

Get in front of Canada's university community.



News. Careers. Ideas.
www.universityaffairs.ca

UA/AU

Advertise

with us. /

University Affairs. /

The most trusted news source
for Canada's universities

University Affairs is the publication of choice for Canadian higher education. Our readers – academics and their university colleagues - are among the country's best educated, demanding editorial excellence with every issue. Our contributors include faculty, administrators and graduate students, as well as some of the best journalists working in Canada today.

Our feature-length reports illuminate, our news stories inform, and our columns and opinion pieces spark debate in a community that represents Canada's intellectual heart. With stories on contentious topics like plagiarism and fair access to higher education, to a website complete with career advice and the most extensive academic job listings in the country, *University Affairs* reaches a vibrant academic community both within Canada and internationally.

Credible. /

A dedicated resource

- Published for over 50 years for the academic community
- Canada's primary source of university career ads
- Read by all senior academics and administrators
- The only audited publication aimed at the Canadian higher education market¹
- Produced by the Association of Universities and Colleges of Canada (AUCC), the national organization representing 95 public and private not-for-profit universities and university-degree level colleges at home and abroad

Frequency

- Published 10 times a year
- Continual online updates

Reach

30,000+ higher education readers
17,000+ copies of qualified circulation²
40,000+ unique web visits per month (www.universityaffairs.ca)¹

A readership that spans every segment of today's universities:

- Presidents • Faculty • Administrators • Board members
- Librarians • Researchers • Graduate students

1. Circulation is verified and certified by an independent third party, the CCAB, a division of BPA International • 2. CCAB data, December 2011



77%

of readers save a particular issue or article for future reference.

64%

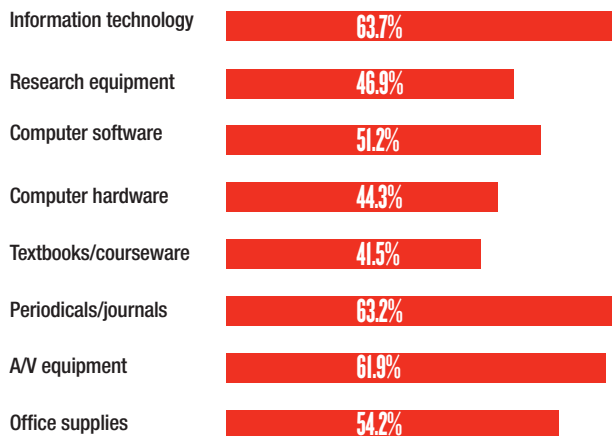
of readers have a household income of over \$100,000.

Audience

facts.

University Affairs readers

...have a high level of involvement in university purchasing decisions:



...enjoy leisure and cultural activities:

98.9%

Restaurants

75.2%

Cinemas

60.9%

Concerts / Theatre

59.1%

Museums / Art Galleries

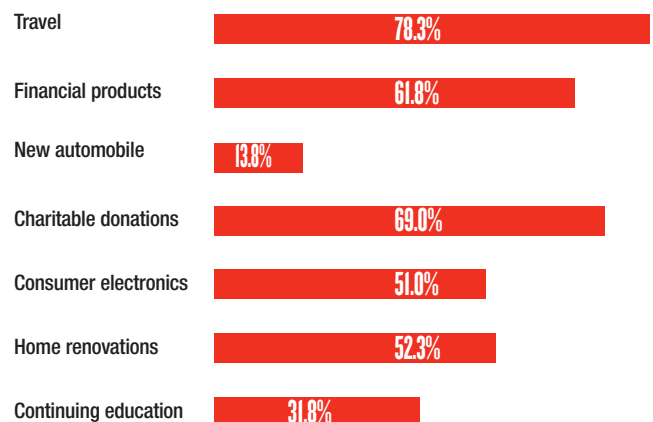
...use social networking sites:

facebook 69%

LinkedIn 29%

You Tube 64%

...are planning to spend/invest over the next year in:



Career

advertising. /

University Affairs.

Canada's university recruitment advertising solution.

