

The University of British Columbia's  
official student newspaper since 1918.

21/22 ACADEMIC YEAR **MEDIA KIT**

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## 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)

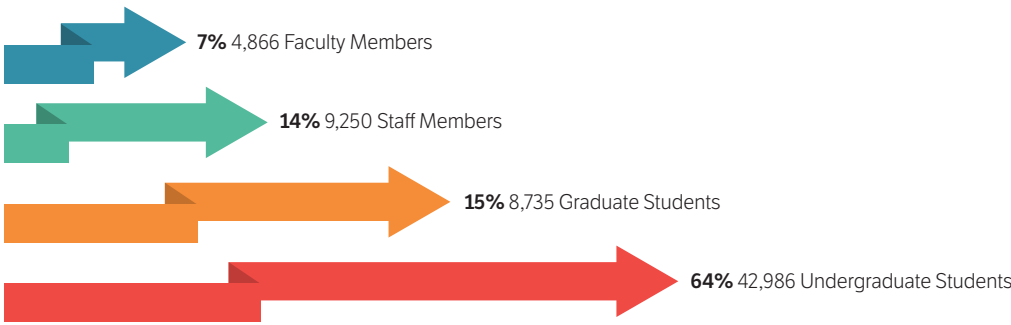
2 THE UBYSSEY

# THE UBYSSEY

The Ubyyssey, founded in 1918, is the definitive source of news on campus. Published every Tuesday during the school year, The Ubyyssey is the largest student paper in Western Canada, employs more than 12 full- and half-time editorial staff throughout the year and is supported

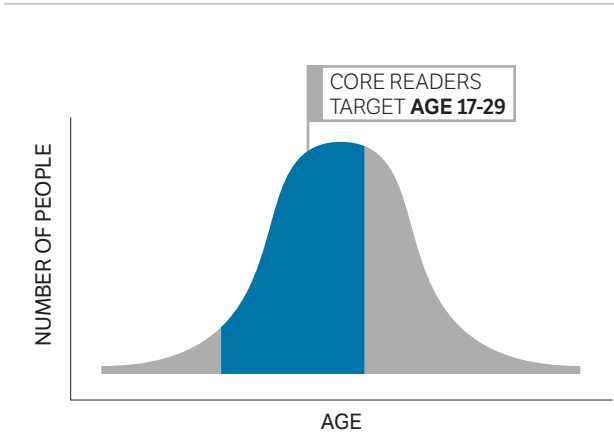
by an independent, full-time business office. The Ubyyssey boasts such alumni as Pierre Berton, Prime Minister John Turner, Allan Fotheringham and Bruce Arthur in such publications as The Globe and Mail, the Toronto Star and the Vancouver Sun, along with thousands of other alumni around the world.

# UBC READERSHIP DEMOGRAPHICS



As UBC's official student newspaper, The Ubyyssey is in a unique position to target Vancouver's **substantial** and **growing** student population. A large majority of Ubyyssey readers are between the **ages of 17-29**.

Advertising with The Ubyyssey offers access to a niche demographic at prices comparable to other local — but more broadly targeted — papers.



# 86%

of students read **ubyssey.ca**



there are nearly **60000** students enrolled in UBC Vancouver, with **13,189** of them being international students from **155 countries**.



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



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

\*Data from UBC Pair (2015), UBC Enrolment Services (2012), AMS of UBC-V (2013), Google Analytics (2014), UBC Student Survey (2013)



# ADVERTISING WEB



1,000,000\*  
impressions each month



2,400,000\*  
annual unique web readers each year



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



200,000\*  
unique web readers each month

\*Data from Google Analytics (2021)



THE UBYSSEY EDITORIAL OFFICE

**MARKETING TEAM**  
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THE UBYSSEY

NewsCultureOpinionFeaturesSportsBlogScience

LEADERBOARD

728 x 90 and 320 x 50 (mobile) pixels

### Letter: BoG needs to re-evaluate its relationship with CIRDI

By Bjorn Stime · May 4, 2016, 9:02 p.m.

