



Get in front of the university community

University Affairs | Media Kit

University Affairs is the most trusted news source for Canada's universities. 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.



Editor, *University Affairs Magazine*

University Affairs: Your reliable source for Canadian higher education

We provide:

- » **Award winning editorial content**
- » **Career development resources**
- » **Display and career advertising**



Fast Facts

Launched	1959
Production schedule	10 issues per year
Total circulation	18,703 copies*
Languages	English and French
Total reach	33,665 [†]
Target audience	Canadian higher education community
Website	www.universityaffairs.ca
Average monthly visitors	30,000

* March 2008 statistics: Circulation is verified and certified by an independent third party, the Canadian Circulations Audit Board, a division of BPA international

[†] based on 1.8 readers per copy (2008 audience survey by Impresa Communications)

WHY ADVERTISE WITH US?

Reach

- » 33,000+ higher education readers¹
- » 18,000+ copies of qualified circulation²
- » 30,000+ unique web visits per month (www.universityaffairs.ca)
- » A readership that spans every segment of today's universities:
 - **Presidents**
 - **Faculty**
 - **Administrators**
 - **Board members**
 - **Librarians**
 - **Researchers**
 - **Graduate students**

Frequency

- » Published 10 times a year
- » Continual online updates

A dedicated resource

- » 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*
- » Produced by the Association of Universities and Colleges of Canada (AUCC), the national organization representing 92 public and private not-for-profit universities and university-degree level colleges at home and abroad

1. 2008 audience survey by Impresa Communications

2. CCAB data, March 2008

* Circulation is verified and certified by an independent third party, the Canadian Circulations Audit Board, a division of BPA International

Key facts about our audience

37%

named *University Affairs* as their PRIMARY SOURCE of information about higher education.

59%

say they play a role in the purchasing of goods and services.

82%

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

92%

say that *University Affairs* is doing well or very well in reflecting the realities of today's university community.

Based on 2008 audience survey by Impresa Communications



Get in front of the university community

University Affairs | Career Advertising

Canada's number one source for university careers



University Affairs is Canada's university recruitment advertising solution. Today, more readers and more advertisers turn to *University Affairs* magazine and its website, 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*.

Key facts about our audience

22%

have advertised with *University Affairs* for a job vacancy in the last two years.

37%

named *University Affairs* as their PRIMARY SOURCE of information about higher education in Canada.

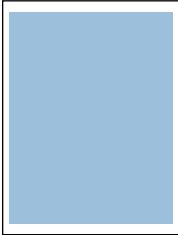
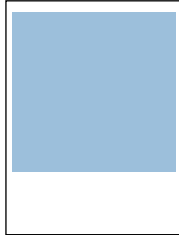
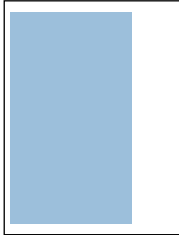
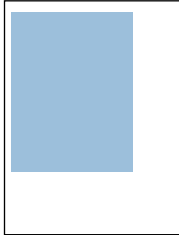
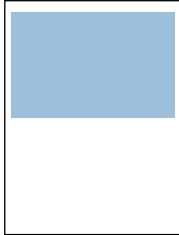
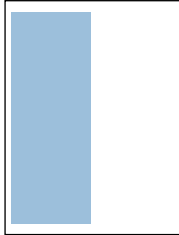
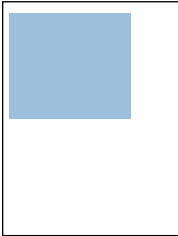
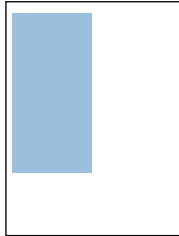
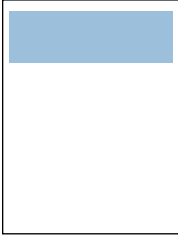
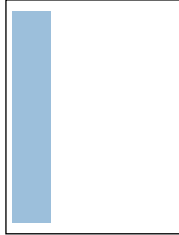
64%

say they would look to *University Affairs* first when looking for an academic position or for hiring.