Today, more readers and more advertisers turn to *University Affairs* magazine and its website, universityaffairs.ca, to find and place job ads for faculty positions than to any other publication in Canada.

Increasingly, readers and advertisers are also coming to *University Affairs* to find and place highly qualified posts in government and the private sector.

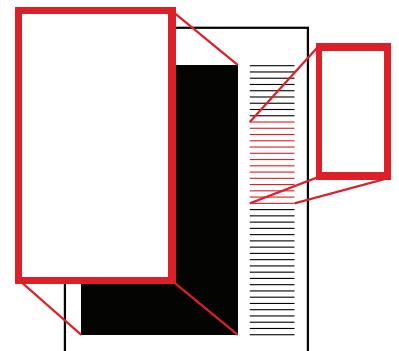
Recruit the best, advertise with *University Affairs*.

Print & online advertising options:

Career Web Ads (universityaffairs.ca)

Missed a print deadline? Looking to quickly post a position in front of highly qualified candidates? Get immediate exposure with the most comprehensive database of higher education jobs in Canada.

- \$400 flat rate per job posting. (30-day web-only job posting on universityaffairs.ca)
- \$600 for 60 days, \$800 for 90 days
- Three free discipline categories are included online. Each additional category is \$25.
- Looking for additional exposure? Upgrade your web career ad at time of booking to run as a featured job for only \$50.



Text/Line career ads (print)

- Great flexibility and exposure under multiple subject/discipline headings.
- \$400 per job posting plus 30¢ per word (typesetting is included).
- One-time publication in *University Affairs* magazine.
- BONUS 30-day listing on universityaffairs.ca/careers.
- To facilitate online searches, we categorize ads in our jobs database through discipline tags (e.g. chemical engineering, mathematics, history). Three tags are included at no charge with each text ad booking. Additional discipline tags are \$25 each.



Career Boxed ad (print)

Career boxed ads increase visibility of your message by offering more space and flexibility for incorporating branding, logos and graphics.

- For ad sizes and pricing details, see next page.
- All boxed ads are posted online at no extra charge.
- Three free discipline categories included (ads sizes under ½ page).
- Five free discipline categories included (ads sizes ½ page or more).
- Each additional category is \$25.
- Add colour for as little as \$250!

University Affairs Mechanical Specifications for Career Boxed Ads



| Display Sizes | | | WIDTH | HEIGHT | B&W | COLOUR |
|--------------------------------|--|---------|---------|---------|---------|---------|
| Full page | | AD SIZE | 8" | 9.125" | \$3,520 | \$4,020 |
| | | BLEED | n/a | n/a | | |
| 3/4 page Vertical | | AD SIZE | 5.9563" | 9.125" | \$2,640 | \$3,140 |
| | | BLEED | n/a | n/a | | |
| 3/4 page Horizontal | | AD SIZE | 8" | 6.7991" | \$2,640 | \$3,140 |
| | | BLEED | n/a | n/a | | |
| 1/2 page Vertical | | AD SIZE | 3.9125" | 9.125" | \$1,760 | \$2,260 |
| | | BLEED | n/a | n/a | | |
| 1/2 page Horizontal | | AD SIZE | 8" | 4.475" | \$1,760 | \$2,260 |
| | | BLEED | n/a | n/a | | |
| 3/8 page Vertical | | AD SIZE | 3.9125" | 6.7991" | \$1,320 | \$1,570 |
| | | BLEED | n/a | n/a | | |
| 3/8 page Horizontal | | AD SIZE | 5.9563" | 4.475" | \$1,320 | \$1,570 |
| | | BLEED | n/a | n/a | | |
| 1/4 page Vertical | | AD SIZE | 1.8687" | 9.125" | \$880 | \$1,130 |
| | | BLEED | n/a | n/a | | |
| 1/4 page Horizontal | | AD SIZE | 8" | 2.149" | \$880 | \$1,130 |
| | | BLEED | n/a | n/a | | |
| 1/4 page Square | | AD SIZE | 3.9125" | 4.475" | \$880 | \$1,130 |
| | | BLEED | n/a | n/a | | |
| 1/8 page Vertical | | AD SIZE | 1.8687" | 4.475" | \$440 | \$690 |
| | | BLEED | n/a | n/a | | |
| 1/8 page Horizontal | | AD SIZE | 3.9125" | 2.149" | \$440 | \$690 |
| | | BLEED | n/a | n/a | | |



Did you know?