Dear members of the UBC Board of Governors,

Last week, on April 14, you held a meeting during which — and after little discussion — you voted on and passed a resolution to approve a contribution agreement with Canada's federal government for the Canadian International Resources and Development Institute's (CIRDI) project with the Ethiopian Ministry of Mines (Supporting the Ministry of Mines – SUDIM Project).

The [project summary posted online](#) was likely the primary documentation informing board members prior to casting votes. Its "consultation" section states, "Internally, CIRDI has consulted with the UBC Dept. of Earth, Ocean and Atmospheric Sciences (EOAS), the Norman B. Keivill of Mining Engineering, the Mineral Development Research Unit (MDRU), the Liu Institute of Global Issues and the vice-president, Research & International" and concludes, "It is expected that further consultation will take place across UBC and the coalition universities during the inception phase of the project."

The inception phase of this project is identified as April-September 2016, leaving little time for further "consultations" on our campus. The decision to move this forward is baffling. I make the following requests for you as members of the UBC Board of Governors:

1. Acknowledge and engage duly with the broad and conscientious critiques of CIRDI, of its mandate, of its leadership and funding structures, of its partner network and of its secrecy to date.

The critique has been growing and gaining legitimacy despite CIRDI's

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File photo Boris Banjakovic / The Ubyyssey

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OUR UBYSSEY WRITERS

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THE UBYSSEY

NewsCultureFeaturesOpinionSportsBlogScience

VolunteerAboutContact

### Weekend Reading

**Our Campus: Symphony orchestra conductor Jonathan Girard revived music banned by Nazis**

By Vanessa Shariandine · March 22, 2016, 10:40 p.m.

1 month, 3 weeks ago · Jonathan Girard, the conductor of UBC's symphony orchestra, revived a tone poem by a Jewish composer whose music had been banned by the Nazi regime. Girard arranged the music for the symphony orchestra from the original manuscripts.

**Volunteering abroad: who benefits?**

By Bailey Ramsey · March 17, 2016, 1:31 a.m.

1 month, 4 weeks ago · On the spectrum of volunteering opportunities available to students, one end offers an experience that emphasizes personal satisfaction for the volunteer. At the other end is a prioritization of learning and long-term development for the community.

### NEWS

**Traffik is making his mark in local hip hop**

3 weeks, 1 day ago · Accompanying the release of Traffik's first full-length album came a performance at the Hatch Gallery on March 25th. Without any trouble gathering an audience, Traffik effortlessly delivered a run through of "The Modern Turnover" in its entirety.

**UBC Film Society screens original short films at the Norma Theatre**

By Serenita McNamee and Smith Teasdale · May 4, 2016, 6:29 a.m.

One of two movies screened on Saturday at the UBC campus — Yuan Zhi Gao, aged 23 — has been released on bail as of this morning after posting a \$50,000 bond. Conditions include staying off of UBC campus.

**UBC servers not compromised after cyber threat**

By Serenita McNamee and Smith Teasdale · May 4, 2016, 6:29 a.m.

One of two movies screened on Saturday at the UBC campus — Yuan Zhi Gao, aged 23 — has been released on bail as of this morning after posting a \$50,000 bond. Conditions include staying off of UBC campus.

**NATSICH: Early Photographs of British Columbia**

• Alone (and bitter) at Black Party — An end of year reflection.

**UBC's Faculty of Education ranked No. 1 in the country**

By Huan Zhou · May 10, 2016, 4:58 p.m.

UBC's faculty of education is ranked number one in the country and sixth in the world according to the 2016 QS World University Rankings. The faculty of education's rise to prominence happened quite quickly over the past few years.

**UBC considers ban on faculty-student relationships**

By Joshua Adams · May 9, 2016, 11:09 p.m.

UBC Interim President Martha Piper announced at a meeting with journalists that she would consider banning student-professor relationships. Such relationships are currently allowed as long as professors follow certain guidelines.

**Bubble tea shop replacing Lowercase cafe in the Nest**

By Si Ja Wen · May 13, 2016, 3:43 p.m.

