

6

ISSUES PUBLISHED  
EACH SCHOOL YEAR

43

DISTRIBUTION POINTS  
ACROSS CAMPUS

3,000

COPIES DISTRIBUTED  
EACH ISSUE

RYERSON UNIVERSITY STUDENT LEARNING CENTRE

**R**yersonian

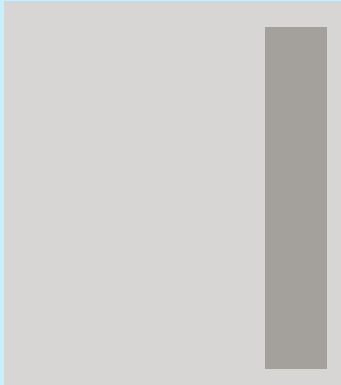
The Ryersonian newspaper has been a trusted campus news source for 70 years.

Our student reporters cover campus politics, sports, arts, life, and news from the surrounding downtown community.



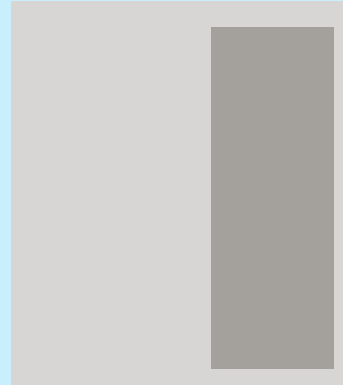
## PRINT AD RATES AND SPECS

**1/5  
\$160**



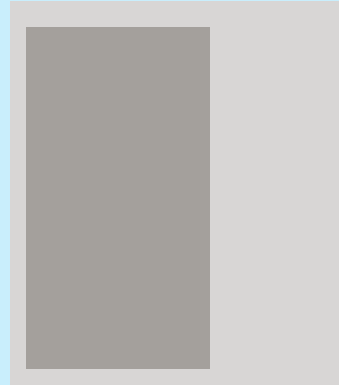
**1 column (1.8667 in.)  
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**2/5  
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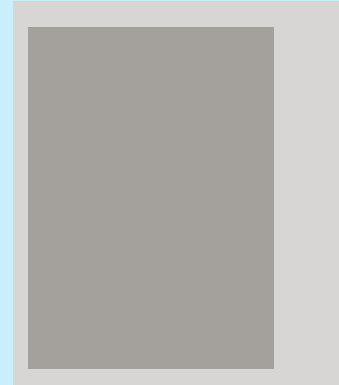
**2 column (3.9 in.)  
wide  
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**3/5  
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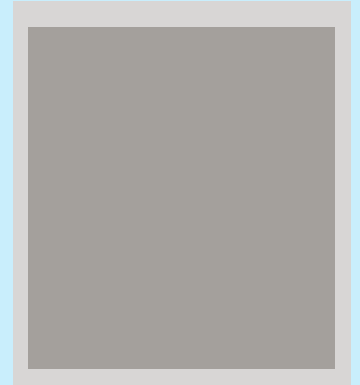
**3 column (5.93 in.)  
wide  
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**4/5  
\$640**

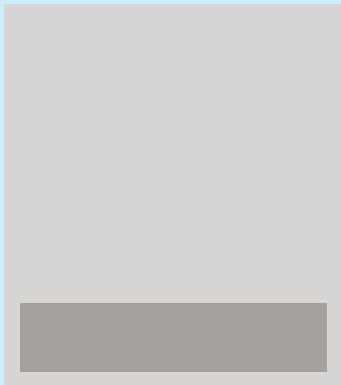


**4 column (7.97 in.)  
wide  
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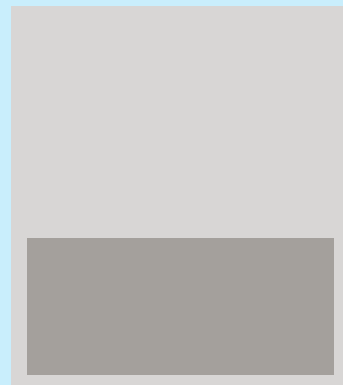
**FULL  
\$800**



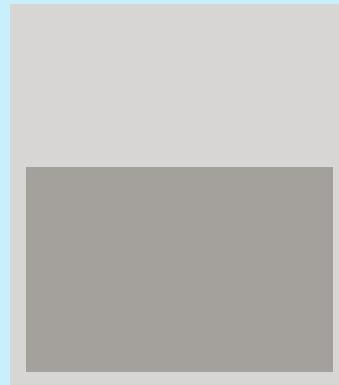
**5 column (10 in.)  
wide  
x 11.125 in. tall**



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**5 column (10 in.)  
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**5 column (10 in.)  
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### PUBLICATION DATES:

2018 — Sep. 26, Oct. 25, Nov. 22

2019 — Feb. 7, Mar. 6, Apr. 3

**FLYER INSERTS:** \$0.25 per piece

**PAGE PLACEMENT:** Add 15 per cent

- Ad width must align with column width.
- Art must be sent as a 300ppi PDF or JPG in CMYK colour space by Monday at Noon the week ad is to appear.
- Back-page ads must be full-page.

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**2-5 INSERTIONS = 5% OFF**

|

**6 = 10%**



# **R**yersonian.ca

Our site—ryersonian.ca—is an essential source of news for the Ryerson community, with 164,512 unique visits during the 2017-2018 school year.

Our team publishes news daily, produces a weekly podcast, and broadcasts regularly on Facebook Live.

**160,000+**

UNIQUE VISITS PER  
SCHOOL YEAR

**74,000**

PAGE VIEWS PER  
MONTH (AVG.)

**4.16**

AVERAGE PAGE VISITS  
PER SESSION (AVG.)











**BOOK YOUR AD TODAY**

**Steven Goetz**

**Production Coordinator**

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