

the reflector

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

Advertising Rates

Production & Publication Schedule for 2021/2022

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 2021

Pub. Date	Space & Copy Deadline	Theme
Sept. 9	Sept. 2	Frosh
Sept. 23	Sept. 16	Cornucopia
Oct. 7	Sept. 30	Government
Oct. 28	Oct. 21	Occult
Nov. 11	Oct. 4	Remembrance
Nov. 25	Nov. 18	Careers
Dec. 9	Dec. 2	Winter

Winter 2022

Pub. Date	Space & Copy Deadline	Theme
Jan. 13	Jan. 6	Welcome Back
Jan. 27	Jan. 20	Travel
Feb. 10	Feb. 3	Love and Such
March 3	Feb. 24	Science
March 17	March 10	Gender Issues
March 31	March 24	Summer

For more information on advertising in the *Reflector*, call 403.440.6268 (e-mail 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:	\$400
Half page:	\$220
Quarter page:	\$140
Call for quotes on smaller ad sizes	
Spot colour:	Please call
Four colour process:	Please call
Online Advertising:	Please call

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

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

It is hoped that COVID-19 restrictions will be over by fall 2021, and on-campus classes will resume. The Reflector will print 2,500 copies of the newspaper with 1,000 copies to be distributed to Mount Royal University's Lincoln Park campus. The remaining 1,500 copies will be distributed to more than 200 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 2021/2022 Reflector Daytimer in the spring of 2021.