97%

read *University Affairs* regularly, compared to their university newspapers (15%) or CAUT Bulletin (13%).

Based on 2008 audience survey
by Impresa Communications

<p>Full page</p>  <p>8.5" x 11" cost: \$3520</p>	<p>3/4 page horizontal</p>  <p>8.5" x 8.3" cost: \$2640</p>	<p>3/4 page vertical</p>  <p>6.33" x 11" cost: \$2640</p>	<p>9/16 page</p>  <p>6.33" x 8.3" cost: \$1980</p>	<p>1/2 page horizontal</p>  <p>8.5" x 5.5" cost: \$1760</p>	<p>1/2 page vertical</p>  <p>4.16" x 11" cost: \$1760</p>
<p>3/8 page horizontal</p>  <p>6.33" x 5.5" cost: \$1320</p>	<p>3/8 page vertical</p>  <p>4.16" x 8.3" cost: \$1320</p>	<p>» Commissionable at 15% to recognized agencies who supply print-ready material</p> <p>» Please contact us (ua@ucc.ca) if you are considering an ad booking for artwork outside of these specifications, or are looking to combine any of the ad sizes listed.</p> <p>» Note: Typesetting is included.</p> <p>» Preferred position (when available): Add 25%</p>			
<p>1/4 page horizontal</p>  <p>8.5" x 2.7" cost: \$880</p>	<p>1/4 page vertical</p>  <p>2" x 11" cost: \$880</p>				

How to book

To submit your career ad for *University Affairs*, please e-mail ua@ucc.ca and provide the following information with your order:

- » 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
- » 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.

Get noticed by adding colour to your ad!

Four-colour process

- » **\$250 for ads less than 1/2 page (per insertion)**
- » **\$500 for ads 1/2 page and larger (per insertion)**

Career ad sizing

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

Paper stock and binding

- Cover: Gloss (120M) printed on a sheet fed press
- Text: Premium hibrite groundwood (75M) printed on a cold-set web press
- Saddle stitched

Line screen specifications

Cover: 150 line screen / 300 dpi

Text: 100 line screen / 200 dpi

Colour proofs

Supplying colour proofs with your CMYK colour files is recommended. Note that for advertisements running on our groundwood stock, proofs supplied on that stock or a simulated stock will give you the best idea of your colour intentions.

Inserts, gate folds and customized design

Please inquire.

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 200 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. Please 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 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.loadingdock.ca). Do not forget to include contact information, the advertisement number and issue(s) in which the ad will be published.

Image preparation

No specific considerations need to be taken into account when producing ads for our cover pages, since they are printed on glossy paper. When producing ads that will appear on our newsprint pages, however, please prepare images using the following custom Photoshop CMYK settings:

- Ink Colours: SWOP (Newsprint)
- Dot Gain: Standard 33%
- Separation Type: GCR
- Black Generation: Medium
- Black Ink Limit: 90%
- Total Ink Limit: 240%
- UCA Amount: 40%

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

- 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
- Embed all fonts used in ad (do not subset)



« Career Boxed Ads (print)

Add impact and get noticed! For ad sizes and pricing details, see 'career boxed ads' page.

« Career Text Ads (print)

Great flexibility and exposure under multiple subject/discipline headings. Text ads cost \$1.20 per word (\$150 minimum) set in a single column format.

Note: Typesetting is included.

BONUS! All print career ads are posted online at no additional charge!

Career Web Ads (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.

Cost: \$1.20 per word (\$150 minimum) for a 30 day posting.



