



FULCRUM

UNIVERSITY OF OTTAWA'S
I N D E P E N D E N T
STUDENT NEWSPAPER

**MEDIA
KIT**



@UofOFulcrum



@the_fulcrum



@instafulcrum



manager@thefulcrum.ca

WWW.THEFULCRUM.CA

EXCLUSIVELY ONLINE

PROFILE

The Fulcrum is the University of Ottawa's independent English-language student media outlet. For nearly 80 years, we have provided students and members of the U of O community with the news that matters to them, ranging from groundbreaking research, to big wins by our sports teams, and most importantly, holding our student leaders and university administration to account. Thus, 2019 marks the first year of the Fulcrum transitioning to a true online only platform and we're extremely excited to bring that experience to our readers and clients.

WHY STUDENTS?

University students represent the most coveted age demographic: 18-24 year olds. The student population is unique: students are situated in a small geographical area, and the campus is highly populated. As an age group the student demographic is almost undiluted. Students are key to numerous markets, from fashion to fast food, technology to entertainment. Students also play a major role in supporting their local neighbourhood economy. They are also highly brand loyal.

MEDIA REACH



2900+
followers



4400+
followers



775+
followers

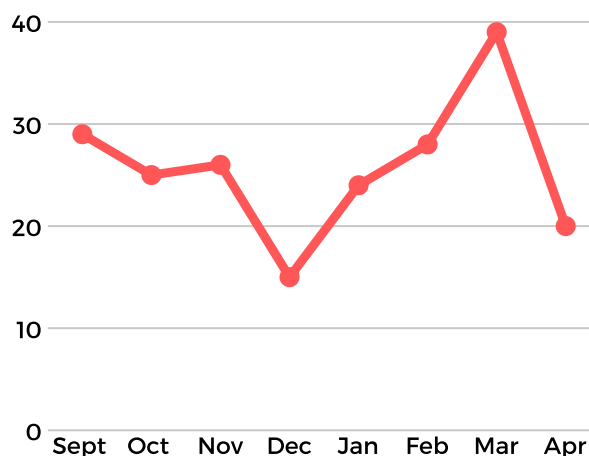


25,000+
impressions

WEBSITE STATISTICS

This chart is the total monthly impressions (1000 increments) for the 2018-2019 publishing year.

We do offer advertising outside of the publishing months but the monthly impressions are less predictable.





EXCLUSIVELY ONLINE



BOOKING DETAILS

Please contact the General Manager at manager@thefulcrum.ca for all advertising inquiries and bookings. Please note that there are no concrete deadlines for bookings. The deadline is simply 5 days before your ad goes live on our site. All ads must be in the .JPG or .PNG formats.

LOGISTICS

Size	Rates
Leaderboard – 720 X 90px & 320 X 50px (mobile view)	\$20/CPM – Every 1000 impressions (views) your ad receives.
Big Box – 300 X 250px	\$300/Month – Flat rate with a set target of 10,000 impressions.
Payment The <i>Fulcrum</i> accepts MASTERCARD, VISA and CHEQUE payable to: The Fulcrum Publishing Society 07-85 University Private Ottawa, ON K1N6N5	



SITE PREVIEW

