

# Get in front of Canada's university community.



**Advertise**

**with us.** /

# University Affairs. /

The most trusted news source  
for Canada's universities

*University Affairs* is the publication of choice for Canadian higher education. Our readers – academics and their university colleagues – are among the country's best educated, demanding editorial excellence with every issue. Our contributors include faculty, administrators and graduate students, as well as some of the best journalists working in Canada today.

Our feature-length reports illuminate, our news stories inform, and our columns and opinion pieces spark debate in a community that represents Canada's intellectual heart. With stories on contentious topics like plagiarism and fair access to higher education, to a website complete with career advice and the most extensive academic job listings in the country, *University Affairs* reaches a vibrant academic community both within Canada and internationally.

## Credible. /

### A dedicated resource

- Published for over 50 years for the academic community
- Canada's primary source of university career ads
- Read by all senior academics and administrators
- The only audited publication aimed at the Canadian higher education market<sup>1</sup>
- Produced by the Association of Universities and Colleges of Canada (AUCC), the national organization representing 95 public and private not-for-profit universities and university-degree level colleges at home and abroad

### Frequency

- Published 10 times a year
- Continual online updates

### Reach

30,000+ higher education readers

17,000+ copies of qualified circulation<sup>2</sup>

30,000+ unique web visits per month ([www.universityaffairs.ca](http://www.universityaffairs.ca))<sup>1</sup>

A readership that spans every segment of today's universities:

- Presidents • Faculty • Administrators • Board members
- Librarians • Researchers • Graduate students

1. Circulation is verified and certified by an independent third party, the CCAB, a division of BPA International • 2. CCAB data, March 2010



77%

of readers save a particular issue or article for future reference.

64%

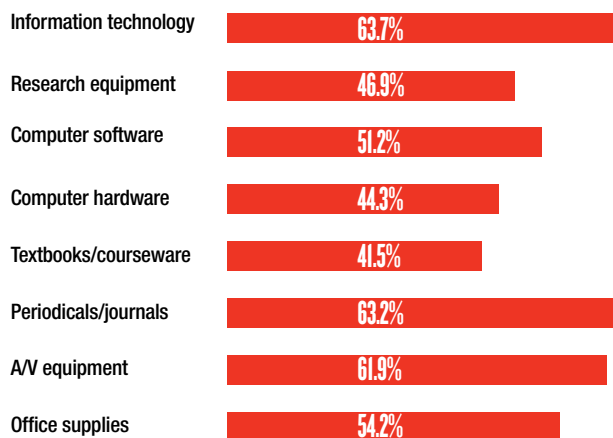
of readers have a household income of over \$100,000.

# Audience

# facts.

# University Affairs readers

## ...have a high level of involvement in university purchasing decisions:



## ...enjoy leisure and cultural activities:

98.9%

Restaurants

75.2%

Cinemas

60.9%

Concerts / Theatre

59.1%

Museums / Art Galleries

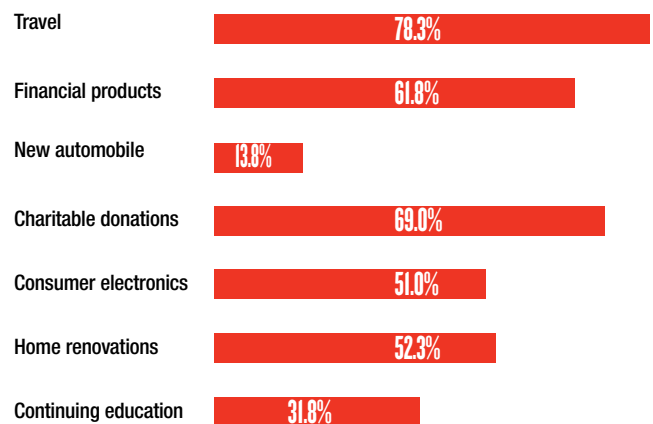
## ...use social networking sites:

facebook 69%

LinkedIn 29%

You Tube 64%

## ...are planning to spend/invest over the next year in:



**Career**

**advertising.** /

# University Affairs.

Canada's university recruitment advertising solution.

Today, more readers and more advertisers turn to *University Affairs* magazine and its website, [universityaffairs.ca](http://universityaffairs.ca), to find and place job ads for faculty positions than to any other publication in Canada.

Increasingly, readers and advertisers are also coming to *University Affairs* to find and place highly qualified posts in government and the private sector.

