over 12,000 readers/week.
Audience: SFU students, faculty, staff, and visitors.
Peak Dimensions: each page is 10.25" X 15.4" and has 5 two-inch columns.

LOCATIONS

SFU Burnaby campus and residence
SFU downtown campus and surrounding areas
Translink Skytrain Stations and Bus Loops
Local student hangouts, libraries, community centres

WHY SHOULD MY ORGANIZATION ADVERTISE IN THE PEAK?

- Competitive Rates starting at \$40.00 per issue.
- 86% of all university students read their campus newspaper.
- University newspapers reach a very exclusive and hard to reach market with far more success than competing media.
- The Peak offers special discounted rates for on-campus organizations and departments.

LITTLE KNOWN FACTS

91% of students like to try something new and different.
68% consider themselves health and nutrition conscious.
57% of students prefer to pay cash for their purchases.

Statistical information derived from the Print Measurement Bureau and Canadian Campus Marketing Research (2000)

on-campus advertising rate card

THE PEAK

SIMON FRASER UNIVERSITY'S STUDENT NEWSPAPER

Peak Publications Society
 MBC 2901, 8888 University Drive
 Simon Fraser University, Burnaby, BC V5A 1S6
 Tel. 778.782.3598 • Fax. 778.782.4343
 Email. ads@the-peak.ca • www.the-peak.ca

ISSUE DATES 2010

Spring Semester: january 4, 11, 18, 25
 february 1, 8, closed - olympics
 march 1, 8, 15, 22, 29
 april 6, 12

Summer Semester: may 10, 17, 25, 31
 june 7, 14, 21, 28
 july 5, 12, 19, 26
 august 3

Fall Semester: sept 7, 13, 20, 27
 oct 4, 12, 18, 25
 nov 1, 8, 15, 22, 29

ADVERTISING DEADLINES

(week before publication date)

- Reserve Ad Space: 2:30pm Wednesday
- Fax insertion form to: 778.782.4343
- Advertising Materials: 5:00pm Thursday
- Email files to: ads@the-peak.ca

ADS CAN BE SUBMITTED VIA:

- Email to ads@the-peak.ca
- CD, USB drive
- Hardcopy for scanning

PREFERRED SOFTWARE FILE TYPES

- Adobe pdf (preferred), eps and tiff
- Convert fonts to outlines, include graphics:
- InDesign, Illustrator
- We CANNOT take Corel Draw, Quark or Pagemaker files.

NEED HELP WITH YOUR AD?

Call about our AD DESIGN service. Please allow for extra time if you plan to use this service.

WHY ADVERTISE IN THE PEAK?

86% of all university students read their campus news paper.*

*From Canadian Marketing Research (2000)

DISPLAY AD SIZES AND RATES: subject to GST

AD SIZE (width x height)	PRICE
A. 4" x 2" Card Size	\$40
B. 4" x 3"	\$60
C. 4" x 4"	\$80
D. 4" x 5"	\$100
E. 4" x 6"	\$120
F. 4" x 8"	\$150
G. 4" x 14"	\$260
H. 6" x 4"	\$120
I. 6" x 6" Quarter Page	\$160
J. 6" x 8"	\$210
K. 10" x 2" Banner	\$150
L. 10" x 5"	\$220
M. 10" x 7" Half Page	\$300
N. 10" x 14.5" Full Page	\$580
O. 2" x 14" Strip	\$140

Call us for Custom Sizes and Rates.

COLOUR COSTS:

Black + 1 spot colour add \$150/issue
 Full Colour (CMYK) add \$400/issue
 Rates Subject to change without notice.

THE PEAK

SIMON FRASER UNIVERSITY'S STUDENT NEWSPAPER

advertising insertion order

Peak Publications Society
 MBC 2901, 8888 University Drive
 Simon Fraser University, Burnaby, BC V5A 1S6
 Tel. 778.782.3598 • Fax. 778.782.4343

ADVERTISER: Trade Name: _____
 Billing Address: _____
 City: _____
 Province: _____ Postal Code: _____
 Phone: _____ Fax: _____
 Contact: _____

ISSUE	DATE	AD SIZE	COLOUR	RATE	COMMENTS
1					
2					
3					
4					
5					
6					
7					
8					
9					
10					
11					
12					
13					

BILLING TERMS:
 Payment due upon receipt
 of invoice. Interest charges
 of 2% monthly after first
 30 days.

Subtotal: _____
 GST: _____
 Total: _____

I, _____, have read, understood, and agree to the material
 and terms on this page.

Authorized Signature: _____ Date: _____

ADVERTISING TERMS AND CONDITIONS:

- The advertiser warrants that advertising content will not be libelous or misleading. The advertiser agrees to indemnify The Peak with respect to any loss sustained by the publisher on publishing libelous or misleading material contained in the ad.
- The Peak reserves the right to reject or cancel any advertising copy submitted.
- Position of the advertisement is not guaranteed.
- In the event of a copy error made by The Peak in an ad, The Peak will compensate the advertiser for the space occupied by the portion of the advertisement in which the error occurred, or re-run the advertisement depending on the capacity of the error. In the event of an error, the advertiser must notify The Peak before the second run of the same ad.
- Cancellation notice must be received in writing seven (7) days before publication.