2023

Media Kit
The publication of choice for faculty, administrators, researchers and sr. leaders of Canada’s universities

*University Affairs* is the bilingual magazine and website of choice for those working in Canadian higher education. Our readers – academics, graduate students and their university colleagues – are among the country’s best educated, demanding editorial excellence with everything we publish. Our contributors include award-winning and emerging Canadian journalists as well as faculty members, university administrators and graduate students.

Our feature articles and news stories enlighten and entertain, our columns and opinion pieces spark debate, and our career advice section inspires and engages a community that represents Canada’s intellectual heart. With stories on contentious and timely topics like fair access to higher education and the student mental health crisis, plus the most extensive academic job listings in the country, *University Affairs* reaches a vibrant academic community both within Canada and internationally.

Quick Facts

- **Published continuously since 1959**
- **100,000+ unique web visits per month**
- **10,000+ copies of qualified circulation (print and digital*)**

* Audited by CCAB
Our brand

The most trusted source for university news and careers in Canada

Why advertise?
- Winner of over 30 magazine industry and web publishing awards since 2009
- Canada's go-to source for university job listings in French and English
- Over 60 years of publishing with Universities Canada, the national organization representing 96 public and private not-for-profit universities

Frequency
- Published 6 times a year (print and digital edition)
- Weekly newsletters in French and English, and daily job alerts to over 20,000 subscribers
- New web content published every week day

Social Media
- 19,000+ Twitter followers
- 4500+ Facebook likes
Our audience

A loyal readership from campuses across Canada and abroad

University Affairs readers are involved in institutional planning for:

- Digital records management
- Classroom teaching aids
- Food services
- Student IT support

Our reach

Our readership spans every segment of the university:
- Executive leadership and researchers
- Faculty
- Administrators
- Board members
- Librarians
- Researchers
- Graduate students
- Professional staff (student affairs, registrars, etc.)

University Affairs readers have a high level of involvement in university purchasing decisions for:*

- Information technology
- Research equipment
- Computer hardware
- Textbooks/courseware
- Periodicals/journals

* Readership survey data
Get immediate exposure on the most comprehensive database of higher education job board in Canada.

- $495 flat rate for up to 60 day job posting on universityaffairs.ca
- $100 for each additional 30 day period
- Three free discipline categories* are included online. Each additional category is $25
- **Featured job ads** appear as a text listing on every page of the UA site (ads are in rotation for 30 days). Additional cost: $50 per 30 day posting
- **Spotlight ads** are created as 300x250 big box ad and appears for one week in the UA Job Alert e-mail that goes out daily to over 10,000 subscribers. Clients to supply logo and image. Additional cost: $175 per week

* To facilitate online searches, we categorize ads in our jobs database through discipline tags (see pg 8). Three tags are included at no charge with each text ad booking. Additional discipline tags are $25 each.

Get additional exposure online and in print

- $495 per job posting plus 30¢ per word (typesetting is included).
- One-time publication in *University Affairs* magazine (print and digital)
- BONUS 60-day listing on universityaffairs.ca/careers

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
## About UA

Our brand  
Our audience  
Advertising  
→ Career  
→ Editorial  
→ Web  
→ Digital

## Deadlines

Contact us

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### Career advertising boxed ads (Print)

**Mechanical specifications**

<table>
<thead>
<tr>
<th>Display Sizes</th>
<th>Width</th>
<th>Height</th>
<th>B&amp;W or colour</th>
</tr>
</thead>
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<td>8.875&quot;</td>
</tr>
<tr>
<td>Vertical</td>
<td>Bleed</td>
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<td>n/a</td>
</tr>
<tr>
<td>1/2 page</td>
<td>Ad size</td>
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<td>n/a</td>
</tr>
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<td>Ad size</td>
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<td>6.625&quot;</td>
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<tr>
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<td>Bleed</td>
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<td>n/a</td>
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<td>4.375&quot;</td>
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<tr>
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<td>n/a</td>
</tr>
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<td>Ad size</td>
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<td>8.875&quot;</td>
</tr>
<tr>
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<td>Bleed</td>
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<td>n/a</td>
</tr>
<tr>
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<td>Ad size</td>
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<td>2.125&quot;</td>
</tr>
<tr>
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<td>Horizontal</td>
<td>Bleed</td>
<td>n/a</td>
<td>n/a</td>
</tr>
</tbody>
</table>

### How to book

To submit your career ad for *University Affairs*, please e-mail [ua@univcan.ca](mailto:ua@univcan.ca) and provide the following information:

- Issue(s) 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 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 your order. Once you’ve received a confirmation, there’s no need to re-send.

