INTERESTED IN ADVERTISING WITH US?
contact us at advertising@ubyssey.ca
AWARDS RECEIVED

John H. McDonald Awards
Best Investigative Writing (won)
Best News Writing (nominated)
Best Sports Writing (nominated)
Cover of the Year (won)
Best Illustration (nominated)
Best Website (nominated)

Canadian Community Newspaper Awards
Outstanding Campus Newspaper (3rd place)
Best Campus Feature Story (1st place)
Best Campus Photography (1st place)

THE UBYSSEY

The Ubyssey, founded in 1918, is the definitive source of news on campus. Published every Tuesday during the school year, The Ubyssey is the largest student paper in Western Canada, employs more than 12 full- and half-time editorial staff throughout the year and is supported by an independent, full-time business office. The Ubyssey boasts such alumni as Pierre Berton, Prime Minister John Turner, Allan Fotheringham and Bruce Arthur in such publications as The Globe and Mail, the Toronto Star and the Vancouver Sun, along with thousands of other alumni around the world.

UBC READERSHIP DEMOGRAPHICS

As UBC’s official student newspaper, The Ubyssey is in a unique position to target Vancouver’s substantial and growing student population. A large majority of Ubyssey readers are between the ages of 17-29. Advertising with The Ubyssey offers access to a niche demographic at prices comparable to other local — but more broadly targeted — papers.

60% of readers are actively engaged in campus life (clubs, volunteering, working).

UBC grads earn 6% more than the Canadian average income.

86% of students read ubyssey.ca

1,000,000* impressions each month
2,400,000* annual unique web readers each year
200,000* unique web readers each month

THE UBYSSEY
has the strongest online student newspaper presence in Canada with, on average, 408,000 monthly page views.*

*Data from Google Analytics (2021)

The Ubyssey has the strongest online student newspaper presence in Canada with, on average, 408,000 monthly page views*. The Ubyssey is the #1 ranked student newspaper in Canada with over 2,400,000 annual unique web readers. With an average of 1,000,000* monthly impressions, we offer a unique opportunity for continuous scrolling on our website.

ADVERTISING WEB

IN-LINE
300 x 250 pixels

LEADERBOARD
728 x 90 and 320 x 50 (mobile pixels)

BIG BOX A
300 x 250 pixels

BIG BOX B
300 x 250 pixels

IN-LINE
300 x 250 pixels

All impressions are $30 CPM

We offer continuous scrolling on our website.
### ADVERTISING PRINT

Full Page (10" x 13.25")
- $1,450.00

Half-Page Horizontal (10" x 7")
- $950.00

Half-Page Vertical (4" x 13.25")
- $950.00

Quarter Page Vertical (6" x 6")
- $595.00

1/8 Page Banner (10" x 2")
- $295.00

1/8 Page Vertical (4" x 5")
- $295.00

### PREMIUM ADVERTISEMENTS

- Full-Page Centre Spread (21" x 13.25")
  - $4,500.00

- Full-Page Backcover (10" x 13.25")
  - $1,750.00

### AD REQUIREMENTS
- Full colour, free of charge
- 300 ppi
- CMYK
- Accepted formats: JPEG, PDF, PNG

*Advertisements may be subject to a +/- 0.5 inch size difference when printed.

### FULL COLOUR AND TABLOID SIZE

- 8,000 copy distribution
- 85+ campus locations

### MECHANICAL SPECIFICATIONS
- Tabloid format (10.25" W x 13.75" H)
- 120 lpi halftone screens
- All issues are printed in full colour

*The Ubyssey reserves the right to change publication dates at any time at its sole discretion.

### PRODUCTION SCHEDULE

<table>
<thead>
<tr>
<th>MAY</th>
<th>JUNE</th>
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<tbody>
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The Ubyssey’s Guide to UBC is a 80 page booklet with all the information incoming students need to know about UBC, being a UBC student and the Vancouver area. 12,000 copies are distributed to students during first-day orientations, move-in days, around various areas of UBC, and more. This makes the Guide to UBC the perfect advertising opportunity for businesses and events as this guide covers a large area of topics, such as food and activities, and is available for students to take year-round.