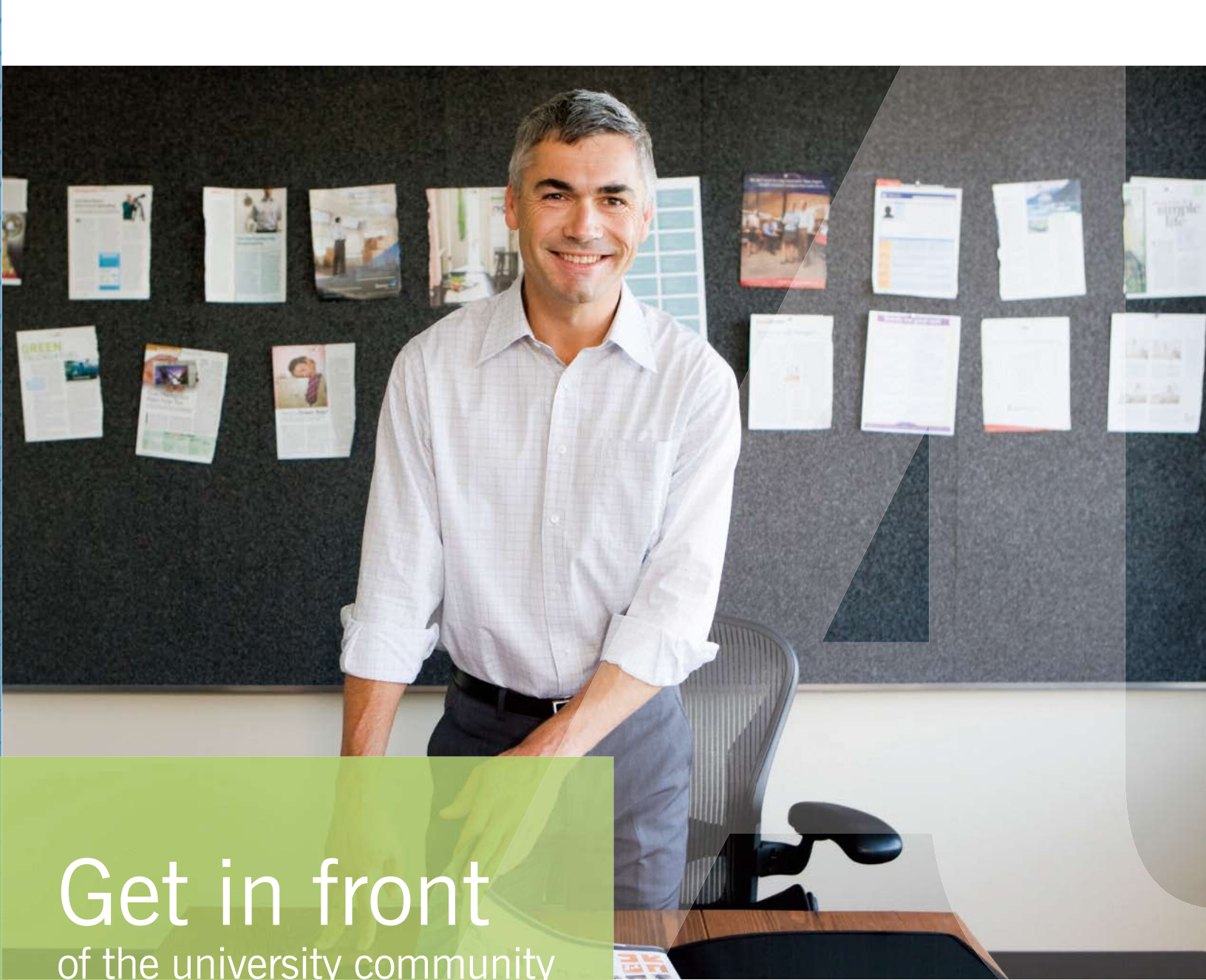
NEW! Featured Jobs

Get additional exposure by upgrading your web career ad to run as a featured job in our online careers section for only \$50. **Stand out in the crowd!**

