



2011-2012  
*The Brock Press*  
Rate Card

*a value  
that far exceeds  
the cost of the  
advertisement*

# **The Brock Press**

*The Brock Press*, the only official student newspaper at Brock University, is published weekly during the academic year and monthly during the summer. It informs and entertains over 16,000 full and part-time students plus approximately 1,600 faculty and staff. *The Brock Press* with a circulation of 7,000 is free of charge to its readers on and off-campus. This publication offers advertisers a unique opportunity to concentrate their efforts on a captive audience of 18 - 24 year olds.

## **Publication Dates** (subject to change)

May 17, June 14

July 5 (Beginner's Guide)

September 6, 13, 20, 27

October 4, 12, 18, 25

November 1, 8, 15, 22, 29

December 6

January 10, 17 (Love and Lust), 24, 31

February 7, 14, 28

March 6, 13, 20, 27

April 3

## **Deadlines**

For ad space reservations, the WEDNESDAY before publication. Cancellations cannot be accepted after this time. Ads to be designed are also due 4 p.m. the WEDNESDAY before publication. Completed digital file is due 12 noon FRIDAY before publication.

## **Premium Placement**

- 20% charge is added for ads requested on the back page
- 15% charge is added for ads requested on page 2
- 10% charge is added for ads requesting guaranteed placement

## **Colour Advertising** (plus regular rate)

1 colour & black \$130

2 colour & black \$260

Full colour \$450

# ***Brock University Facts***

Located at the centre of Canada's beautiful Niagara Peninsula, Brock University provides a distinctive, dynamic and creative learning experience. Brock University encourages students, faculty and staff to develop both sides of the brain - personally and academically - to become well-rounded individuals as unique as fingerprints. With 7 percent of Brock University's students from outside Canada, Brock University represents more than 80 countries and has over 70,000 alumni practicing their skills around the world. With over 17,000 students and over 1,400 faculty and staff, the population of Brock University provides an important source of revenue for the region, contributing approximately \$366 million annually to the area's economy.

## **Statistical Information**

Your target market

Student			
	Undergraduate	Graduate	Total
Full-Time	14,077	932	15,009 (84%)
Part-Time	2,264	604	2,868 (16%)
Total	16,341	1,536	17,877
Male	6,904	543	7,447 (42%)
Female	9,437	933	10,430 (58%)

Faculty		
Professors	149	26%
Associate Professors	286	49%
Assistant Professors	116	20%
Lecturers	32	5%
Total	583	

Staff				
	FT	PT	Term	Total
Admin/Professional	422	19	81	522 (58%)
Support/Technical	191	38	13	242 (27%)
Maintenance/Trade	119	12		131 (15%)
Total	752	72	99	923

# Advertising Information

*The Brock Press*

Size	Measurement	Cost
Full Page	10.25"w x 16"h	\$980.00
Half Page	9.5"w x 8"h	\$545.00
	or 4.875"w x 16"h	
Third Page	9.5"w x 5.25"h	\$375.00
	or 6"w x 8.25"h	
Quarter Page	3.625"w x 10"h	\$290.00
	or 9.5"w x 4"h	
	or 6"w x 6.375"h	
Fifth Page	3.625"w x 7.75"h	\$205.00
	or 9.5"w x 3.125"h	
Eighth Page	3.625"w x 5"h	\$130.00
	or 6"w x 3.5"h	
	or 9.5"w x 2"h	
Sixteenth Page	3.625"w x 2.5"h	\$70.00
	or 1.875"w x 4.875"h	
Earlugs		
Single	3"w x 1.875"h	\$170.00
Double	6"w x 1.875"h	\$305.00
Full	10.25"w x 1.875"h	\$465.00

## Classified Ads

(All Classified word ads must be prepaid prior to publication date)

\$12.00 - 30 words or less

\$24.00 - 31 to 60 words (60 words maximum)

## Accepted Formats

Artwork must be submitted in the following:  
Adobe Photoshop; Adobe Illustrator; InDesign;  
as a PDF file; high resolution TIFF file.



