

THE REFLECTOR DAYTIMER

Advertising Rates

The 2011/2012 Reflector Daytimer

The Reflector publishes 12,500 copies of a handbook/planner that is distributed free of charge in the fall to the students of the university. The **Reflector Daytimer** is used on a daily basis by students for more than ten months out of the year. In addition to publishing the **Reflector Daytimer**, **The Reflector** also publishes the student newspaper at the university and a website. As such, package deals are available for advertising in all three publications. On the next page is information about **The Reflector**, including prices and publication deadlines.

The deadline for placing ads in the next **Daytimer** is **June 18, 2010**.

Proofs will be provided on request. For more information, or to place an order, call, write, fax, or e-mail us at:

The Reflector
Mount Royal University
4825 Mount Royal Gate S. W.
Calgary, AB, T3E 6K6
403.440.6268 (phone)
403.440.6762 (fax)
Advertising@TheReflector.ca
www.TheReflector.ca

Mount Royal University

Mount Royal University (MRU) has been in existence since 1911. In 1966, MRU became recognized as an independent post-secondary institution, and in 1995 MRU became a degree-granting institution.

At MRU, the average age of full-time students is 23-years old, and 26-years old for part-time students—the approximate mean age of the student population at MRU is therefore 25-years old.

For more information on advertising in the *Reflector Daytimer*, call 403.440.6268 (fax 403.440.6762 or e-mail Advertising@TheReflector.ca).

Rates*

Covers & Dividers (full colour):

| | |
|---------------------|---------|
| Back cover: | \$2,200 |
| Inside front cover: | \$1,800 |
| Inside back cover: | \$1,800 |
| Tabbed divider: | \$2,000 |

Inside pages (full colour):

| | |
|-----------------------------|---------|
| Full page: | \$1,550 |
| 2/3 page: | \$1,150 |
| Half page: | \$875 |
| 1/3 page: | \$650 |
| Coupon (1/3 pg both sides): | \$1,150 |
| 1/4 page: | \$500 |
| 1/6 page: | \$375 |

Online Advertising: Please call

Specifications

Covers & Dividers (full colour):

| | |
|--------------------------------------|---------------|
| Trim size of daytimer: | 5½" w x 8½" h |
| Back and inside covers (full bleed): | 5½" w x 8½" h |
| Tabbed div. (full bleed): | 5½" w x 8½" h |

Inside pages (full colour):

| | |
|-------------------------------|---------------|
| Full page: | 4¾" w x 8" h |
| 2/3 page: | 4¾" w x 5¼" h |
| 1/2 page (horizontal): | 4¾" w x 3⅞" h |
| 1/2 page (vertical): | 2¼" w x 8" h |
| 1/3 page (horizontal): | 4¾" w x 2½" h |
| 1/3 page (vertical): | 2¼" w x 5¼" h |
| Coupon (1/3 page horizontal): | 4¾" w x 2½" h |
| 1/4 page: | 2¼" w x 3⅞" h |
| 1/6 page: | 2¼" w x 2½" h |

Daytimer & Reflector Advertising Package

Discounts are available for clients who advertise in two or more of either the **Reflector Daytimer**, **The Reflector**, and/or **TheReflector.ca**.

A client who places ads of similar value in two or more of our print or online publications will receive a 25-per cent discount on the cost of all ads.

As well, repeat advertisers are automatically entitled to a 25-per cent discount on all **Reflector Daytimer**, **The Reflector**, and **TheReflector.ca** advertising.

See the next page for more information on advertising in **The Reflector**.

Prices do not include GST. Net 30 days.
 *Rates subject to change without notice.

All full-page ads can be full-bleed, please allow an extra 3/8" on all sides.

The Reflector will accept high-res. (<300 dpi) PDF, TIFF, and JPEG files, preferably in CMYK.