



martlet

MEDIAKIT



Volume 75

2022-2023

— OUR SIZES AND RATES —

ALL PRINT RATES ARE PER ISSUE

SIZE	1-3 ISSUES	4-7 ISSUES	8-11 ISSUES	12-14 ISSUES	15+ ISSUES
FULL PAGE 10" x 16"	\$900 each + \$200 COLOUR	\$825 each + \$175 COLOUR	\$750 each + \$150 COLOUR	\$700 each + \$125 COLOUR	\$675 each + \$100 COLOUR
1/2 PAGE 10" x 8"	\$450 each + \$150 COLOUR	\$400 each + \$125 COLOUR	\$350 each + \$125 COLOUR	\$300 each + \$125 COLOUR	\$250 each + \$110 COLOUR
1/3 PAGE 6" x 8"	\$320 each + \$115 COLOUR	\$290 each + \$100 COLOUR	\$275 each + \$100 COLOUR	\$250 each + \$100 COLOUR	\$225 each + \$85 COLOUR
1/4 PAGE BANNER 10" x 4"	\$275 each + \$75 COLOUR	\$250 each + \$60 COLOUR	\$225 each + \$60 COLOUR	\$200 each + \$60 COLOUR	\$150 each + \$50 COLOUR
BANNER SLIM 10" x 2.5"	\$150 each + \$75 COLOUR	\$135 each + \$60 COLOUR	\$120 each + \$60 COLOUR	\$105 each + \$60 COLOUR	\$85 each + \$50 COLOUR
1/5 PAGE 4" x 8"	\$210 each + \$75 COLOUR	\$185 each + \$60 COLOUR	\$160 each + \$60 COLOUR	\$130 each + \$60 COLOUR	\$100 each + \$50 COLOUR
POSTCARD 6" x 5"	\$210 each + \$75 COLOUR	\$185 each + \$60 COLOUR	\$160 each + \$60 COLOUR	\$130 each + \$60 COLOUR	\$100 each + \$50 COLOUR
1/8 PAGE 4" x 5"	\$140 each + \$60 COLOUR	\$125 each + \$50 COLOUR	\$110 each + \$50 COLOUR	\$95 each + \$50 COLOUR	\$75 each + \$45 COLOUR
BUSINESS CARD 4" x 2.5"	\$70 each + \$30 COLOUR	\$65 each + \$25 COLOUR	\$60 each + \$25 COLOUR	\$55 each + \$25 COLOUR	\$40 each + \$20 COLOUR

*GST will be charged on all ads.

BOOK YOUR AD

CONTACT

To advertise, contact business@martlet.ca or call 250.721.8359

DEADLINES

Ad booking — Thursday, week prior to publication date.

Artwork — Friday, week prior to publication date.

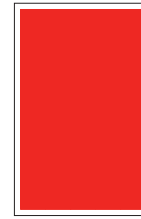
FORMAT

.PDF or .PNG.

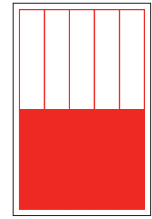
PAYMENT

We accept cheques or cash.

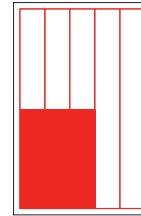
Make all cheques payable to:
Martlet Publishing Society
PO BOX 3035
Student Union Building,
University of Victoria
Victoria BC V8W 3P3



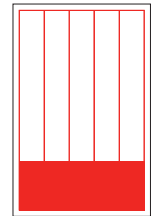
FULL PAGE
10" x 16"



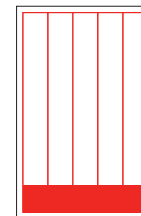
1/2 PAGE
10" x 8"



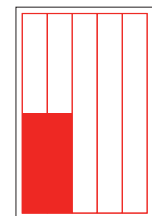
1/3 PAGE
6" x 8"



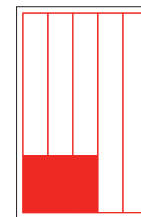
1/4 PAGE BANNER
10" x 4"



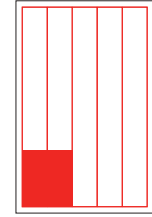
BANNER SLIM
10" x 2.5"



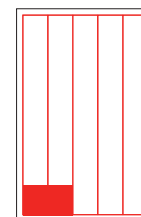
1/5 PAGE
4" x 8"



POSTCARD
6" x 5"



1/8 PAGE
4" x 5"



BUSINESS CARD
4" x 2.5"

**CUSTOM SIZES
SUBJECT TO
AVAILABILITY.**



PUBLICATION SCHEDULE

2022-2023

MAY 2022

SUN	MON	TUE	WED	THU	FRI	SAT
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