Rates are commissionable to recognized agencies at 15% who supply print ready material.

University Affairs Mechanical Specifications for Career Boxed Ads



Career ad sizing

Please refer to dimensions and thumbnail illustrations provided on preceding page.

Paper stock and binding

- *Cover*: Supreme Silk FSC 100 lb.
- *Text*: LibertyGloss 45 lb.
- Saddle stitched

Image and type preparation

- Resolution of the images should be 300 dpi, CMYK
- Black type should be 100% K and not Registration black (100C, 100M, 100Y, 100K)
- Minimum rule size of .25pt is recommended

Colour Proofs

- Supplying colour proofs with your CMYK colour files is recommended
- A calibrated, digital proof with stock & press gain simulations must be submitted if the printer is to match colour on digital files
- Proofs should conform to SWOP standards

Non print-ready materials

These files will be typeset by our staff at no additional cost. If you want to include logos or other images, please supply them with a minimum resolution of 300 dpi in EPS, TIFF or JPEG format. We cannot use Web images nor images in word processor files for typesetting.

Print-ready materials

Print-ready materials may be supplied in digital format in two ways:

1. Press quality PDF (Acrobat) files created from professional layout programs (preferred format).
2. Postscript, QuarkXpress or Adobe InDesign files. You must include all screen and printer fonts, as well as any image files used in the advertisement.

Note: In addition to a print-ready file, please supply your career ad in word/text format to ua@aucc.ca for uploading to our website on publication mailout date.

File delivery

You can supply files by e-mail, on CD or via our online file transfer service (www.universityaffairs.loadingdock.ca). Do not forget to include contact information, the advertisement number (provided at time of ad booking) and issue(s) in which the ad will be published.

PDF preparation

Use the following checklist to help you create high quality PDF files that reproduce well. For further information and a more detailed explanation of PDF creation, please see:

www.adobe.com/products/postscript/pdfs/pdfforprint.pdf

- Use Acrobat Distiller's "Press Quality" setting
- Convert all colours to CMYK
- Downsample (bicubic) to 300 pixels any colour or greyscale images above 450 pixels
- Downsample (bicubic) to 1200 pixels any monochrome image above 1800 pixels
- Use ZIP image compression
- Crop marks should be offset 12pt (.1667") and bleed set to .125" when making PDFs from a file
- Embed all fonts used in ad (do not subset)



How to book

To submit your career ad for *University Affairs*, please e-mail ua@aucc.ca and provide the following information:

- Issue in which you want the ad published (for print advertisements)
- Indicate format: "Career web ad", "Career boxed ad" or "Career text ad"
- Billing address, contact name, telephone, fax and e-mail
- Ad copy or artwork (Note: Web career ads must be supplied as Word or text files)

If you have not received confirmation of your order within one business day, we suggest you re-send a backup order. Once you've received a confirmation, there's no need to re-send.

Editorial display advertising. /

University Affairs.

Canada's publication of record for universities.

Published 10 times a year and enhanced with continual online updates, *University Affairs* gives advertisers unrivalled access to a loyal readership that includes every segment of Canada's university community.

Advertise next to our award-winning coverage of university news, research, teaching and people and watch your brand's recognition grow on campuses across Canada.

Smart advertising begins with *University Affairs*.

Fast Facts./

Launched: 1959

Production schedule: 10 issues per year

Total circulation: 16,975 copies*

Languages: English and French

Total reach: 70,000 (print, digital, web)

Target audience: Canadian higher education community

Website: www.universityaffairs.ca

Average monthly visitors: 40,000

* December 2011 statistics: Circulation is verified and certified by an independent third party, the Canadian Circulations Audit Board, a division of BPA international



41%

of readers make or share final purchase decisions for textbooks.