Deadlines

Issue	Reservation deadline (all ad types)	Non print-ready materials deadline*	Print-ready materials deadline	Publication mailout date
June-July 2009	May 8	May 8	May 19	June 8
Aug-Sept 2009	July 10	July 10	July 20	Aug 4
Oct 2009	Aug 14	Aug 14	Aug 24	Sept 8
Nov 2009	Sept 11	Sept 11	Sept 21	Oct 5
Dec 2009	Oct 16	Oct 16	Oct 19	Nov 9
Jan 2010	Nov 6	Nov 6	Nov 16	Dec 7
Feb 2010	Dec 4	Dec 4	Dec 14	Jan 11
March 2010	Jan 15	Jan 15	Jan 25	Feb 8
April 2010	Feb 12	Feb 12	Feb 22	Mar 8
May 2010	Mar 12	Mar 12	Mar 22	Apr 6

* For ads that require design and page layout by University Affairs (available at no charge)



Get in front
of the university community

University Affairs | Display Advertising

Canada's number one higher education publication!



University Affairs is 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*.

Key facts about our audience

24%

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

41%

have a laptop computer, 57% a cell phone, 37% a digital recorder or MP3 player.

82%

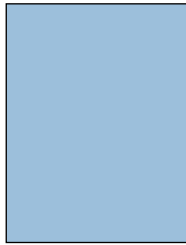
of readers expect to be traveling on business 5 times or more in the next year.

83%

spend up to 60 minutes reading a typical issue.

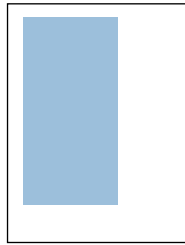
Based on 2008 audience survey by Impresa Communications

Full page



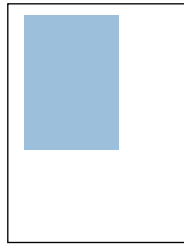
9.5" x 12.5"
cost: \$3400

2/3 page



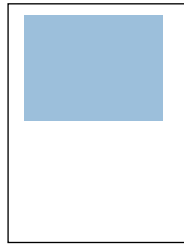
4.915" x 9.75"
cost: \$2720

1/2 page vertical



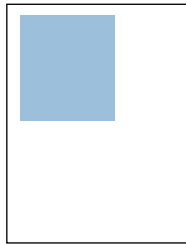
4.915" x 7"
cost: \$2175

1/2 page horizontal



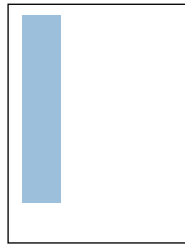
7.5" x 5.5"
cost: \$2175

1/3 page square



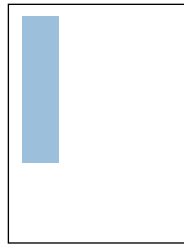
4.915" x 5.5"
cost: \$1740

1/3 page vertical



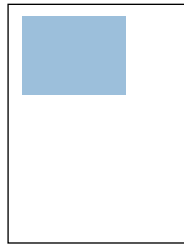
2.33" x 9.75"
cost: \$1740

1/4 page vertical



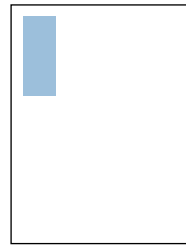
2.33" x 7"
cost: \$1395

1/4 page horizontal



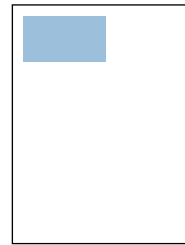
4.915" x 4"
cost: \$1395

1/6 page vertical



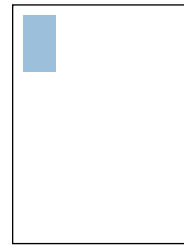
2.33" x 5.75"
cost: \$1115

1/6 page horizontal



4.915" x 2.75"
cost: \$1115

1/8 page



2.33" x 4"
cost: \$890

Save up to 25%
with our frequency
discount price packages

3x (10% off)	6x (15% off)	10x (25% off)
\$3,060	Full page \$2,890	\$2,550
\$2,445	2/3 page \$2,310	\$2,040
\$1,960	1/2 page \$1,850	\$1,635
\$1,565	1/3 page \$1,480	\$1,305
\$1,255	1/4 page \$1,185	\$1,045
\$1,000	1/6 page \$950	\$835
\$800	1/8 page \$755	\$665