### Did you know?

Rates are commissionable at 15% for recognized agencies who supply print-ready material.
Career advertising
boxed ads (Print)

Mechanical specifications

Paper stock and binding
• Cover: FSC 100 lb.
• Text: FSC 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 0.25pt is recommended

Colour proofs
• Supplying colour proofs with your CMYK colour files is recommended
• A calibrated digital proof with stock and press gain simulations must be submitted so printer can match colour to 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@univcan.ca for uploading to our website on publication mailout date.

File delivery
You can supply files by e-mail, or via our online file transfer service univcan.wetransfer.com.
Please 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 a detailed explanation of how to create a PDF visit: 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 (0.1667”) and bleed set to 0.125” when making PDFs from a file
• Embed all fonts used in ad (do not subset)
Career advertising

Discipline categories

Aboriginal and Foreign Languages, Literatures and Linguistics
- Foreign Languages and Literatures
- Linguistics/Interpretation and Translation
- Aboriginal Languages and Literatures
- Classics and Classical Languages and Literatures
- English/French as a second language
- Aboriginal and Foreign Languages, Literatures, and Linguistics, Other

Agriculture, Agriculture Operations and Related Sciences
- Agricultural Business and Management
- Horticulture
- Animal Sciences
- Food Science and Technology
- Plant Sciences
- Soil Sciences
- Agriculture, Other

Architecture and Related Services
- Architecture/Environmental Design
- City/Urban, Community and Regional Planning
- Landscape Architecture
- Architecture and Related Fields, Other

Area, Ethnic, Cultural and Gender Studies
- Area Studies
- Aboriginal Studies
- Ethnic, Cultural Minority and Gender Studies
- Area, Ethnic, Cultural and Gender Studies, Other

Biological and Biomedical Sciences
- Biology
- Biochemistry/Biophysics and Molecular Biology
- Cell/Cellular Biology and Anatomical Sciences
- Microbiological Sciences and Immunology
- Genetics
- Physiology, Pathology and Related Sciences
- Pharmacology and Toxicology
- Biological and Biomedical Sciences, Other

Business, Management, Marketing and Related Support Services
- Business Administration and Management
- Accounting
- Finance and Financial Management
- Hospitality/Tourism Management
- Human Resources Management/Organizational Behaviour
- Management Information Systems and Services
- Management Sciences and Quantitative Methods
- Marketing/Sales/merchandising
- Business, Management, Other

Communication, Journalism and Related Programs
- Communication and Media Studies
- Journalism
- Public Relations, Advertising and Applied Communication
- Publishing
- Communication, Journalism and Related Programs, Other

Computer and Information Sciences and Support Services
- Information Science/Studies
- Computer Science
- Computer and Information Sciences, Other

Education
- Bilingual, Multilingual and Multicultural Education
- Curriculum and Instruction
- Educational Administration and Supervision
- Educational/Instructional Media Design
- Educational Assessment, Evaluation and Research
- Social and Philosophical Foundations of Education
- Special Education and Teaching
- Student Counseling and Personnel Services
- Teacher Education and Professional Development
- Teaching English or French as a Second Language
- Education, Other

What are discipline tags?
We tag ads on our website with discipline codes so that job seekers can easily find them. We can tag them for you or you can let us know which tags you want. Up to three tags are included for text ads and career ads under 1/2 page (five tags for a half page and larger). Additional tags are $25 each.
## Career advertising

