

The voice of the
University of Toronto Mississauga

THE MEDIUM

2014/15 Media Kit

WHY THE MEDIUM?

The Medium is the official student newspaper and the voice of the University of Toronto's Mississauga campus, a growing and increasingly self-dependent institution home to almost 13,000 students as of 2013. The Medium was founded in 1974 and incorporated in 1986, solidifying it as the memory of the campus. Today the weekly publication is

produced by a small but dedicated staff and a large volunteer base, and will be publishing its 40th volume this year. The staff also recognize the importance of a strong online component, which led to a recent website redesign and highly active social media presence. The Medium is therefore the best way to reach UTM students.

DID YOU KNOW?

We distribute 3,000 hard copies a week, reaching a concentrated student demographic.

We appear at the Mississauga campus, St. George, and the Chapters at Square One.

We offer student clubs and societies a 50% discount.

We averaged 19,500 online hits per month in 2013/14 and see a trend of increase every year. We also released a new website in S

We print in full colour for a very small price increase.

We provide free design according to clients' needs.

RATES

*Prices do not include HST

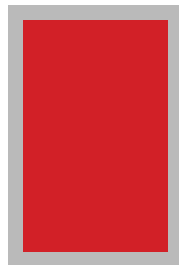
50% discount for UTM Student Clubs.

Print

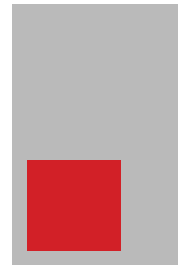
Sizes are in inches (width x height).

Availability of full pages is not guaranteed. Purchase yours early to secure the space.

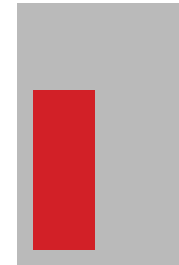
Custom print sizes by negotiation.



Full
10x16
B&W: \$919
Colour: \$1049



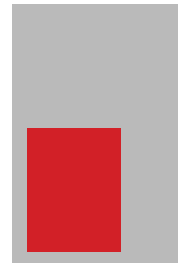
1/4 (Wide)
5.94x6.73
B&W: \$290
Colour: \$327



1/4 (Tall)
3.9x10.24
B&W: \$290
Colour: \$327



Half
10x8
B&W: \$577
Colour: \$658

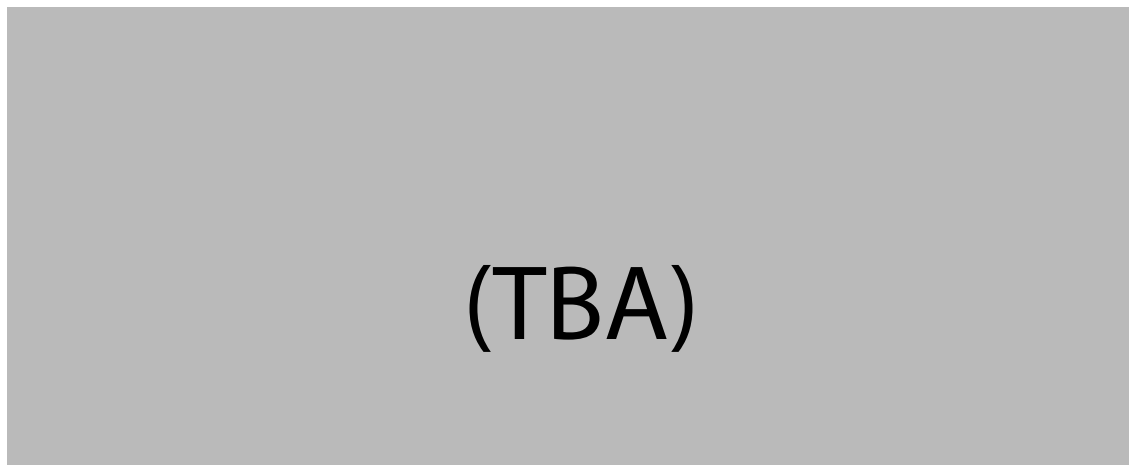


1/3
5.94x8.97
B&W: \$387
Colour: \$443



1/5
10x3.2
B&W: \$267
Colour: \$302

Online



PUBLISHING SCHEDULE

September 2014

S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

October 2014

S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

November 2014

S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						

December 2014

S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

January 2015

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

February 2015

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28

March 2015

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

 Medium issue release date

Please advise us of the intent to purchase an ad by the Monday before publication, and send artwork or text by Friday at the latest.

For more information or to purchase an ad, email ads@mediumutm.ca. Include full contact information.