* Prices reflect per insertion rate

Book Today!

phone: (613) 563-3961 x320
email: ua_sales@aucc.ca

Get noticed by adding colour to your ad!

Four-colour process

- » \$250 for ads less than 1/2 page (per insertion)
- » \$500 for ads 1/2 page and larger (per insertion)

Additional Options

- » **Inside front, inside back covers:** Add 20%
- » **Outside back cover:** Add 25%
- » **Preferred positions (when available):** Add 25%

Trim size

9.5" wide x 12.5" high

Bleed

Full page bleed size should be 10" wide x 13" high

Spread

Supply page spreads in single page units with 0.25" bleed around all outside edges

Display ad sizing

Please refer to dimensions and thumbnail illustrations provided on preceding page

Paper stock and binding

- Cover: Gloss (120M) printed on a sheet fed press
- Text: Premium hibrite groundwood (75M) printed on a cold-set web press
- Saddle stitched

Line screen specifications

Cover: 150 line screen / 300 dpi
Text: 100 line screen / 200 dpi

Colour proofs

Supplying colour proofs with your CMYK colour files is recommended. Note that for advertisements running on our groundwood stock, proofs supplied on that stock or a simulated stock will give you the best idea of your colour intentions.

Inserts, gate folds and customized design

Please inquire.

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 200 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. Please 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 (www.loadingdock.ca). Do not forget to include contact information, the advertisement number and issue(s) in which the ad will be published.

Image preparation

No specific considerations need to be taken into account when producing ads for our cover pages, since they are printed on glossy paper. When producing ads that will appear on our newsprint pages, however, please prepare images using the following custom Photoshop CMYK settings:

- Ink Colours: SWOP (Newsprint)
- Dot Gain: Standard 33%
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- Use Acrobat Distiller's "Press Quality" setting
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- 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
- Embed all fonts used in ad (do not subset)



Recent feature articles:

Water-borne contaminants – What are we flushing down the drain?

Knowledge mobilization – Information exchange between academia and the community

Eco-friendly living – The sustainable residence

Researchers for tomorrow – Researcher training for the knowledge-based economy

Intelligence failure – Security and intelligence studies post-9/11

The new librarians – Building the academic library of tomorrow...

Digital distraction – Should we ban laptops from the classroom?

The moonlighting professor – The pros and cons of taking on a little extra work on the side...

Academic misconduct – Crossing the line

If you require more information, please contact us for more details.

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Increase your exposure and get in front of our growing online audience!

Web banner ads yield two benefits: They entice users to click and visit an advertiser's website and they help build brand recognition. Recent surveys have shown us that our website 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 run-of-site banner ads

Universities

Increase your institution's brand awareness with banner ads in our Careers section

Ad size available

300x250 pixel big box ad



The screenshot shows the University Affairs website interface. At the top, there's a navigation bar with the AU logo and 'University Affairs / Affaires universitaires'. Below this is a search bar and a 'Careers' section with 'Search Jobs' and 'Post a Job' buttons. The main content area is divided into several columns: a featured article 'Whats Up With Boys' with a photo of a young boy, a 'News' section with several articles, a 'Blogs' section, and a 'Columns & Opinions' section. A sidebar on the left contains 'Most Viewed' and 'Sign Up' links. A footer at the bottom contains navigation links and a copyright notice for AUCC.

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