

# the reflector

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

## Advertising Rates

### Production & Publication Schedule for 2018/2019

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 Thursday 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)**  
**ManagingEditor@TheReflector.ca**  
**www.TheReflector.ca**

#### Fall 2018

<b>Pub. Date</b>	<b>Space &amp; Copy Deadline</b>	<b>Theme</b>
Sept. 6	Aug. 30	Frosh
Sept. 20	Sept. 13	Cornucopia
Oct. 4	Sept. 27	Government
Oct. 25	Oct. 18	Occult
Nov. 8	Nov. 1	Remembrance
Nov. 22	Nov. 15	Careers
Dec. 6	Nov. 29	Winter

#### Winter 2019

<b>Pub. Date</b>	<b>Space &amp; Copy Deadline</b>	<b>Theme</b>
Jan. 17	Jan. 10	Welcome Back
Jan. 31	Jan. 24	Travel
Feb. 14	Feb. 7	Love and Such
March 7	Feb. 28	Science
March 21	March 14	Gender Issues
Apr. 4	March 28	Summer

**For more information on advertising in the Reflector, call 403.440.6268 (e-mail [ManagingEditor@TheReflector.ca](mailto:ManagingEditor@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:	\$1.05/\$14.65
Spot colour:	\$150 per colour
Four colour process:	\$450
Online Advertising:	Please call

#### Specifications

Trim size of paper:	10.5" w x 13.88" h
Full-page image area:	9.44" w x 12.875 h
Columns per page:	5
Column width (approx.):	1.75"
Agate lines per inch:	14
Agate lines per column:	180
Agate lines per page:	900
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 5,000 copies. Two-thousand-five-hundred copies are distributed to Mount Royal University's Lincoln Park campus. The remaining 2,500 copies are distributed to more than 150 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 2019/2020 Reflector Daytimer in the spring of 2019. For more information on advertising packages, please see the Daytimer Advertising Rates page.

Prices do not include GST. Net 30 days.

\*Rates subject to change without notice.