JUNE 2022

SUN	MON	TUE	WED	THU	FRI	SAT
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

JULY 2022

SUN	MON	TUE	WED	THU	FRI	SAT
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

AUGUST 2022

SUN	MON	TUE	WED	THU	FRI	SAT
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

SEPTEMBER 2022

SUN	MON	TUE	WED	THU	FRI	SAT
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

OCTOBER 2022

SUN	MON	TUE	WED	THU	FRI	SAT
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

NOVEMBER 2022

SUN	MON	TUE	WED	THU	FRI	SAT
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

DECEMBER 2022

SUN	MON	TUE	WED	THU	FRI	SAT
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

JANUARY 2023

SUN	MON	TUE	WED	THU	FRI	SAT
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

FEBRUARY 2023

SUN	MON	TUE	WED	THU	FRI	SAT
		1	2	3	4	
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28				

MARCH 2023

SUN	MON	TUE	WED	THU	FRI	SAT
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

APRIL 2023

SUN	MON	TUE	WED	THU	FRI	SAT
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						

 PUBLICATION DAY (PRINT)

 PUBLICATION DAY (ONLINE)

VOLUME 75 PUBLICATION DATES

May 26
 June 30
 July 28
 August 25

September 15, 29
 October 13, 27
 November 10, 24
 December 8, 22

January 12, 26
 February 9, 23
 March 9, 23
 April 6, 20

— ADVERTISE ONLINE —

Visit our website at martlet.ca to view our full range of content.

WEB AD SIZES

LEADERBOARD

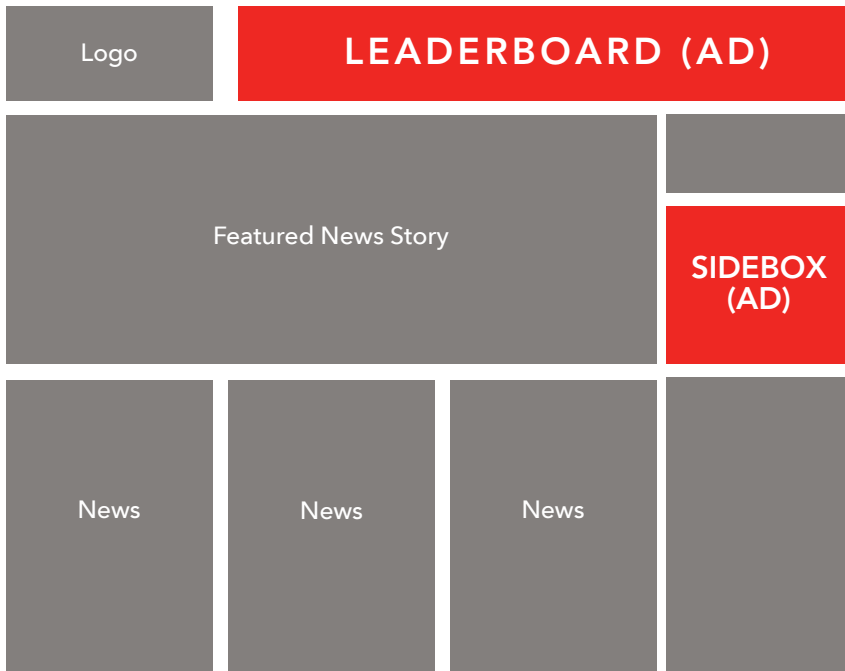
728 px by 90 px
\$125/week

SIDEBOX

300 px by 250 px
\$100/week

AFTER-CONTENT

728 px by 90 px
\$100/week



Side box and Leaderboard ads are seen across all pages.

Sidebox ad — Rotates on a two-way basis with each page view.

Leaderboard ad — An exclusive spot with no shared rotation.

After-content ad — An exclusive spot with no shared rotation.
Appears at the end of article pages.

BOOK YOUR AD

CONTACT

To advertise, contact business@martlet.ca or call 250.721.8359

DEADLINE

Three days prior to requested upload date.

FORMAT

.PNG or .JPG/JPEG.

PAYMENT

We accept cheques or cash.

Make all cheques payable to:
Martlet Publishing Society
PO BOX 3035
Student Union Building,
University of Victoria
Victoria BC V8W 3P3

On average, we hit

17 300



new users per month, and

24 700



page views per month.

UVic students, members of the community and readers from around the world visit our website to view all of our print content as well as exclusive web stories, multimedia content, information about the Martlet Publishing Society, and volunteer opportunities.

SOCIAL MEDIA ADS

The Martlet can promote local events and activities on our Twitter and Instagram. Special packages are available; please inquire for pricing.

