

# the reflector

## DAYTIMER

## Advertising Rates

### The 2023/2024 Reflector Daytimer

The Reflector publishes 5,000 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 July 7, 2023. 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)**  
**ManagingEditor@TheReflector.ca**  
**www.TheReflector.ca**

### Mount Royal University

Mount Royal University (MRU)—formerly Mount Royal College (MRC)—has been in existence since 1910. In 1966, MRC became recognized as an independent post-secondary institution, in 1995 MRC became a degree-granting institution, and in 2009 MRC became MRU and Alberta's fifth university.

For more information on advertising in the *Reflector Daytimer*, call 403.440.6268 (e-mail [ManagingEditor@TheReflector.ca](mailto:ManagingEditor@TheReflector.ca)).

### Rates\*

<b>Covers &amp; Dividers (full colour):</b>	
Back cover:	\$2,350
Inside front cover:	\$2,100
Inside back cover:	\$2,100
Tabbed divider:	\$2,000
<b>Inside pages (full colour):</b>	
Full page:	\$1,650
2/3 page:	\$1,225
Half page:	\$925
1/3 page:	\$700
Coupon (1/3 pg both sides):	\$1,225
1/4 page:	\$525
1/6 page:	\$400
Online Advertising:	Please call

### Specifications

<b>Covers &amp; Dividers (full colour):</b>	
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
<b>Inside pages (full colour):</b>	
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.