

Ryerson University magazine

FOR ALUMNI AND FRIENDS

2022 insertion order

Advertising Insertion Confirmation

Please confirm the information below and return this form to Ryerson University Magazine, University Relations, email: cmellor@ryerson.ca. Thank you.

Organization

Contact name and title

Telephone number

Fax number

Email address

Billing Information

(Invoices are mailed at the time of publication and are due upon receipt. Accounts that remain unpaid after 30 days are subject to a 1.5 per cent service charge per month.)

Insertion Information

Winter 2022
Material deadline:
mid-October

Summer 2022
Material deadline:
mid-March

(10 per cent discount for external clients booking both issues)

Ad size and placement

\$

Cost

\$

Total

Name

Date

**Please forward all ad material
to the attention of:**

Colleen Mellor
Editor, Ryerson University Magazine
cmellor@ryerson.ca
416-979-5000, ext. 7000

Ryerson University magazine

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2022 rate card

Advertising rate structure*

Covers (4-colour)

Outside back cover	\$3,478
Inside front cover	\$3,175
Inside back cover	\$3,175

Inside pages

Full page	\$2,643
2/3 page	\$1,968
1/2 page	\$1,744
1/3 page	\$1,274
1/4 page	\$1,234

Note: Two issue rate = 10 per cent discount for external clients

*Rates are in Canadian dollars

Reservation and closing dates

Ryerson University Magazine is published twice a year, in January and June.

Circulation

119,000

Summer issue

Advertising reservations: Last week in January
Closing for material: By mid-March

Winter issue

Advertising reservations: Last week in August
Closing for material: By mid-October

Terms

Invoices are mailed at the time of publication and are due upon receipt. Accounts that remain unpaid after 30 days are subject to a 1.5 per cent service charge per month.

Mechanical specifications

Live Area: 7.25" x 9.5"

Trim Size: 8.5" x 10.875"

Bleed: 0.125" all around (on full-page ads only)

Single Column Width: 2.25" (.25" gutter)

Number of Columns: 3 (6 DPS)

Printing Process: Cold web offset

Binding Method: Saddle-stitched

Material Submissions: Prefer an electronic file

Platforms Supported: MAC OS v9.04 or OS v10.3

Electronic File Formats Accepted: Acrobat Pressready file (.pdf),

Adobe InDesign CS (.indd), Adobe Illustrator CS (.ai or .eps),

Adobe Photoshop CS (.psd), QuarkXpress v4.1 or v5.0 only.

Transfer Media: CD-ROM, DVD-Rs

Communications Protocols: FTP downloads or stuffed emails (3 MB or lower).

Please contact magazine staff for art submissions.

Special Instructions: For Adobe InDesign or Quark Xpress files, please send all related linked files (i.e., collect for output). Convert all live text in Illustrator artwork to outlines. All accompanying or embedded images should be CMYK or greyscale, as appropriate, and 300 dpi resolution. To ensure accurate reproduction, please send a proof of final artwork (i.e., laser or Fuji) with electronic files.

Advertising sizes summary

	Width	Height
A) Full page (bleed)	8.5" x	10.875"
B) Full page (inset)	7.25" x	9.5"
C) 2/3 page landscape	7.25" x	6.75"
D) 2/3 page portrait	4.75" x	9.5"
E) 1/2 page landscape	7.25" x	4.875"
F) 1/3 page landscape	7.25" x	3.25"
G) 1/3 page portrait	2.25" x	9.5"
H) 1/4 page landscape	7.25" x	2.375"

Advertising contact

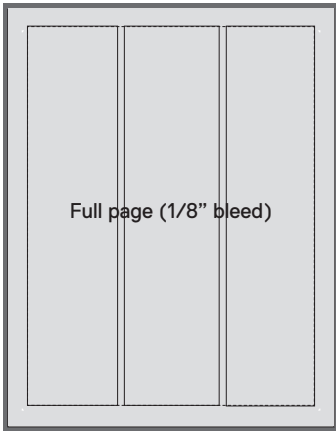
Colleen Mellor

Editor, Ryerson University Magazine
cmellor@ryerson.ca
416-979-5000, ext. 7000

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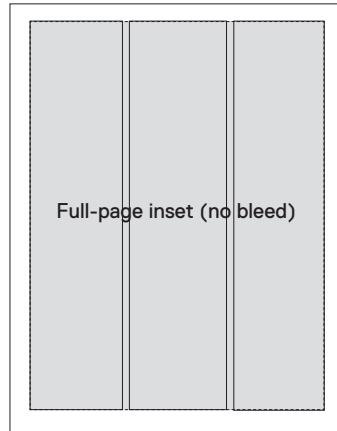
Specifications