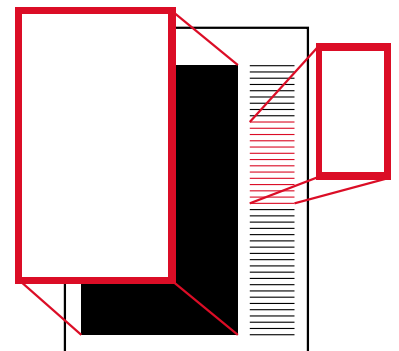
Recruit the best, advertise with *University Affairs*.

## Print & online advertising options:

### Career Web Ads ([universityaffairs.ca](http://universityaffairs.ca))

Missed a print deadline? Looking to quickly post a position in front of highly qualified candidates? Get immediate exposure with the most comprehensive database of higher education jobs in Canada.

- \$400 flat rate per job posting.
- 30-day web-only job posting on [universityaffairs.ca](http://universityaffairs.ca).
- Two free discipline categories are included online. Each additional category is \$25.
- Looking for additional exposure? Upgrade your web career ad at time of booking to run as a featured job for only \$50.



### Text/Line career ads (print)

- Great flexibility and exposure under multiple subject/discipline headings.
- \$400 per job posting plus 30¢ per word (typesetting is included).
- One-time publication in *University Affairs* magazine.
- BONUS 30-day listing on [universityaffairs.ca/careers](http://universityaffairs.ca/careers).
- To facilitate online searches, we categorize ads in our jobs database through discipline tags (e.g. chemical engineering, mathematics, history). Three tags are included at no charge with each text ad booking. Additional discipline tags are \$25 each.















### Career Boxed ad (print)

Career boxed ads increase visibility of your message by offering more space and flexibility for incorporating branding, logos and graphics.

- For ad sizes and pricing details, click on the PDF image on this page.
- All boxed ads are posted online at no extra charge.
- Two free discipline categories included (ads sizes under ½ page).
- Three free discipline categories included (ads sizes ½ page or more).
- Each additional category is \$25.
- Add colour for as little as \$250!

# University Affairs Mechanical Specifications for Career Boxed Ads



Display Sizes			WIDTH	HEIGHT	B&W	COLOUR
<b>Full page</b>		AD SIZE	8"	9.125"	\$3,520	\$4,020
		BLEED	n/a	n/a		
<b>3/4 page Vertical</b>		AD SIZE	5.9563"	9.125"	\$2,640	\$3,140
		BLEED	n/a	n/a		
<b>3/4 page Horizontal</b>		AD SIZE	8"	6.7991"	\$2,640	\$3,140
		BLEED	n/a	n/a		
<b>1/2 page Vertical</b>		AD SIZE	3.9125"	9.125"	\$1,760	\$2,260
		BLEED	n/a	n/a		
<b>1/2 page Horizontal</b>		AD SIZE	8"	4.475"	\$1,760	\$2,260
		BLEED	n/a	n/a		
<b>3/8 page Vertical</b>		AD SIZE	3.9125"	6.7991"	\$1,320	\$1,570
		BLEED	n/a	n/a		
<b>3/8 page Horizontal</b>		AD SIZE	5.9563"	4.475"	\$1,320	\$1,570
		BLEED	n/a	n/a		
<b>1/4 page Vertical</b>		AD SIZE	1.8687"	9.125"	\$880	\$1,130
		BLEED	n/a	n/a		
<b>1/4 page Horizontal</b>		AD SIZE	8"	2.149"	\$880	\$1,130
		BLEED	n/a	n/a		
<b>1/4 page Square</b>		AD SIZE	3.9125"	4.475"	\$880	\$1,130
		BLEED	n/a	n/a		
<b>1/8 page Vertical</b>		AD SIZE	1.8687"	4.475"	\$440	\$690
		BLEED	n/a	n/a		
<b>1/8 page Horizontal</b>		AD SIZE	3.9125"	2.149"	\$440	\$690
		BLEED	n/a	n/a		



## Did you know?

Rates are commissionable to recognized agencies at 15% who supply print ready material.

# University Affairs Mechanical Specifications for Career Boxed Ads



## Career ad sizing

Please refer to dimensions and thumbnail illustrations provided on preceding page.