At the last M&S Council meeting, it was announced that a bubble tea shop will be opening at the Nest this summer. It will be taking the spot of the former Lowercase coffee shop, on the basement level.

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### CULTURE

**CVR 2016 will showcase the future of virtual reality in Vancouver**

By Naveen Ganesan · May 12, 2016, 7:17 a.m.

On May 14, Archast Interactive will host the 2016 Consumer Virtual Reality expo in downtown Vancouver. The event will showcase the internationally acclaimed companies and a special lineup of 24 experts in everything from video games to journalism.

**UBC alum Ed Hill releases second comedy CD**

By Stephanie Wood · May 10, 2016, 6:32 p.m.

According to comedian Ed Hill, being a wordsmith from a family of words, has made him an appealing candidate for words. According to comedian Ed Hill, being a wordsmith from a family of words, has made him an appealing candidate for words.

**PEP is a unique blend of sounds and cultures**

By Karen Wang · May 7, 2016, 12:56 a.m.

Last Tuesday, PEP Elled the Fox Cabaret with a unique blend of sounds and cultures in their last concert before their upcoming tour in China. The concert was the first of a series of weekly live performances programmed by Music on Main.

**Tri-U Colloquium emphasises theatre's importance**

By Rosemary Hu · April 29, 2016, 6:06 p.m.

The second annual Tri-University Graduate Student Colloquium for Theatre, Film and Performance Research is taking place on the UBC Vancouver campus on April 29 and 30. The conference seeks to analyze theatre from an academic standpoint.

### SPORTS

**Men's rugby finish season undefeated**

By Bill Site · May 13, 2016, 9:06 p.m.

"I don't think words can describe. It's certainly not something that we talked about or set out to do, but I think it's a definite tribute to how hard our guys work and the time that we put in," said Ravens Langston, Thunderbirds head coach.

**Baseball falls short of NCAA West Groupings championship game**

By Bill Site · May 10, 2016, 11:59 p.m.

UBC entered the competition with a second

**Places to Be: The Stawamus Chief**

By Rosemary Hu · May 10, 2016, 6:10 p.m.

**UBC appoints new senior athletics director**

By Matt Langmuir · May 6, 2016, 6:15 p.m.

### FROM THE BLOG

**Those eating fruit at frat boys for charity**

**Defeat Depression run surpasses fundraising goal**

**Chrome extension lets you view RateMyProf ratings on SSC**

**The frenzied, dumbest, most disturbing discipline reports: 2005-2010**

**Inside UBC's planned "nano-units"**

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& 350 x 50 pixels (mobile)

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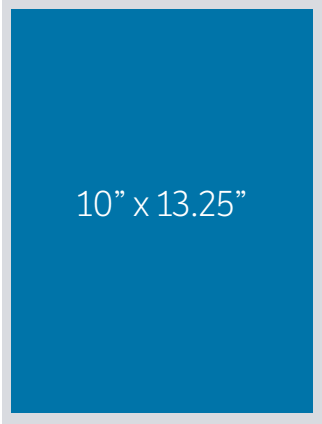
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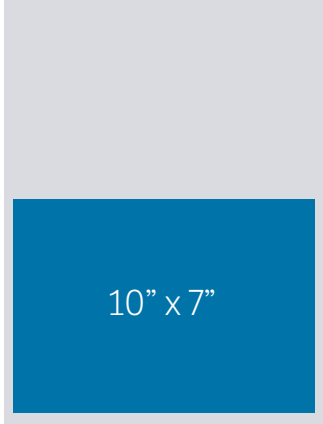


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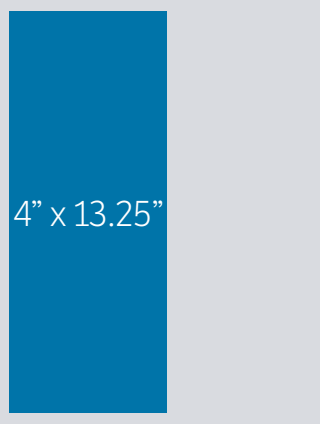
ADVERTISING **PRINT**