75%

have been reading *University Affairs* for more than three years.

53%

of readers have visited a referenced website as a result of reading *University Affairs*.

80%

have travelled internationally in the last year.

77%

save a particular issue or article for future reference.

80%

visit universityaffairs.ca at least once each month.

90%

have a laptop computer, 76% a cell phone, 56% a digital recorder or mp3 player.

44%

spend up to 60 minutes reading a typical issue.

University Affairs Mechanical Specifications for Editorial Display Advertising



| Display Sizes | | | WIDTH | HEIGHT | B&W | COLOUR | Pricing as of April 1, 2012 |
|--------------------------------|--|------------|---------|---------|---------|---------|---|
| Double page Bleed | | TRIM SIZE | 18" | 10.875" | \$7,000 | \$8,000 | |
| | | LIVE AREA | 17" | 9.875" | | | |
| | | BLEED SIZE | 18.25" | 11.125" | | | |
| Full page Bleed | | TRIM SIZE | 9" | 10.875" | \$3,500 | \$4,000 | |
| | | LIVE AREA | 8" | 9.875" | | | |
| | | BLEED SIZE | 9.25" | 11.125" | | | |
| 2/3 page Vertical | | AD SIZE | 5.27" | 9.875" | \$2,800 | \$3,300 | |
| | | BLEED | n/a | n/a | | | |
| 1/2 page Horizontal | | AD SIZE | 8" | 4.4675" | \$2,240 | \$2,740 | |
| | | BLEED | n/a | n/a | | | |
| 1/2 page Vertical* | | AD SIZE | 3.905" | 9.875" | \$2,240 | \$2,740 | * Only available for appointment notice ads in the <i>People</i> section of the magazine. |
| | | BLEED | n/a | n/a | | | |
| 1/3 page Vertical | | AD SIZE | 2.54" | 9.875" | \$1,790 | \$2,040 | |
| | | BLEED | n/a | n/a | | | |
| 1/4 page Horizontal | | AD SIZE | 8" | 2.1388" | \$1,440 | \$1,690 | |
| | | BLEED | n/a | n/a | | | |
| 1/4 page Vertical* | | AD SIZE | 1.8575" | 9.875" | \$1,440 | \$1,690 | * Only available for appointment notice ads in the <i>People</i> section of the magazine. |
| | | BLEED | n/a | n/a | | | |
| 1/4 page Square | | AD SIZE | 5.27" | 4.4675" | \$1,440 | \$1,690 | |
| | | BLEED | n/a | n/a | | | |
| 1/6 page Vertical | | AD SIZE | 2.54" | 4.4675" | \$1,150 | \$1,400 | |
| | | BLEED | n/a | n/a | | | |



Did you know?

You can save up to 25% with our frequency discount pricing!
Contact advertising@aucc.ca for details.

University Affairs Mechanical Specifications for Editorial Display Advertising



Trim size

9" wide × 10.875" high

Bleed

Full page bleed size should be 9.25" wide × 11.125" high

Spread

Supply page spreads in single page units with 0.125" bleed around all *outside* edges

Display ad sizing

Please refer to dimensions and thumbnail illustrations provided on preceding page.

Paper stock and binding

- *Cover*: Supreme Silk FSC 100 lb.
- *Text*: LibertyGloss 45 lb.
- Saddle stitched

Image and type preparation

- Resolution of the images should be 300 dpi, CMYK
- Black type should be 100% K and not Registration black (100C, 100M, 100Y, 100K)
- Minimum rule size of .25pt is recommended

Colour proofs

- Supplying colour proofs with your CMYK colour files is recommended
- A calibrated, digital proof with stock & press gain simulations must be submitted if the printer is to match colour on digital files
- Proofs should conform to SWOP standards

Inserts, gate folds and customized design

Please inquire.

