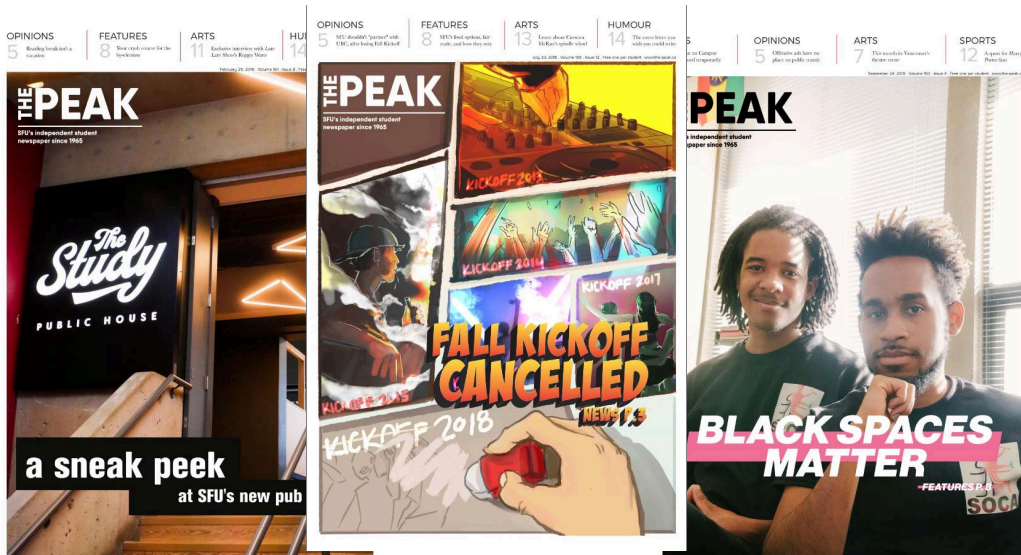


# THE PEAK

SFU's independent student  
newspaper since 1965

## LOCAL ADVERTISING INFORMATION, 2019-2020



**ADVERTISING IN THE PEAK IS EASY, AFFORDABLE,  
AND EFFECTIVE.**

## ABOUT US

*Your ads in The Peak and at the-peak.ca put your message in front of students, faculty, and staff at one of the largest schools in B.C.*

**30,000 METRO VANCOUVER STUDENTS**

**6,500 Faculty and Staff**

**3,000 Copies**

**55+ Locations**

**Five Campuses**

**One News Source**

# STANDARD SIZES AND RATES

*The Peak* offers a wide range of standard sizes, but we can also accommodate custom sizes with advance notice. All prices listed here are per issue, and all are subject to 5% GST. Colour is available on standard and glossy paper stock.



**10" x 15"**

Full Page

**\$725**

Colour: +\$220

Glossy: +\$290



**10" x 7"**

Half Page

**\$360**

Colour: +\$115

Glossy: +\$145



**6" x 8"**

or 10" x 5"

**\$240**

Colour: +\$80

Glossy: +\$105



**6" x 6"**

Quarter Page

**\$180**

Colour: +\$65

Glossy: +\$80



**4" x 8"**

or 10" x 2"

**\$150**

Colour: +\$55

Glossy: +\$70



**4" x 6"**

or 6" x 4"

**\$115**

Colour: +\$45

Glossy: +\$55



**4" x 5"**

**\$95**

Colour: +\$35

Glossy: +\$45



**4" x 4"**

**\$75**

Colour: +\$30

Glossy: +\$40



**4" x 3"**

**\$60**

Colour: +\$25

Glossy: +\$35



**4" x 2"**

**\$45**

Colour: +\$20

Glossy: +\$30

Discounts are also available for large orders:

**10% OFF** when you book 5-8 ads at once

**15% OFF** when you book 9-12 ads at once

**20% OFF** when you book 13+ ads at once

*Sorry, The Peak does not sell ads on the front or back cover. We reserve the right to charge ads cancelled less than a week from publication or not received by press time at 50% of the booked price.*

**DISCOUNTS  
AVAILABLE FOR ON-  
CAMPUS GROUPS AND  
NON-PROFITS!**

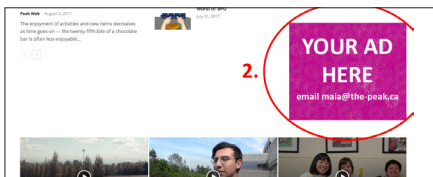
**NATIONAL CAMPAIGNS:** These prices are for campaigns by local organizations or limited to the Greater Vancouver area only. For larger campaigns, see our National Rates, offered in partnership with FREE Media ([f-media.ca](http://f-media.ca)).