## Paper stock and binding

- *Cover*: Spicers Supreme Silk FSC 100 lb.
- *Text*: Leipa Ultra Lux FSC 44 lb.
- Saddle stitched

## Image and type preparation

- Resolution of the images should be 300 dpi, CMYK
- Black type should be 100% K and not Registration black (100C, 100M, 100Y, 100K)
- Minimum rule size of .25pt is recommended

## Colour Proofs

- Supplying colour proofs with your CMYK colour files is recommended
- A calibrated, digital proof with stock & press gain simulations must be submitted if the printer is to match colour on digital files
- Proofs should conform to SWOP standards

## Non print-ready materials

These files will be typeset by our staff at no additional cost. If you want to include logos or other images, please supply them with a minimum resolution of 300 dpi in EPS, TIFF or JPEG format. We cannot use Web images nor images in word processor files for typesetting.

## Print-ready materials

Print-ready materials may be supplied in digital format in two ways:

1. Press quality PDF (Acrobat) files created from professional layout programs (preferred format).
2. Postscript, QuarkXpress or Adobe InDesign files. You must include all screen and printer fonts, as well as any image files used in the advertisement.

*Note:* In addition to a print-ready file, please supply your career ad in word/text format to [ua@aucc.ca](mailto:ua@aucc.ca) for uploading to our website on publication mailout date.

## File delivery

You can supply files by e-mail, on CD or via our online file transfer service ([www.universityaffairs.loadingdock.ca](http://www.universityaffairs.loadingdock.ca)). Do not forget to include contact information, the advertisement number and issue(s) in which the ad will be published.

## PDF preparation

Use the following checklist to help you create high quality PDF files that reproduce well. For further information and a more detailed explanation of PDF creation, please see:

[www.adobe.com/products/postscript/pdfs/pdfforprint.pdf](http://www.adobe.com/products/postscript/pdfs/pdfforprint.pdf)

- Use Acrobat Distiller's "Press Quality" setting
- Convert all colours to CMYK
- Downsample (bicubic) to 300 pixels any colour or greyscale images above 450 pixels
- Downsample (bicubic) to 1200 pixels any monochrome image above 1800 pixels
- Use ZIP image compression
- Crop marks should be offset 12pt (.1667") and bleed set to .125" when making PDFs from a file
- Embed all fonts used in ad (do not subset)



## How to book

To submit your career ad for *University Affairs*, please e-mail [ua@aucc.ca](mailto:ua@aucc.ca) and provide the following information:

- Issue in which you want the ad published (for print advertisements)
- Indicate format: "Career web ad", "Career boxed ad" or "Career text ad"
- Billing address, contact name, telephone, fax and e-mail
- Ad copy or artwork (Note: Web career ads must be supplied as Word or text files)

If you have not received confirmation of your order within one business day, we suggest you re-send a backup order. Once you've received a confirmation, there's no need to re-send.

# Editorial display advertising. /

# University Affairs.

Canada's publication of record for universities.

Published 10 times a year and enhanced with continual online updates, *University Affairs* gives advertisers unrivalled access to a loyal readership that includes every segment of Canada's university community.

Advertise next to our award-winning coverage of university news, research, teaching and people and watch your brand's recognition grow on campuses across Canada.

Smart advertising begins with *University Affairs*.

## Fast Facts.

**Launched:** 1959

**Production schedule:** 10 issues per year

**Total circulation:** 17,376 copies\*

**Languages:** English and French

**Total reach:** 27,800†

**Target audience:** Canadian higher education community

**Website:** [www.universityaffairs.ca](http://www.universityaffairs.ca)

**Average monthly visitors:** 30,000

\* March 2010 statistics: Circulation is verified and certified by an independent third party, the Canadian Circulations Audit Board, a division of BPA international

† based on 1.6 readers per copy (2010 Readership Survey)



# 41%

of readers make or share final purchase decisions for textbooks.

# 75%

have been reading *University Affairs* for more than three years.

# 53%

of readers have visited a referenced website as a result of reading *University Affairs*.

# 80%

have travelled internationally in the last year.

# 77%

save a particular issue or article for future reference.

# 80%

visit [universityaffairs.ca](http://universityaffairs.ca) at least once each month.

# 90%

have a laptop computer, 76% a cell phone, 56% a digital recorder or mp3 player.

# 44%

spend up to 60 minutes reading a typical issue.