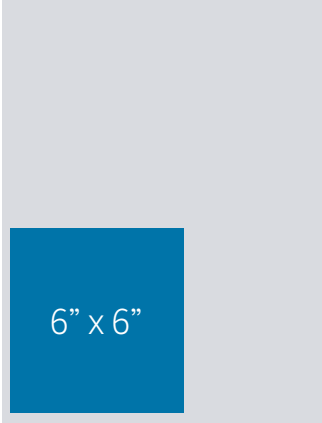
**Full Page (10" x 13.25")**  
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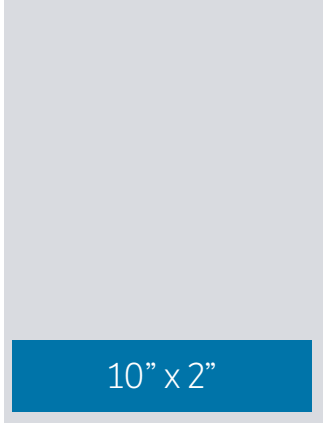
**Half-Page Horizontal (10" x 7")**  
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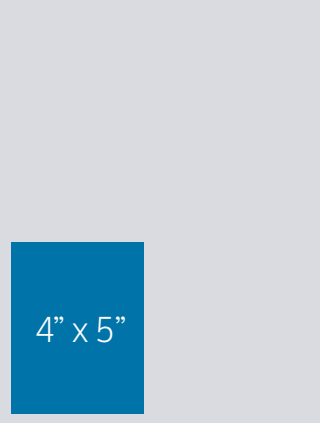
**Half-Page Vertical (4" x 13.25")**  
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**Quarter Page Vertical (6" x 6")**  
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**1/8 Page Banner (10" x 2")**  
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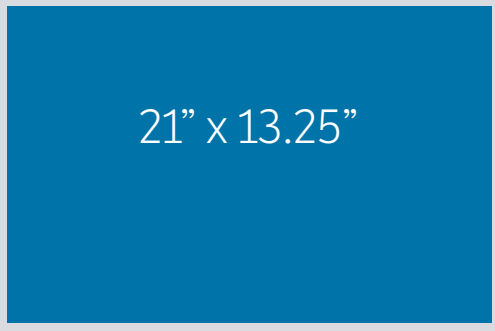
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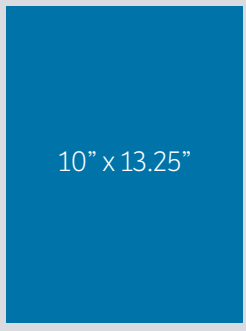
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ADVERTISEMENTS



**Full-Page Centre Spread (21" x 13.25")**  
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**Full-Page Backcover (10"x13.25")**  
**\$1,750.00**

8,000 COPY DISTRIBUTION    85+ CAMPUS LOCATIONS

FULL COLOUR  
AND TABLOID SIZE

AD REQUIREMENTS

- full colour, *free of charge*
- 300 ppi
- CMYK
- accepted formats: JPEG, PDF, PNG

MECHANICAL  
SPECIFICATIONS

- tabloid format (10.25"W x 13.75"H)
- 120 lpi halftone screens
- all issues are printed in full colour

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

PRODUCTION SCHEDULE

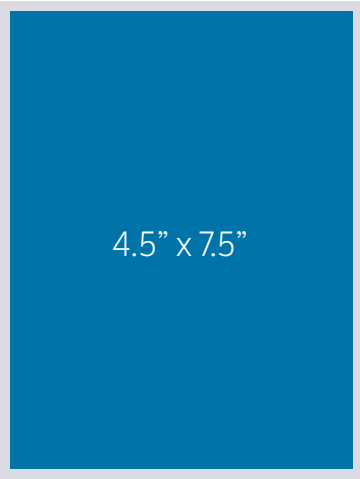
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LEGEND							STATUTORY HOLIDAYS							REGULAR PUBLICATION						
							SUMMER PUBLICATION							UNIVERSITY HOLIDAY						
														SPECIAL ISSUE PUBLICATION DATES						

