

advertising rate card

THE PEAK

SIMON FRASER UNIVERSITY'S STUDENT NEWSPAPER

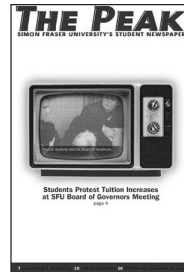
Peak Publications Society
MBC 2901, 8888 University Drive
Simon Fraser University, Burnaby, BC V5A 1S6
Tel. 778.782.3598 • Fax. 778.782.4343
Email. ads@the-peak.ca • www.the-peak.ca

FOR MORE ADVERTISING INFORMATION:

Tel: 778-782-3598
Fax: 778-782-4343
Email: Larry van Kampen (Advertising/Business)
larry@mail.peak.sfu.ca

Ad Materials
ads@the-peak.ca

Website: www.the-peak.ca



Members of the SFU community spend millions of dollars around both the Burnaby and downtown campuses as well as throughout the Lower Mainland. By advertising in The Peak, you can be assured of reaching this lucrative market. Since 1965, The Peak has been SFU's primary student newspaper. As such, it is a "must read" for all members of the university community, especially students.

After reviewing the following information, give us a call at 778-782-3598, email Larry at larry@the-peak.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 BUSINESS ADVERTISE IN A STUDENT NEWSPAPER?

- Competitive Rates starting at \$60.00 per issue.
- Discounts of up to 25%.
- 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.
- Students like to spend money, in fact the average student has over \$200.00 per month in disposable income.
- Students are informed consumers, with a full 66% willing to shop around in order to take advantage of sales or discounts.
- Student papers are smaller than dailies meaning your advertisement has to compete with fewer competitors per issue.

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)

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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.

COLOUR COSTS:

Black + 1 spot colour add \$150/issue
 Full Colour (CMYK) add \$400/issue

Frequency will save you money!

AD SIZE	(width x height)	1-4 ISSUES
A. 4" x 2"	Card Size	\$60
B. 4" x 3"		\$75
C. 4" x 4"		\$100
D. 4" x 5"		\$125
E. 4" x 6"		\$150
F. 4" x 8"		\$200
G. 4" x 14"		\$360
H. 6" x 4"		\$150
I. 6" x 6"	Quarter Page	\$235
J. 6" x 8"		\$320
K. 10" x 2"	Banner	\$200

AD SIZE	(width x height)	1-4 ISSUES
L. 10" x 5"		\$320
M. 10" x 7"	Half Page	\$480
N. 10" x 14.5"	Full Page	\$950
O. 2" x 14"	Strip	\$190

save 10% when you book 5 - 8 ads*
 save 15% when you book 9 - 12 ads*
 save 20% when you book 13+ ads*

*discounts are only available when ads are booked all at once on a signed insertion order, and if paying per week then the accrued discount will be taken off the charge of the last ad(s) in the booking)

Call for custom sizes. **ABOVE PRICES ARE PER ISSUE:** SUBJECT TO GST prices accurate at time of printing

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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.