

THE PEAK

SFU's independent student newspaper since 1965

LOCAL ADVERTISING INFORMATION, 2026-2027

THE PEAK

VOL 182 ISSUE 10

MARCH 9, 2026

OPINIONS

Land back mitigates climate change

P.05

FEATURES

Consent: against ICE

P.06

ARTS & CULTURE

Black brilliance in arts at SFU

P.08

HUMOUR

PLATES IS NO JOKE!

P.10

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JULY 13, 2026

NEWS

SFU's School of Medicine renewed

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OPINIONS

Men deserve body positivity too

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ARTS & CULTURE

Two-Spirit teenager's search for identity

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HUMOUR

It's time to come forward

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JUNE 1, 2026

NEWS

Indigenous leadership against The Indian Act

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OPINIONS

Vinyl records and musical space

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FEATURES

Social enterprise at SFU

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ARTS & CULTURE

Cook chow mein with your family this summer!

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MARCH 23, 2026

NEWS

Conservative event held in the SUB

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OPINIONS

Cricket isn't just a colonial game

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ARTS & CULTURE

VMFF returns to the city

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HUMOUR

He just wanted a holiday

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NEWS

SFU financial concerns

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OPINIONS

Ads as a vessel for discrimination

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ARTS & CULTURE

Sam White shares tips for local artists

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HUMOUR

It's a plastic invasion!

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JANUARY 12, 2026

NEWS

App community bus aid

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OPINIONS

CAL is still inaccessible

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FEATURES

Digital music platforms

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HUMOUR

The devil ain't your wingman

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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.*

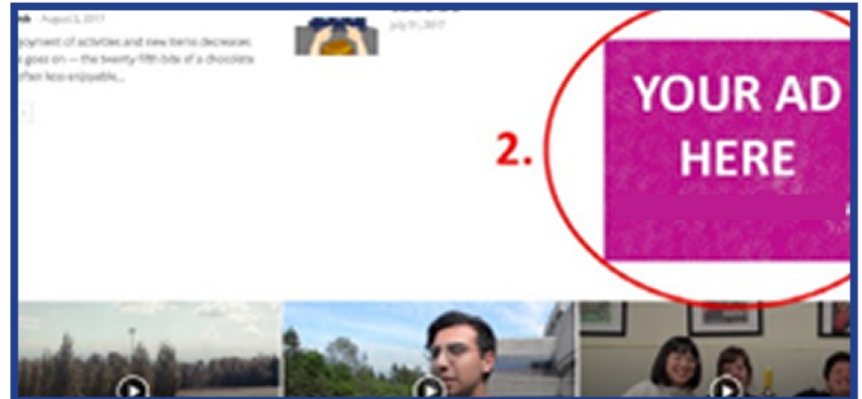
**DISCOUNTS
AVAILABLE FOR ON-
CAMPUS GROUPS AND
NON-PROFITS!**

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.

2026-2027 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 2026 to Summer 2027.

SEPTEMBER

Tuesday, September 8
Monday, September 14
Monday, September 21
Monday, September 28

OCTOBER

Monday, October 5
Monday, October 12
Monday, October 19
Monday, October 26

NOVEMBER

Monday, November 2
Monday, November 9
Monday, November 16
Monday, November 23
Monday, November 30

DECEMBER

JANUARY

Monday, January 4
Monday, January 11
Monday, January 18
Monday, January 25

FEBRUARY

Monday, February 1
Monday, February 8
Monday, February 15
Monday, February 22

MARCH

APRIL

Monday, March 1
Monday, March 8
Monday, March 15
Monday, March 22
Tuesday, March 30

MAY

Monday, May 10
Monday, May 17
Tuesday, May 25

JUNE

JULY

AUGUST

Monday, June 7
Monday, June 14
Monday, June 21
Monday, June 28

Monday, July 5
Monday, July 12
Monday, July 19
Monday, July 26

Monday, August 2

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 26, 2025: The Halloween Issue

The spookiest issue of the year!

February 8, 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*.