



The McGill Daily

Local & McGill

Rate Card 2007-2008

Publication Dates

The DPS publishes three times per week during the academic year, September to April.

THE MCGILL DAILY : MONDAYS AND THURSDAYS

11,000 per issue : Breaking News, Commentary/Editorial, Feature Stories, Arts & Culture, Science & Technology, Mind & Body, and Special Issues. Each issue visible on stands a full week! for more info see www.mcgilldaily.com

LE DÉLIT FRANÇAIS : TUESDAYS

6,000 per issue : éditorial, nouvelles, arts&culture, controverses, dossiers de société. The only French-language newspaper serving McGill Campus! pour plus d'infos voir www.delitfrancais.com

The McGill Daily and Le Délit, published by The Daily Publications Society, circulates 28,000 issues per week, reaching multi-lingual, cosmopolitan readers at McGill, a university consistently rated as Canada's best.

Young, Intelligent Audience

Our readers include McGill students aged 17-30, university faculty, administrators and support staff, and campus visitors. Our diverse potential readership is over 30,000 for each issue.

An Independent Voice

As the only independent publisher on campus, readers value our progressive content and recognize our publications as the best source of student journalism at McGill and across Canada.

Capture the McGill Market

Our full-color, magazine-style covers set our papers apart and grab readers' attention. Our unique circulation system allows the prominent display of each issue for a full week. Among McGill media, our papers stand out from the crowd as the best source of information and ideas.

Contact Your Ad Representative

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September '07

S	M	T	W	T	F	S
				AUG 30		1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29

= The McGill Daily (English edition)

= Le Délit (French edition)

= First and Last issue of semester

FIRST ISSUES

Aug. 30; Jan. 7 - English
Sept. 11; Jan. 8 - French

January '08

S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

October '07

S	M	T	W	T	F	S
SEP 30	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

November '07

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

December '07

S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8

February '08

S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23

Spring Break Feb 24 - Mar 1

March '08

S	M	T	W	T	F	S
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

Deadlines

Advertising insertions are accepted until **2 pm, 2 working days before the date of publication**. Clients may request advance proofs of their advertisements, if advertising copy is received by 2 pm, 4 working days before publication.

April '08

S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12

for more info see www.dailypublications.org

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SOCIÉTÉ DES PUBLICATIONS DU *daily* PUBLICATIONS SOCIETY



The McGill Daily

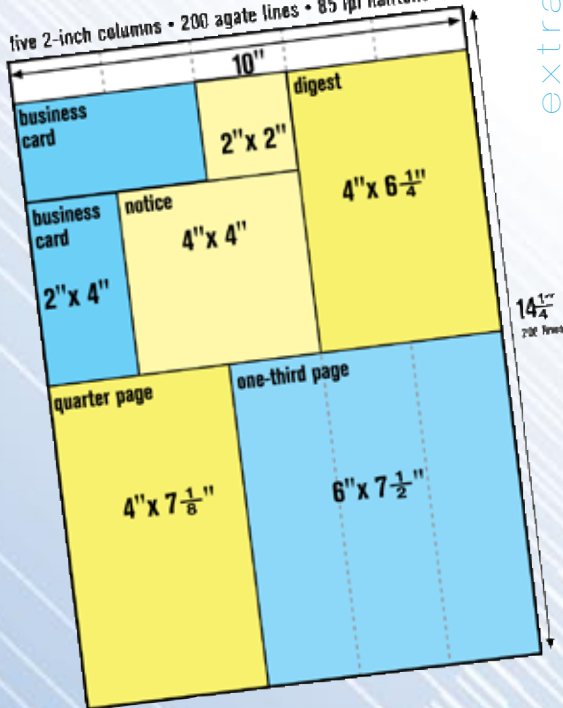
Local & McGill

Rate Card 2007-2008

Sizes and Dimensions			Standard Ad Rate	5 Ad Discount	10 Ad Discount
	columns x agates	width x height	\$ 1 ^{0z} / agate line	\$ 1 ⁰¹ / agate line	96¢ / agate line
Standard Box	1 x 30	2 x 2"	\$ 32	\$ 30 / ad	\$ 29 / ad
Business Card	2 x 30	4 x 2"	\$ 64	\$ 61 / ad	\$ 57 / ad
Notice	2 x 60	4 x 4"	\$ 128	\$ 121 / ad	\$ 115 / ad
Digest	2 x 90	4 x 6.25"	\$ 192	\$ 182 / ad	\$ 173 / ad
1/4 Page	2 x 100	4 x 7.125"	\$ 214	\$ 202 / ad	\$ 192 / ad
1/3 Page	3 x 100	6 x 7.5"	\$ 321	\$ 303 / ad	\$ 288 / ad
			\$ 1 ⁰¹ / line	96¢ / line	90¢ / line
1/2 Page	5 x 100	10 x 7"	\$ 505	\$ 480 / ad	\$ 450 / ad
3/4 Page	5 x 150	10 x 10.5"	\$ 757	\$ 720 / ad	\$ 675 / ad
Full Page	5 x 200	10 x 14.25"	\$ 1,010	\$ 960 / ad	\$ 900 / ad

Prices do not include applicable taxes and are subject to change without notice.

five 2-inch columns • 200 agate lines • 85 lpi halftone



extras

Guaranteed Positioning: add 15% (back page is subject to availability)

Full Colour (CMYK): \$489.⁰⁰ / ad
High-quality offsheet uncoated process

Spot Colour (+ black): \$144.⁰⁰ / ad
Over 8,000 Pantone color choices

Newspaper Inserts: \$62.⁰⁰ per 1000.
Min. 5000, selective distribution available.

File Formats and Submission of Ad Materials

- Standard graphic and assembly charges are included in the cost of advertising. You may supply complete ads, text and artwork, or just an idea. Our in-house graphic designer will work to fit your needs.
- Complete ads should be submitted in either PDF, EPS or TIFF format. JPEG, PSD and INDD files are also acceptable. Images should be 300dpi. For ads you would like us to assemble, please send artwork separately and send text using e-mail or simple text. If your ad requires changes or additions of color please send all original design files (e.g Illustrator, Photoshop, InDesign, etc).
- Media up to 10MB should be sent by email to : ads@dailypublications.org. Larger files can be sent via CD to our office, or using www.yousendit.com.

Contract Requirements

All advertising copy is subject to the approval of the publisher. Rates and terms apply to all contracts and insertion orders. Contract cancellations will be short rated to the rate closest to the number of ads run. The publisher is not liable for any cause for failure to publish any advertisement. The publisher is not bound by any condition printed on an advertiser's or advertising agency's contracts or insertion orders when they conflict with policies covered by the publisher's rate card / contract.

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