

THE REFLECTOR

Publishers of The Reflector, The Reflector Daytimer, & TheReflector.ca

Advertising Rates

Production & Publication Schedule for 2010/2011

The Reflector is a student newspaper published every second Thursday during the academic year (Sept. to April). The deadline for placing ads is 4:00 p.m. the Friday before publication. Proofs will be provided on request. For more information, or to place an order, contact 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

Fall 2010

Pub. Date	Space & Copy Deadline	Theme
Sept. 9	Sept. 3	Frosh
Sept. 23	Sept. 17	Cornucopia
Oct. 7	Oct. 1	Government
Oct. 21	Oct. 15	Careers
Nov. 4	Oct. 29	Occult
Nov. 18	Nov. 12	Winter
Dec. 2	Nov. 26	Human Rights

Winter 2011

Pub. Date	Space & Copy Deadline	Theme
Jan. 20	Jan. 14	Arts & Culture
Feb. 3	Jan. 28	Travel
Feb. 17	Feb. 11	Love and Such
Mar. 10	Mar. 4	Science
Mar. 24	Mar. 18	Gender Issues
Apr. 7	Apr. 1	Summer

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

Rates*

The Reflector does not have standard advertisement sizes—as long as the width of the ad is in increments of two inches, any size ad can be accommodated. Prices quoted are net to The Reflector.

Full page:	\$880
Half page:	\$450
Quarter page:	\$240
Call for quotes on smaller ad sizes	
Line rate/column-inch rate:	93¢/\$13
Spot colour:	\$150 per colour
Four colour process:	\$450
Inserts (per 1,000):	\$100
Online Advertising:	Please call

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

Specifications

Trim size of paper:	11" w x 17" h or 66 x 102 picas
Full-page image area:	10¼" w x 15¾" h or 62 x 95 picas
Columns per page:	5
Column width (approx.):	2" or 12 picas
Agate lines per inch:	14
Agate lines per column:	220
Agate lines per page:	1,100
Linescreen:	85 lpi
Output resolution:	600 dpi
Proofs:	Available upon request

The Reflector uses programs such as Adobe InDesign, Photoshop, and Illustrator, and will accept PDF, TIFF, and JPEG files.

Distribution

The Reflector has a press run of 10,000. Four-thousand copies are distributed to Mount Royal University's campuses—3,000 to the Lincoln Park campus and 1,000 to the other campuses. The remaining 6,000 copies are distributed to more than 300 businesses and display stands in Calgary neighbourhoods such as Uptown 17, 4th Street SW, Marda Loop, and Kensington/Sunnyside.

Daytimer & Reflector Advertising Package

The Reflector will start working on the 2011/2012 Reflector Daytimer in the spring of 2011. For more information on advertising packages, please see the Daytimer Advertising Rates page.