## Day Planner

The Day Planner is a students' life line. It is put to use by students every day of every month as a calendar, date and contact reference. 10,000 copies are distributed free of charge to students during Orientation Week. It is chock-full of information about the University, the Students' Union and student friendly advertisers. The Day Planner is an effective, unique way for advertisers to promote their products and services giving them yearlong exposure.

**\*Advertising Deadline: Friday, June 17, 2011**

Size	Measurement	Cost
Inside Front/ Back Cover	6"w x 7.75"h	\$2,470.00
Tab (Front)	5.5"w x 7.75"h	\$2,050.00
Tab (Back)	5.5"w x 7.75"h	\$2,360.00
Full Page	4.75"w x 7.75"h	\$1,180.00
Half Page	5.5"w x 3.8125"h	\$710.00
Quarter Page	2.3125"w x 3.8125"h	\$470.00
	4.75"w x 1.8125"h	
Banner	5"w x 1.75"h	\$150.00
2 Banners	5"w x 1.75"h	\$250.00
3 Banners	5"w x 1.75"h	\$300.00

## Wall Calendar

A highly visible, high impact publication for advertisers to convey their message. The Wall Calendar is a dry-erase calendar which is provided without cost to students during the first week of September. Used by students, faculty and staff this provides advertisers with the opportunity to have their business front and centre for 365 days a year.

**Advertising Deadline: Friday, June 17, 2011**

Size	Measurement	Cost
Banner (Large)	4.75"w x 5.75"h	\$1,195.00
Banner (Medium)	4.75"w x 3.5"h	\$945.00
Banner (Small)	4.75"w x 1.5"h	\$795.00
Banner (Long)	29"w x 2"h	\$2,495.00

# Beginner's Guide

*The Brock Press'* Beginner's Guide is a students' first non-administrative contact with Brock University. Mailed out in July to all incoming first year students, it provides a realistic peek at what anxious, soon to be students can expect from their university experience. This publication is an excellent avenue for local businesses to be the first to inform new students about what products and services they have to offer.

\*Publish Date: July 5, 2011

\*Advertising Deadline: Wednesday, June 29, 2011

Size	Measurement	Cost
Full Page	8.5"w x 11.25"h	\$1,130.00
Half Page	4.1250"w x 11.25"h	\$605.00
	8.5"w x 5.6255"h	
Third Page	8.5"w x 3.75"h	\$435.00
Quarter Page	4.125"w x 5.625"h	\$340.00
	8.5"w x 2.8125"h	
Fifth Page	8.5"w x 2.25"h	\$265.00
Eighth Page	4.125"w x 2.8125"h	\$205.00

<b>4,000</b>	<b>2,500</b>	<b>6,000</b>
direct mail	on-campus distribution	total circulation

\*Distribution averaged from previous years; subject to change based on enrolment.



## Graphic Design

Our mission - provide our clients with the most effective way to get their message across by designing visual solutions through combination of images, words and ideas. *The Brock Press* Advertising Group provides graphic design services including scanning and colour printing.

We design and produce:

Advertisement design

Business cards

Tickets and invitations

Brochures and pamphlets

Flyers, posters and banners

Scanning and laminating

Logo & corporate identity

Newsletters & templates

Full colour printing

Typesetting and much more

Tel: 905-688-5550 ext 5835/ 4197/ 4244

Email: [design@brockpress.com](mailto:design@brockpress.com) or

[sales@brockpress.com](mailto:sales@brockpress.com)

Design fee: \$35.00 per hour





*The Brock Press*  
500 Glenridge Avenue  
Student Centre Room 315A  
St. Catharines, ON L2S 3A1  
Phone: 905.688.5550 x 5845  
Fax: 905.984.4852  
[sales@brockpress.com](mailto:sales@brockpress.com)