

STANDARD SIZES AND RATES

The Peak offers a wide range of standard sizes. We can also accommodate custom sizes with advance notice. All prices listed are per issue, and all are subject to 5% GST.



10" x 15"
Full page

\$1040



10" x 7"
Half page

\$523



10" x 5" (left)
6" x 8" (right)

\$352



6" x 6"

\$270



4" x 8"

\$226



6" x 4"

\$176



4" x 5"

\$143

Discounts are available for large orders:

10% OFF when booking 5-8 ads

15% OFF when booking 9-12 ads

20% OFF when booking 13+ ads



The Peak does not sell ads on the front or back covers. 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.

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).

WEB ADVERTISING

The Peak has two ad spaces available on our website: the Top Banner and the Big Box. Each is available per 1,000 impressions (CPM) or for a monthly flat rate with unlimited impressions. Our website contains all articles featured in print, plus a variety of web-exclusive content published each week.



Top Banner Ad | 728 x 90 pixels



Big Box Ad | 300 x 250 pixels

\$25 CPM
\$550 / 1 month

BY THE NUMBERS: Our website receives an average of 12,000 - 15,000 hits per week while classes are in session.

Email your .jpg or .gif, sizes according to the pixel dimensions above, to **business@the-peak.ca**.

PUZZLE SPONSORSHIP

Our popular Diversions page features puzzles for students to relax from classes! Students spend up to 25 minutes solving puzzles, so why not get your business name in front of their eyes?

1 WEEK: \$28
2 WEEKS: \$50
3 WEEKS: \$66
4 WEEKS: \$83



DEADLINES

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

AD MATERIALS are due by 4:00p.m. on the Thursday before they are to be published. Email the file that you want printed to **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/ MATERIALS will be published if possible, but not guaranteed.

2024-2025 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 2024 to Summer 2025.

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	3	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	NO CLASSES				
16	17	18	19	20	14	15	16	17	18	11	12	13	14	15					
23	24	25	26	27	21	22	23	24	25	18	19	20	21	22					
30	28	29	30	31	25	26	27	28	29										
JANUARY					FEBRUARY					MARCH					APRIL				
M	T	W	T	F	M	T	W	T	F	M	T	W	T	F	NO CLASSES				
	1	2	3						2	3	4	5	6						
6	7	8	9	10	3	4	5	6	7	9	10	11	12	13					
13	14	15	16	17	10	11	12	13	14	16	17	18	19	20					
20	21	22	23	24	17	18	19	20	21	23	19	20	21	22					
27	28	29	30	31	24	25	26	27	28	30	31								
MAY					JUNE					JULY					AUGUST				
M	T	W	T	F	M	T	W	T	F	M	T	W	T	F	NO CLASSES				
		1	2	1	2	3	4	5				2	3						
5	6	7	8	9	8	9	10	11	12	6	7	8	9	10					
12	13	14	15	16	15	16	17	18	19	13	14	15	16	17					
19	20	21	22	23	22	23	24	25	26	20	21	22	23	24					
26	27	28	29	30	29	30	27	28	29	30	31								

1 Publication 1 Special Issue No Classes

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

September 9, 2024: The Welcome Back Issue

The first issue of the school year, often the year's most circulated issue.

October 28, 2024: The Halloween Issue

The spookiest issue of the year!

February 10, 2025: The Sex Issue

A provocative and informative issue about sex and relationships.

March 30, 2025: The Spoof Issue

The annual joke issue, which has parodied the likes of *Vice*, *Cosmopolitan*, and *Time*.