A) Full page bleed

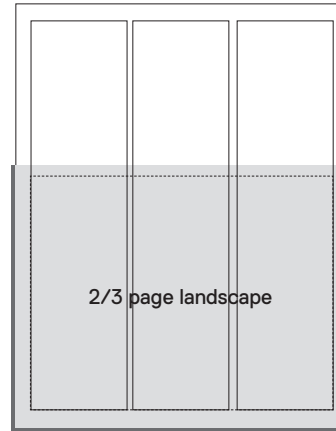
Trim Area: 8.5" w x 10.875" h
Bleed Area: 8.75" w x 11.125" h

(includes 1/8" bleed on outside trim edges)



B) Full page inset

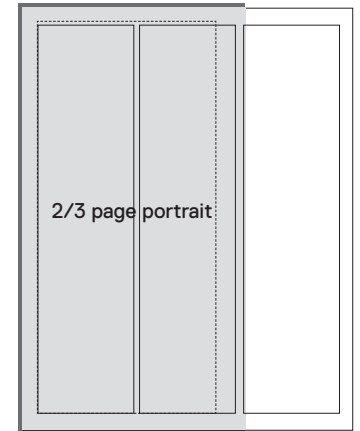
Trim Area: 7.25" w x 9.5" h
Bleed Area: 8.5" w x 10.875" h



C) 2/3 page Bleed

Trim Area: 7.25" w x 6.75" h
Bleed Area: 8.75" w x 7.625" h

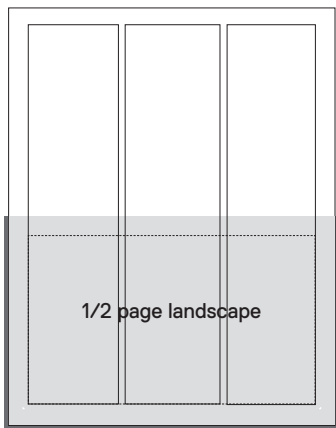
(includes 1/8" bleed on outside trim edges)



D) Full page Bleed

Trim Area: 4.75" w x 9.5" h
Bleed Area: 5.5" w x 11.125" h

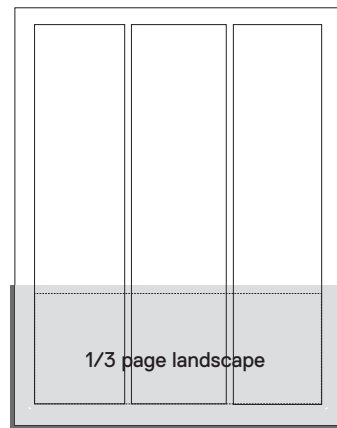
(includes 1/8" bleed on outside trim edges)



E) 1/2 page landscape

Trim Area: 7.25" w x 4.875" h
Bleed Area: 8.75" w x 5.75" h

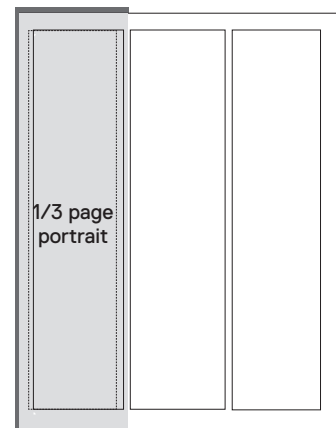
(includes 1/8" bleed on outside trim edges)



F) 1/3 page landscape

Trim Area: 7.25" w x 3.25" h
Bleed Area: 8.75" w x 4.125" h

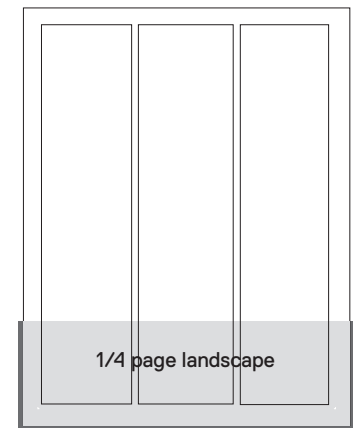
(includes 1/8" bleed on outside trim edges)



G) 1/3 page portrait

Trim Area: 2.25" w x 9.5" h
Bleed Area: 3" w x 11.125" h

(includes 1/8" bleed on outside trim edges)



H) 1/4 page landscape

Trim Area: 7.25" w x 2.375" h
Bleed Area: 8.75" w x 3.25" h

(includes 1/8" bleed on outside trim edges)



■ Ad area □ Live Area ■ Bleed

Important: All text should remain well within the designated Live Areas shown.