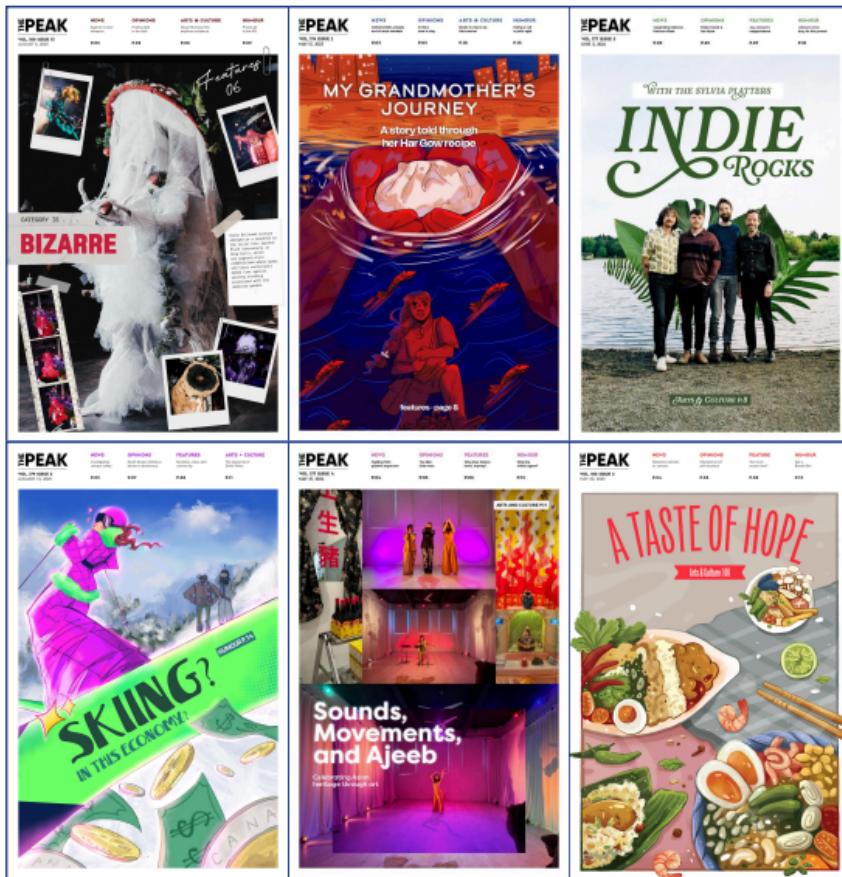


THE PEAK

SFU's independent student newspaper since 1965

LOCAL ADVERTISING INFORMATION, 2025-2026



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 BC.

30,000 METRO VANCOUVER STUDENTS

6,500 Faculty and Staff

2,000 Copies

40+ Locations

Three Campuses

30,000 Digital Impressions A Month

One News Source

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.*

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

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.

2025-2026 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 2025 to Summer 2026.

SEPTEMBER

Monday, September 8
Monday, September 15
Monday, September 22
Monday, September 29

OCTOBER

Monday, October 6
Tuesday, October 14
Monday, October 20
Monday, October 27

NOVEMBER

Monday, November 3
Monday, November 10
Monday, September 17
Monday, September 24

DECEMBER

Monday, December 1
Monday, January 5
Monday, January 12
Monday, January 19
Monday, January 26

JANUARY

FEBRUARY

Monday, February 2
Monday, February 9
Tuesday, February 17
Monday, February 23

MARCH

Monday, March 2
Monday, March 9
Tuesday, March 16
Monday, March 23
Monday, March 30

APRIL

MAY

Monday, May 11
Tuesday, May 19
Monday, May 25

JUNE

Monday, June 1
Monday, June 8
Monday, June 15
Monday, June 22
Monday, June 29

JULY

Monday, July 6
Monday, July 13
Monday, July 20
Monday, July 27

AUGUST

Tuesday, August 4

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 8, 2025: The Welcome Back Issue

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

October 27, 2025: The Halloween Issue

The spookiest issue of the year!

February 9, 2026: The Sex Issue

A provocative and informative issue about sex and relationships.

March 30, 2026: The Spoof Issue

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