### Discipline categories

**Engineering**
- Aerospace, Aeronautical and Astronautical Engineering
- Agricultural/Biological Engineering and Bioengineering
- Biomedical/Medical Engineering
- Chemical Engineering
- Civil Engineering
- Computer Engineering
- Electrical, Electronics and Communications Engineering
- Engineering Physics
- Environmental/Environmental Health Engineering
- Materials Engineering
- Mining and Mineral Engineering
- Naval Architecture and Marine Engineering
- Nuclear Engineering
- Ocean Engineering
- Petroleum Engineering
- Industrial/Manufacturing Engineering
- Geomatics/Surveying Engineering
- Geological/Geophysical Engineering
- Engineering, Other

**English Language and Literature/Letters**

**Family and Consumer Sciences/Human Sciences**

**French Language and Literature**

**Health Professions and Related Clinical Sciences**
- Chiropractic
- Communication sciences and disorders
- Dentistry
- Health/Health Care Administration/Management

**History**

**Legal Professions and Studies**

**Liberal Arts and Sciences, General Studies and Humanities**

**Library and Information Science**

**Mathematics and Statistics**
- Mathematics
- Statistics
- Mathematics and Statistics, Other

**Military Science, Leadership and Operational Art**

**Multidisciplinary/Interdisciplinary Studies**
- Peace Studies and Conflict Resolution
- Gerontology
- Medieval and Renaissance Studies
- Science, Technology and Society
- Behavioural Sciences
- Natural Sciences
- Nutrition Sciences
- International/Global Studies
- Classical and Ancient Studies
- Neuroscience
- Cognitive Science
- Multidisciplinary/Interdisciplinary Studies, Other

**Multiple Disciplines**

**Natural Resources and Conservation**
- Natural Resources Conservation and Research
- Natural Resources Management and Policy
- Fishing and Fisheries Sciences and Management
- Forestry
- Wildlife and Wildlands Science and Management
- Natural Resources and Conservation, Other

**Parks, Recreation, Leisure and Fitness Studies**
- Parks, Recreation and Leisure Studies
- Health and Physical Education/Kinesiology
- Parks, Recreation, Leisure and Fitness Studies, Other

**Philosophy and Religious Studies**
- Philosophy, Logic and Ethics
- Religion/Religious Studies
- Philosophy and Religious Studies, Other

**Physical Sciences**
- Physical Sciences, General
- Astronomy and Astrophysics
- Atmospheric Sciences and Meteorology
- Chemistry
- Geological and Earth Sciences
- Physics
- Physical Sciences, Other

**Psychology**

**Public Administration and Social Service Professions**
- Public Administration
- Social Work
- Public Administration and Social Services, Other

**Security and Protective Services**
- Criminal Justice and Corrections

**Social Sciences**
- Anthropology
- Archeology
- Economics
- Geography and Cartography/Geomatics
- International Relations and Affairs
- Political Science and Government
- Sociology
- Urban Studies/Affairs
- Social Sciences, Other

**Theology and Religious Vocations**

**Visual and Performing Arts**
- Crafts/Craft Design, Folk Art and Artisanry
- Dance
- Design and Applied Arts
- Drama/Theatre Arts and Stagecraft
- Film/Video and Photographic Arts
- Fine Arts and Art Studies
- Music
- Visual and Performing Arts, Other
Reach Canada’s higher education community

Canada’s publication of record for universities
Published 6 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-related news, cutting-edge research, teaching trends and rising stars in the higher education sector, and watch your brand recognition grow on campuses across Canada.
Smart advertising begins with University Affairs.

Quick Facts
Launched: 1959
Production schedule: 6 issues per year
Total print and digital circulation: 10,000*
Languages: English and French

Target audience: Canadian higher education community
Website: universityaffairs.ca
Average monthly unique web visitors: 100,000

* Circulation is verified and certified by an independent third party, the Canadian Circulations Audit Board, a division of BPA International
# Editorial advertising display ads (Print)

**Mechanical specifications**

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<th>B&amp;W or Colour</th>
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<tr>
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<tr>
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<td></td>
</tr>
<tr>
<td>Live area</td>
<td>9.25”</td>
<td>11.125”</td>
<td></td>
</tr>
<tr>
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<td>8”</td>
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<td></td>
</tr>
<tr>
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<td>3.905”</td>
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</tr>
<tr>
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<td></td>
</tr>
<tr>
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<tr>
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</table>