Print-ready materials

Print-ready materials may be supplied in digital format in two ways:

1. Press quality PDF (Acrobat) files created from professional layout programs (preferred format).
2. Postscript, QuarkXpress or Adobe InDesign files. You must include all screen and printer fonts, as well as any image files used in the advertisement.

File delivery

You can supply files by e-mail, on CD or via our online file transfer service "Loading Dock" (universityaffairs.loadingdock.ca). Do not forget to include contact information, the advertisement number and issue(s) in which the ad will be published.

PDF preparation

Use the following checklist to help you create high quality PDF files that reproduce well. For further information and a more detailed explanation of PDF creation, please see:

www.adobe.com/products/postscript/pdfs/pdfprint.pdf

- Use Acrobat Distiller's "Press Quality" setting
- Convert all colours to CMYK
- Downsample (bicubic) to 300 pixels any colour or greyscale images above 450 pixels
- Downsample (bicubic) to 1200 pixels any monochrome image above 1800 pixels
- Use ZIP image compression
- Crop marks should be offset 12pt (.1667") and bleed set to .125" when making PDFs from a file
- Embed all fonts used in ad (do not subset)



How to book

For University advertising, contact Glen Ashworth at 613-563-3961 x248 or gashworth@uacc.ca.

For all other advertising, please email advertising@uacc.ca or call Martin Seto at 416-907-6562.

Please provide the following information with your order:

- Issue in which you want the ad published
- Format: "Editorial ad"
- Billing address, contact name, telephone, fax and e-mail

Online

advertising. /

Increase your exposure.

Get in front of our growing online audience

Benefits:

Rich media entices users to click and visit and advertiser's website, and builds brand recognition. Recent surveys have shown that our website's unique visitors and print readers are distinct audiences, so by combining print and online advertising you maximize your marketing reach in the academic community.

Advertisers:

Promote your product or service through the run-of-site advertising positions available on our website.

Universities:

Increase your institution's exposure and brand awareness with web advertising positions in the Careers section.

Ad Sizes:

BigBox: 300x250 pixels

Sky Scraper: 160x600 pixels

E-newsletter Advertising:

Sponsorship opportunities are available to get in front of E-newsletter subscribers each month! *University Affairs* distributes a weekly mailout announcing the latest web content, and a daily career alert for job seekers interested in new online job postings. In total, over 20,000 e-mails are sent each week to a growing audience of subscribers. Available ad size: 300 x 250 pixels



How to book

For more details regarding Online Advertising, contact Glen Ashworth at 613-563-3961 x248 or gashworth@uacc.ca.

Advertising
deadlines. /

University Affairs Advertising Deadlines



| Upcoming Issues | RESERVATION DEADLINE | NON PRINT-READY MATERIALS DEADLINE* | PRINT-READY MATERIALS DEADLINE | PUBLICATION MAIL OUT |
|------------------------|-------------------------|--|-----------------------------------|-------------------------|
| Jan 2012 | Nov 11 | Nov 11 | Nov 18 | Dec 5 |
| Feb 2012 | Dec 9 | Dec 9 | Dec 16 | Jan 9 |
| March 2012 | Jan 13 | Jan 13 | Jan 20 | Feb 6 |
| April 2012 | Feb 10 | Feb 10 | Feb 17 | Mar 5 |
| May 2012 | Mar 9 | Mar 9 | Mar 16 | Apr 2 |
| June-July 2012 | May 11 | May 11 | May 18 | June 4 |
| Aug-Sep 2012 | July 20 | July 20 | July 27 | Aug 13 |
| October 2012 | Aug 17 | Aug 17 | Aug 24 | Sept 10 |
| November 2012 | Sept 14 | Sept 14 | Sept 21 | Oct 9 |
| December 2012 | Oct 12 | Oct 12 | Oct 19 | Nov 5 |

* For Career ads that require layout by *University Affairs* (available at no charge).



UA/AU

600-350 Albert Street,
Ottawa, Ontario K1R 1B1
T: 613.563.1236 • F: 613.563.9745
www.universityaffairs.ca • ua@ucc.ca