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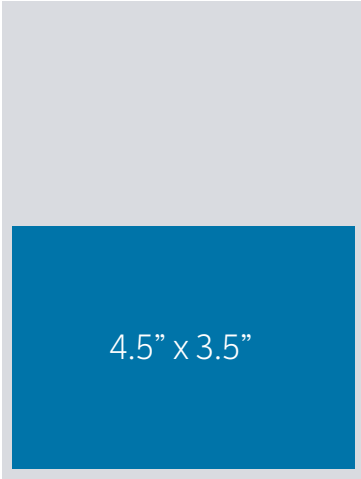


# ADVERTISING THE GUIDE TO UBC 21/22

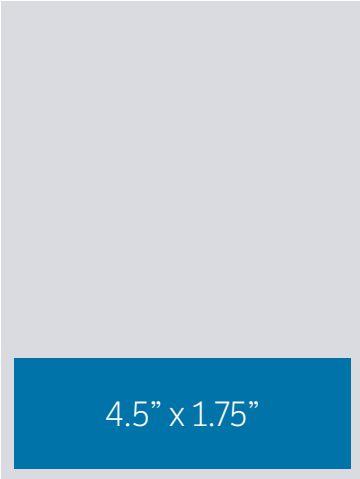
The Ubyyssey’s Guide to UBC is a 80 page booklet with all the information incoming students need to know about UBC, being a UBC student and the Vancouver area. 12,000 copies are distributed to students during first-day orientations, move-in days, around various areas of UBC, and more. This makes the 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.



**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**

- 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.

- MECHANICAL SPECIFICATIONS
- 5” W x 8” H
  - full colour
  - 80 pages

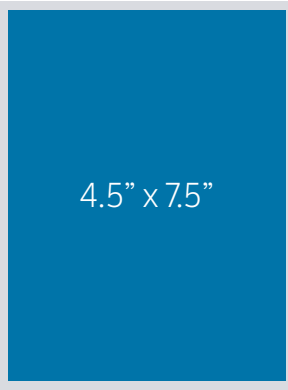
12,000  
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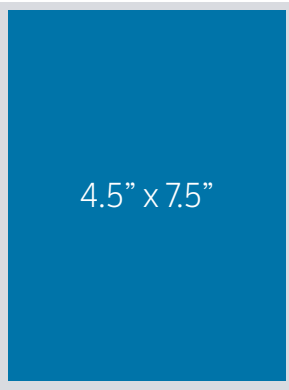
## PREMIUM ADVERTISEMENTS



**Full Page Centre Spread (9” x 7.5”)**  
**\$2,500.00**



**Inside Front/Back Covers (4.5” x 7.5”)** **2<sup>nd</sup> from Front/Back Covers (4.5” x 7.5”)**  
**\$1,250.00** **\$1,150.00**



GUIDES WILL BE DISTRIBUTED AT EVENTS LIKE  
JUMP START, INTERNATIONAL WELCOME,  
RESIDENCE MOVE-IN DAY, IMAGINE DAY  
AND MORE



**IMAGINE DAY AT UBC**



**FIRST YEAR GUIDE 21/22**

# ADVERTISING **MAGAZINE**

The Ubyyssey Magazine is the first of it’s 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.

**UBC students love the ‘periodical format.’**  
**This year’s Guide to UBC saw:**



7,000 copies distributed through campus partners at over 15 welcome back events.

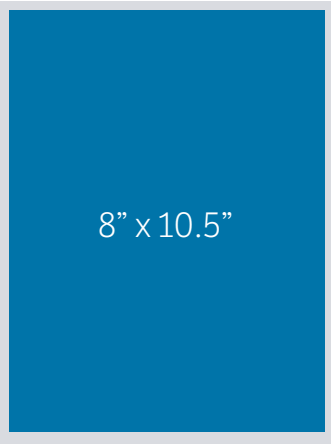


95% pick up within 14 days on the stands (85+ locations across UBC).