* New rate

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**How to book**

Contact Glen Ashworth at gashworth@univcan.ca

Please provide the following information with your order:

- Issues in which you want the ad published
- Format: “Editorial ad”
- Billing address, contact name, telephone and e-mail

**Did you know?**

You can save up to 15% with our frequency discount pricing!
Display ad sizing

**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: FSC 100 lb.
• Text: FSC 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 0.25pt is recommended

**Colour proofs**
• Supplying colour proofs with your CMYK colour files is recommended
• A calibrated digital proof with stock and 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, customized design**
Please inquire at advertising@univcan.ca

**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 or via our online file transfer service “Wetransfer” (univcan.wetransfer.com).
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:
• 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 (0.1667") and bleed set to 0.125" when making PDFs from a file
• Embed all fonts used in ad (do not subset)
Web advertising

Increase your exposure with our online audience

Sponsored content
Build engagement and brand connection with our educated readers.
Sponsored content is developed to be an educational benefit to our readers and delivered as a seamless experience with the same look and feel as our award-winning editorial content.

Program details
- Content developed by client based on editorial guidelines
- Published and archived on universityaffairs.ca
- Featured in one e-newsletter mailout
- 1x posting on UA social media channels
- Rate: $2500

Banner ads
High visibility.
Quality positioning.
Relevant audience.

UA offers run-of-site ads on universityaffairs.ca, the top ranked site in Google for university news and academic careers in Canada.

- Rate: $20 CPM*
- Dimensions: 300x250 px ad (under 100K), GIF or JPEG
- *cost per thousand

E-newsletters
Sponsorship opportunities are available to get your brand/event/media campaign in front of over 13,000 subscribers each week!
UA e-newsletters inform our readers of the latest features, news and career advice columns found on universityaffairs.ca.

- Rate: $100 CPM ($1300 per mailout)
- Dimensions: 300x250 px ad plus 300x50 px logo. Each file under 100K, GIF or JPEG
- Includes 100 words of promotional text

Support for eating disorders overshadowed by other mental-health demands on campus
Still, a few universities have committed to offering services that specifically address eating disorders in their wellness programs.

Making space for everyone

UA AU
News Career Features Career Advice Calendar Magazine
Making space for everyone

UA AU
News Career Features Career Advice Calendar Magazine
Making space for everyone
Digital advertising

Inserts, banner ads and video options in UA digital edition

The UA digital edition is a responsive digital replica of each print issue. The digital edition offers extended reach exposure for your company’s products and services, and can be a powerful supplement to your digital advertising strategy.

Click here for a sample issue

Contact us for more information at ua@univcan.ca
## Advertising deadlines

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<tr>
<th>Upcoming issues</th>
<th>Reservation and non print-ready materials deadline*</th>
<th>Print-ready materials deadline</th>
<th>Publication Mail out</th>
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<td>November 25</td>
<td>December 2</td>
<td>January 3</td>
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<tr>
<td>March – April 2023</td>
<td>February 3</td>
<td>February 10</td>
<td>February 27</td>
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<td>May – June 2023</td>
<td>March 31</td>
<td>April 6</td>
<td>April 24</td>
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<td>July – August 2023</td>
<td>May 26</td>
<td>June 2</td>
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<td>September – October 2023</td>
<td>July 28</td>
<td>August 4</td>
<td>August 21</td>
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<td>November – December 2023</td>
<td>September 29</td>
<td>October 6</td>
<td>October 23</td>
</tr>
</tbody>
</table>

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

For additional information on career ads:

Renée Mindus, Joana Kagayo
T: 613.563.3961 x294
E: ua@univcan.ca

For editorial and digital advertising:

Glen Ashworth
Marketing Manager
E: advertising@univcan.ca

Address
1710-350 Albert Street,
Ottawa, Ontario K1R 1B1
T: 613.563.1236
www.universityaffairs.ca
ua@univcan.ca