# University Affairs Mechanical Specifications for Editorial Display Advertising



Display Sizes			WIDTH	HEIGHT	B&W	COLOUR
<b>Double page Bleed</b>		TRIM SIZE	18"	10.875"	\$6,800	\$7,800
		LIVE AREA	17"	9.875"		
		BLEED SIZE	18.25"	11.125"		
<b>Full page Bleed</b>		TRIM SIZE	9"	10.875"	\$3,400	\$3,900
		LIVE AREA	8"	9.875"		
		BLEED SIZE	9.25"	11.125"		
<b>2/3 page Vertical</b>		AD SIZE	5.27"	9.875"	\$2,720	\$3,220
		BLEED	n/a	n/a		
<b>1/2 page Horizontal</b>		AD SIZE	8"	4.4675"	\$2,175	\$2,675
		BLEED	n/a	n/a		
<b>1/2 page Vertical*</b>		AD SIZE	3.905"	9.875"	\$2,175	\$2,675
		BLEED	n/a	n/a		
<b>1/3 page Vertical</b>		AD SIZE	2.54"	9.875"	\$1,740	\$1,990
		BLEED	n/a	n/a		
<b>1/4 page Horizontal</b>		AD SIZE	8"	2.1388"	\$1,395	\$1,645
		BLEED	n/a	n/a		
<b>1/4 page Vertical*</b>		AD SIZE	1.8575"	9.875"	\$1,395	\$1,645
		BLEED	n/a	n/a		
<b>1/4 page Square</b>		AD SIZE	5.27"	4.4675"	\$1,395	\$1,645
		BLEED	n/a	n/a		
<b>1/6 page Vertical</b>		AD SIZE	2.54"	4.4675"	\$1,115	\$1,365
		BLEED	n/a	n/a		

\* Only available for appointment notice ads in the *People* section of the magazine.

\* Only available for appointment notice ads in the *People* section of the magazine.

## Did you know?

You can save up to 25% with our frequency discount pricing!  
Contact [advertising@aucc.ca](mailto:advertising@aucc.ca) for details.

# University Affairs Mechanical Specifications for Editorial Display Advertising



## Trim size

9" wide × 10.875" high

## Bleed

Full page bleed size should be 9.25" wide × 11.125" high

## Spread

Supply page spreads in single page units with 0.125" bleed around all *outside* edges

## Display ad sizing

Please refer to dimensions and thumbnail illustrations provided on preceding page.

## Paper stock and binding

- *Cover*: Spicers Supreme Silk FSC 100 lb.
- *Text*: Leipa Ultra Lux FSC 44 lb.
- Saddle stitched

## Image and type preparation

- Resolution of the images should be 300 dpi, CMYK
- Black type should be 100% K and not Registration black (100C, 100M, 100Y, 100K)
- Minimum rule size of .25pt is recommended

## Colour proofs

- Supplying colour proofs with your CMYK colour files is recommended
- A calibrated, digital proof with stock & press gain simulations must be submitted if the printer is to match colour on digital files
- Proofs should conform to SWOP standards

## Inserts, gate folds and customized design

Please inquire.

## Print-ready materials

Print-ready materials may be supplied in digital format in two ways:

1. Press quality PDF (Acrobat) files created from professional layout programs (preferred format).
2. Postscript, QuarkXpress or Adobe InDesign files. You must include all screen and printer fonts, as well as any image files used in the advertisement.

## File delivery

You can supply files by e-mail, on CD or via our online file transfer service "Loading Dock" ([universityaffairs.loadingdock.ca](http://universityaffairs.loadingdock.ca)). Do not forget to include contact information, the advertisement number and issue(s) in which the ad will be published.

## PDF preparation

Use the following checklist to help you create high quality PDF files that reproduce well. For further information and a more detailed explanation of PDF creation, please see:

[www.adobe.com/products/postscript/pdfs/pdfprint.pdf](http://www.adobe.com/products/postscript/pdfs/pdfprint.pdf)

- Use Acrobat Distiller's "Press Quality" setting
- Convert all colours to CMYK
- Downsample (bicubic) to 300 pixels any colour or greyscale images above 450 pixels
- Downsample (bicubic) to 1200 pixels any monochrome image above 1800 pixels
- Use ZIP image compression
- Crop marks should be offset 12pt (.1667") and bleed set to .125" when making PDFs from a file
- Embed all fonts used in ad (do not subset)



## How to book

For University advertising, contact Glen Ashworth at 613-563-3961 x248 or [gashworth@uacc.ca](mailto:gashworth@uacc.ca).