# WEB ADVERTISING

The Peak has two online ad spaces available currently, the banner and the big box, each available per 1,000 impressions (CPM) or for a monthly flatrate with unlimited impressions. Our website contains all of the articles featured in print, plus a variety of web exclusive content published each week.



1. Top Banner Ad | 728 x 90 pixels



2. Top Big Box Ad | 300 x 250 pixels

**\$22 CPM** or  
**\$500** per month

**BY THE NUMBERS:** Our website receives an average of 12,000-15,000 hits per week while classes are in session. **AD SPECS:** Email your .JPG or .GIF to [business@the-peak.ca](mailto:business@the-peak.ca) sizes according to pixel dimensions listed above.

# PUZZLE SPONSORSHIP

## NEW: HAVE YOUR BUSINESS OR EVENT SPONSOR OUR PUZZLES!

Our popular Diversions page features puzzles, events listings, and more! Students spend up to 25 minutes solving puzzles, so why not get your business name in front of their eyes?

**1 WEEK:** \$25  
**2 WEEKS:** \$45  
**3 WEEKS:** \$60  
**4 WEEKS:** \$75

## EXAMPLE



# DEADLINES

**AD RESERVATIONS** are due by 4:00 p.m. on the Wednesday before they are to be published. To reserve space, email or call **Yuri Zhou** at [business@the-peak.ca](mailto:business@the-peak.ca) or (778) 782-3598. *Online ads require only 24 hours to go live, space permitting.*

**AD MATERIALS** are due by 4:00 p.m. on the Thursday before they are to be published. Email the file that you want printed to [business@the-peak.ca](mailto:business@the-peak.ca). **PDF format is preferred. Save colour images at 600 dpi.** If you need us to design your ad, please allow at least one week's notice (no discount on in-house ads).

**LATE BOOKINGS AND MATERIALS** will be published if possible, but are not guaranteed.

# 2019-20 PUBLISHING DATES

*The Peak* is published every week that SFU holds regular classes. Issues are distributed to newsstands on Mondays, or Tuesdays if the university is closed for a public holiday on the Monday. We do not publish during exam periods, breaks between semesters, or reading breaks. The below dates are for Fall 2019 to Summer 2020.

SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
M T W T F	M T W T F	M T W T F	M T W T F
2 <b>3</b> 4 5 6	1 2 3 4	1	2 3 4 5 6
9 10 11 12 13	7 8 9 10 11	4 5 6 7 8	9 10 11 12 13
16 17 18 19 20	14 15 16 17 18	11 12 13 14 15	16 17 18 19 20
23 24 25 26 27	21 22 23 24 25	18 19 20 21 22	23 24 25 26 27
30	<b>28</b> 29 30 31	25 26 27 28 29	30
JANUARY	FEBRUARY	MARCH	APRIL
M T W T F	M T W T F	M T W T F	M T W T F
1 2 3		2 3 4 5 6	1 2 3
6 7 8 9 10	3 4 5 6 7	<b>9</b> 10 11 12 13	6 7 8 9 10
13 14 15 16 17	<b>10</b> 11 12 13 14	16 17 18 19 20	13 14 15 16 17
20 21 22 23 24	<b>17 18 19 20 21</b>	23 24 25 26 27	20 21 22 23 24
27 28 29 30 31	<b>24</b> 25 26 27 28	<b>30</b> 31	27 28 29 30
MAY	JUNE	JULY	AUGUST
M T W T F	M T W T F	M T W T F	M T W T F
<b>1 2 3</b>	1 2 3 4 5	2 3	3 4 5 6 7
4 5 6 7 8	8 9 10 11 12	6 7 8 9 10	10 11 12 13 14
11 12 13 14 15	15 16 17 18 19	13 14 15 16 17	17 18 19 20 21
18 <b>19</b> 20 21 22	22 23 24 25 26	20 21 22 23 24	24 25 26 27 28
<b>25</b> 26 27 28 29	29 30	27 28 29 30 31	31
KEY: <b>1</b> PUBLICATION <b>2</b> SPECIAL ISSUE <b>NO CLASSES</b>			

**SPECIAL ISSUES** are produced several times a year, and may be thematically appropriate for your business, event, or service. This year's planned special issue are:

**February 10: The Sex Issue** A provocative issue all about sex and relationships.

**March 9: The Election Special** The student society elections always cause a stir.

**March 30: The Spoof Issue** The annual joke issue, which has parodied the likes of *Vice*, *Cosmopolitan*, and *Time* in recent years.

**September 3: Welcome Back Issue** The first issue of the school year, often the year's most circulated issue.

**October 28: The Halloween Issue** The spookiest issue of the year!