Advertisements may be subject to a +/- 0.5 inch size difference when printed.

**Ad Requirements**
- Full colour, fee of charge
- 300 ppi
- CMYK
- Accepted formats: JPEG, PDF, PNG

**Mechanical Specifications**
- 5" W x 8" H
- Full colour
- 80 pages

**Premium Advertisements**

<table>
<thead>
<tr>
<th>Ad Type</th>
<th>Size</th>
<th>Price</th>
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<tbody>
<tr>
<td>Full Page Centre Spread</td>
<td>9&quot; x 7.5&quot;</td>
<td>$2,500.00</td>
</tr>
<tr>
<td>Inside Front/Back Covers</td>
<td>4.5&quot; x 7.5&quot;</td>
<td>$1,250.00</td>
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<tr>
<td>2nd from Front/Back Covers</td>
<td>4.5&quot; x 7.5&quot;</td>
<td>$1,150.00</td>
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</tbody>
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**Full Page Ad** (4.5" x 7.5") $975.00
**Half-Page Ad** (4.5" x 3.5") $545.00
**Quarter Page Ad** (4.5" x 1.75") $315.00

**Copy Distribution**
- 12,000 copies

**Advertising Contact**
- Phone: 604.283.2026
- E-mail: advertising@ubyssey.ca

**The Ubyssey’s Guide to UBC 21/22**

**Imagined Day at UBC**

**First Year Guide 21/22**
UBC students love the ‘periodical format.’
This year’s Guide to UBC saw:

- 2000 copies distributed through campus partners at over 15 welcome back events.
- 95% pick up within 14 days on the stands (85+ locations across UBC).

The Ubyssey Magazine is the first of its kind. Unlike regular issues, this will only be available to students once a year and is an excellent way for you to reach a wider spectrum of readers. This year, the magazine will focus on the topic of diversity, such as cultural, sexual and mental diversity, at UBC.

8,000 COPY DISTRIBUTION

ADVERTISEMENTS

PREMIUM ADVERTISEMENTS

Full Page Ad (8” x 10.5”)
$775.00

Third Page Ad (7” x 3”)
$350.00

Quarter Page Ad (7” x 1.5”)
$235.00

Full Page Centre Spread (16” x 10.5”)
$1,500.00

Inside Front/Back Cover (8” x 10.5”)
$850.00

Back Cover (8” x 10.5”)
$975.00

AD REQUIREMENTS
- Full colour, free of charge
- 300 ppi
- CMYK
- accepted formats: JPEG, PDF, PNG

MECHANICAL SPECIFICATIONS
- 8” W x 10.5” H
- full colour

Advertisements may be subject to a +/- 0.5 inch size difference when printed.
## Advertising Print & Web Bundles

### Premium Bundle
- **Print**
  - Size: 10” x 13.25”
  - Value: $1,450.00
- **Web**
  - 30,000 impressions
  - Value: $900.00

Total Value: $2,350.00

### Plus Bundle
- **Print**
  - Size: 10” x 7”
  - Value: $950.00
- **Web**
  - 20,000 impressions
  - Value: $600.00

Total Value: $1,550.00

### Extra Bundle
- **Print**
  - Size: 6” x 6”
  - Value: $595.00
- **Web**
  - 10,000 impressions
  - Value: $300.00

Total Value: $895.00

### Mini Bundle
- **Print**
  - Size: 4” x 5”
  - Value: $295.00
- **Web**
  - 5,000 impressions
  - Value: $150.00

Total Value: $445.00

### Buy 4 Print Ads
- **Value: $2,000.00**

### Contact Us
Contact us to talk about building a custom advertising bundle that will suit your needs.

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**Marketing Team**

**Phone:** 604.283.2026  
**E-mail:** advertising@ubyssey.ca