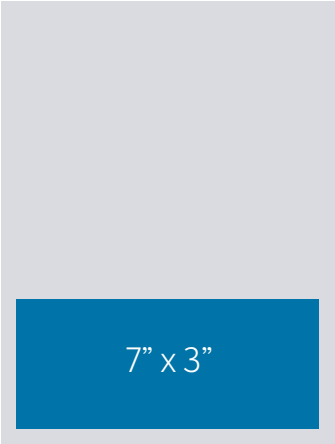


8,000  
COPY DISTRIBUTION

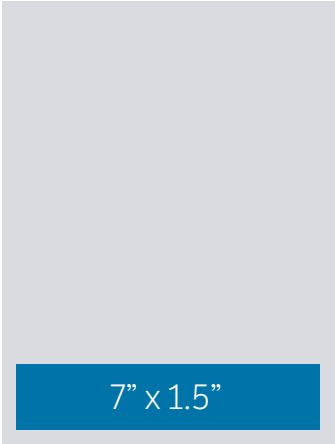
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**Full Page Ad (8” x 10.5”)**  
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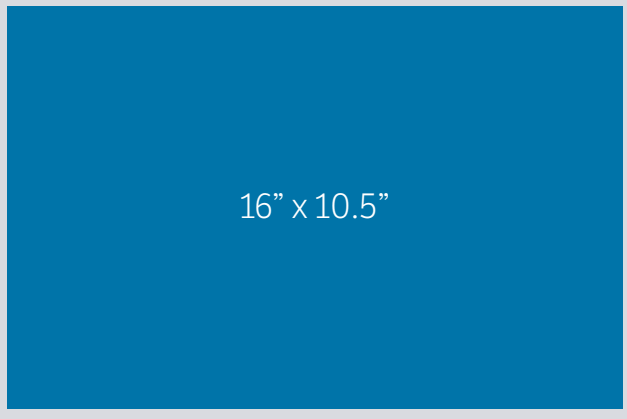


**Third Page Ad (7” x 3”)**  
**\$350.00**

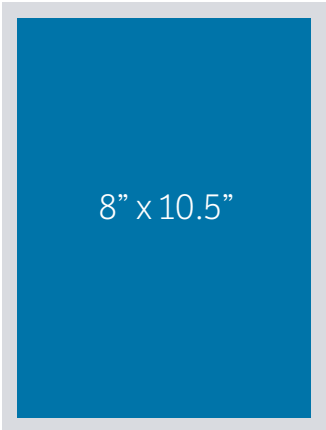


**Quarter Page Ad (7” x 1.5”)**  
**\$235.00**

## PREMIUM ADVERTISEMENTS



**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

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

### MECHANICAL SPECIFICATIONS

- 8” W x 10.5” H
- full colour

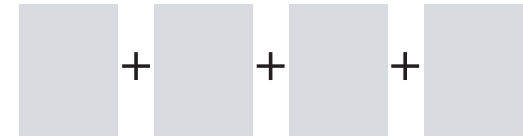
**PUBLISHED**  
**FEBRUARY 2022**

# ADVERTISING **PRINT & WEB BUNDLES**

## FULL PAGE

### PREMIUM BUNDLE

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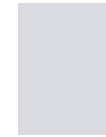


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## HALF PAGE

### PLUS BUNDLE

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## QUARTER PAGE

### EXTRA BUNDLE

<b>PRINT</b> Size: 6" x 6" Value: \$595.00	+	<b>WEB</b> 10,000 impressions Value: \$300.00	=	<b>\$750.00</b> Value: \$895.00
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WHAT YOU  
WANT?

## EIGHTH PAGE

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<b>PRINT</b> Size: 4" x 5" Value: \$295.00	+	<b>WEB</b> 5,000 impressions Value: \$150.00	=	<b>\$375.00</b> Value: \$445.00
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building a custom  
advertising bundle that  
will suit your needs.

## MARKETING TEAM

**phone** 604.283.2026

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