

2012-13

Advertising guide and publishing schedule



Who we are...

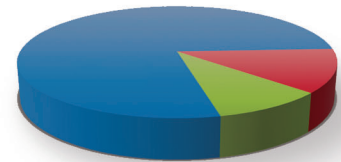
The *Fulcrum* is the University of Ottawa's independent English-language student newspaper, published every Thursday during the fall and winter semesters. Established in 1942, the *Fulcrum* prints 10,000 copies weekly, distributed at over 50 locations on and off campus with exclusive distribution rights in the university centre and student residence buildings. Its online readership, with approximately 10,000 new hits each month, continues to grow larger every year. With over 40,000 students and 5,000 staff at the University of Ottawa, the *Fulcrum* reaches a diverse community within the nation's capital.

The University of Ottawa

32,630 undergraduates

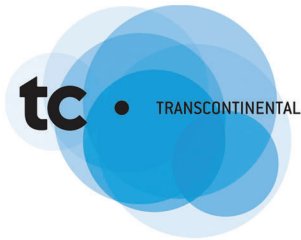
5,230 post-graduates

4,057 administrators



Population 41,917

What's new at the *Fulcrum*?



Printing

The *Fulcrum* has upgraded its print and paper quality. We are now being produced by TC Transcontinental, the largest printer in Canada. If it's good enough for the *Globe and Mail*, it's good enough for us. TC is FSC certified, reflecting its high environmental standards. We print 10,000 copies per issue with 27 issues in our publishing year.



CORK

Looking for a great way to showcase classifieds, listings, programs, or similar notices? The new CORK Board on page three is the place to go. CORK is designed to help students and community members find housing, jobs, and services all in one place and on a premium page.



Web

The *Fulcrum* has never looked better online. Our website has been redesigned with a clean and modern look. We receive over 10,000 hits per month. 62% of those are new visitors.

- DEC 6, 2012
- JAN 10, 2013
- FEB 14, 2013
- MAR 14, 2013
- APRIL 11, 2013

Glossy

We will now be offering glossy paper for our special themed issues. These issues are usually on stands for two weeks or more and have themed content that our readers love.



Special Issues

Our most popular issues of the year are our special themed editions. Themed issues focus on topics that are important to students such as health and fitness, travel, sexuality, and more.

Issue Date	Length of run	Theme
December 6	1 month	Holiday Issue
January 10	2 weeks	2nd Frosh
February 14	2 weeks	Sex Supplement
March 14	1 week	Food & Drink
April 11	2+ months	Spoof Issue

All special issues offer glossy paper in the first three and final four pages of the issue (including the back cover)*.

*See glossy rates on page 4

September							October							November							December						
Su	M	Tu	W	Th	F	Sa	Su	M	Tu	W	Th	F	Sa	Su	M	Tu	W	Th	F	Sa	Su	M	Tu	W	Th	F	Sa
26	27	28	29	30	31	1	30	1	2	3	4	5	6	28	29	30	31	1	2	3	25	26	27	28	29	30	1
2	3	4	5	6	7	8	7	8	9	10	11	12	13	4	5	6	7	8	9	10	2	3	4	5	6	7	8
9	10	11	12	13	14	15	14	15	16	17	18	19	20	11	12	13	14	15	16	17	9	10	11	12	13	14	15
16	17	18	19	20	21	22	21	22	23	24	25	26	27	18	19	20	21	22	23	24	16	17	18	19	20	21	22
23/30	24	25	26	27	28	29	28	29	30	31	1	2	3	25	26	27	28	29	30	1	23/30	24/31	25	26	27	28	29
January							February							March							April						
Su	M	Tu	W	Th	F	Sa	Su	M	Tu	W	Th	F	Sa	Su	M	Tu	W	Th	F	Sa	Su	M	Tu	W	Th	F	Sa
30	31	1	2	3	4	5	27	28	29	30	31	1	2	24	25	26	27	28	1	2	31	1	2	3	4	5	6
6	7	8	9	10	11	12	3	4	5	6	7	8	9	3	4	5	6	7	8	9	7	8	9	10	11	12	13
13	14	15	16	17	18	19	10	11	12	13	14	15	16	10	11	12	13	14	15	16	17	18	19	20	21	22	23
20	21	22	23	24	25	26	17	18	19	20	21	22	23	17	18	19	20	21	22	23	24	25	26	27	28	29	30
27	28	29	30	31	1	2	24	25	26	27	28	1	2	24/31	25	26	27	28	29	30							

- Publication date
 - Reading week

2012-13 Rates and booking information

PRINT ADS		SINGLE AD	2-7 ADS	8-13 ADS	14+ ADS	COLOUR
	Full PAGE 10" w x 13" h	\$840	\$780	\$725	\$695	+\$390
	1/2 PAGE vertical - 5" w x 13" h horizontal - 10" w x 6.5" h	\$420	\$390	\$365	\$350	+\$290
	1/3 PAGE vertical - 3.3" w x 10" h horizontal - 10" w x 4.3" h	\$280	\$260	\$245	\$235	+\$245
	1/4 PAGE block - 5" w x 6.5" h banner - 10" w x 3.25" h	\$255	\$230	\$205	\$180	+\$190
	1/8 PAGE block - 5" w x 3.25" h banner - 10" w x 1.6" h	\$140	\$130	\$120	\$110	+\$90
	BUSINESS CARD 3.25" w x 2" h	\$80	\$80	\$55	\$55	+\$45

PRIORITY - Glossy & Non-Glossy Issues		INSIDE	BACK COVER
Non-Glossy		15%	15%
Glossy		30%	40%

CORK POST	1 WEEK	2 WEEKS	1 MONTH
1 Cork Post	\$60	\$100	\$160

WEB ADS	1 MONTH
Leaderboard (Rotation - Max 3 Advertisers)	\$250
Homepage Skyscraper	\$225
Inside Page Sidebar	\$175

FLYERS	Insertion fee (advertiser is responsible for printing and shipping costs)	\$75/1000
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DEADLINES

BOOKING DEADLINE - Friday at 5 p.m. prior to publication date.
AD MATERIAL DEADLINE - Monday at 12 p.m. prior to publication date.

AD DESIGN

1-hr complimentary design

PAYMENT

Cheques made payable to: The Fulcrum Publishing Society, 07-85 University Private, Ottawa, ON K1N6N5

15% OFF

WEB ADS when combined with print
 CORK POST when combined with print

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