For all other advertising, please email [advertising@uacc.ca](mailto:advertising@uacc.ca) or call Martin Seto at 416-907-6562.

Please provide the following information with your order:

- Issue in which you want the ad published
- Format: "Editorial ad"
- Billing address, contact name, telephone, fax and e-mail

**Online**

**advertising.** /

# Increase your exposure.

Get in front of our growing online audience

## Benefits:

Rich media entices users to click and visit and advertiser's website, and builds brand recognition. Recent surveys have shown that our website's unique visitors and print readers are distinct audiences, so by combining print and online advertising you maximize your marketing reach in the academic community.

## Advertisers:

Promote your product or service through our run-of-site advertising positions we offer.

## Universities:

Increase your institutions exposure and brand awareness with our online advertising positions in our Careers section.

## Ad Sizes:

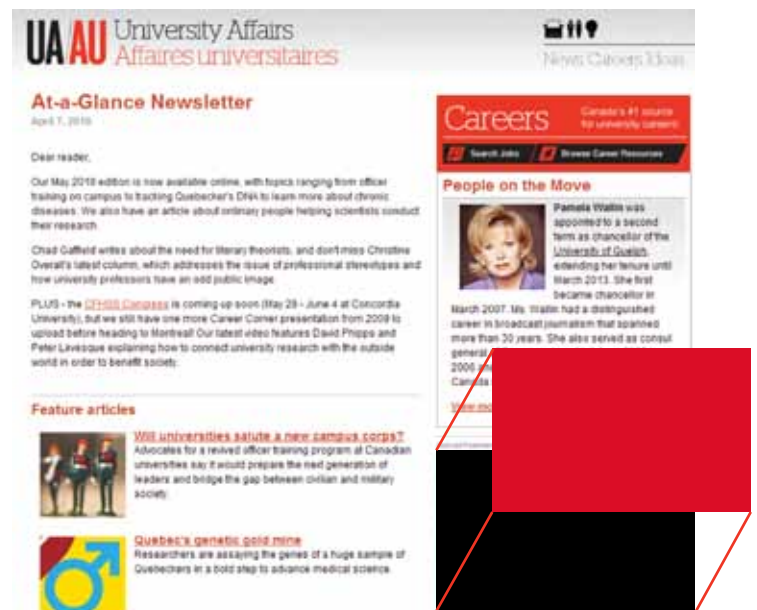
BigBox: 300x250 pixels

Sky Scraper: 160x600 pixels

Lug: 300x100 pixels

## E-newsletter Advertising:

Sponsorship opportunities are available to get in front of E-newsletter subscribers each month! *University Affairs* distributes a bi-weekly mailout announcing the latest web content, and a daily career alert for job seekers interested in new online job postings. In total, over 20,000 e-mails are sent each month to a growing audience of subscribers. Available ad size: 300 x 250 pixels



## How to book

For more details regarding Online Advertising, contact Glen Ashworth at 613-563-3961 x248 or gashworth@uacc.ca.

**Advertising**  
**deadlines.** /

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# University Affairs Advertising Deadlines



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<b>Upcoming Issues</b>	RESERVATION DEADLINE	NON PRINT-READY MATERIALS DEADLINE*	PRINT-READY MATERIALS DEADLINE	PUBLICATION MAIL OUT
June-July 2010	May 14	May 14	May 21	June 7
Aug-Sep 2010	July 23	July 23	July 30	Aug 16
October 2010	Aug 20	Aug 20	Aug 27	Sept 13
November 2010	Sept 17	Sept 17	Sept 24	Oct 12
December 2010	Oct 15	Oct 15	Oct 22	Nov 8
Jan 2011	Nov 12	Nov 12	Nov 19	Dec 6
Feb 2011	Dec 10	Dec 10	Dec 17	Jan 10
March 2011	Jan 14	Jan 14	Jan 21	Feb 7
April 2011	Feb 11	Feb 11	Feb 18	Mar 7
May 2011	Mar 11	Mar 11	Mar 18	Apr 4

\* For Career ads that require layout by *University Affairs* (available at no charge).



**UA/AU**

600-350 Albert Street,  
Ottawa, Ontario K1R 1B1  
T: 613.563.1236 • F: 613.563.9745  
[www.universityaffairs.ca](http://www.universityaffairs.ca) • [ua@ucc.ca](mailto:ua@ucc.ca)