

VOLUME 76

# MEDIA KIT

---

2023-2024

*marquette*

# — 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
<b>FULL PAGE</b> 10" x 16"	\$900 each + \$200 COLOUR	\$825 each + \$175 COLOUR	\$750 each + \$150 COLOUR	\$700 each + \$125 COLOUR	\$675 each + \$100 COLOUR
<b>1/2 PAGE</b> 10" x 8"	\$450 each + \$150 COLOUR	\$400 each + \$125 COLOUR	\$350 each + \$125 COLOUR	\$300 each + \$125 COLOUR	\$250 each + \$110 COLOUR
<b>1/3 PAGE</b> 6" x 8"	\$320 each + \$115 COLOUR	\$290 each + \$100 COLOUR	\$275 each + \$100 COLOUR	\$250 each + \$100 COLOUR	\$225 each + \$85 COLOUR
<b>1/4 PAGE BANNER</b> 10" x 4"	\$275 each + \$75 COLOUR	\$250 each + \$60 COLOUR	\$225 each + \$60 COLOUR	\$200 each + \$60 COLOUR	\$150 each + \$50 COLOUR
<b>BANNER SLIM</b> 10" x 2.5"	\$150 each + \$75 COLOUR	\$135 each + \$60 COLOUR	\$120 each + \$60 COLOUR	\$105 each + \$60 COLOUR	\$85 each + \$50 COLOUR
<b>1/5 PAGE</b> 4" x 8"	\$210 each + \$75 COLOUR	\$185 each + \$60 COLOUR	\$160 each + \$60 COLOUR	\$130 each + \$60 COLOUR	\$100 each + \$50 COLOUR
<b>POSTCARD</b> 6" x 5"	\$210 each + \$75 COLOUR	\$185 each + \$60 COLOUR	\$160 each + \$60 COLOUR	\$130 each + \$60 COLOUR	\$100 each + \$50 COLOUR
<b>1/8 PAGE</b> 4" x 5"	\$140 each + \$60 COLOUR	\$125 each + \$50 COLOUR	\$110 each + \$50 COLOUR	\$95 each + \$50 COLOUR	\$75 each + \$45 COLOUR
<b>BUSINESS CARD</b> 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](mailto:business@martlet.ca) or call 250.721.8359

### DEADLINES

**Ad booking** — Thursday, week prior to publication date.

**Artwork** — Friday, week prior to publication date.

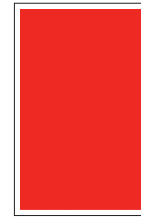
### FORMAT

.PDF or .PNG.

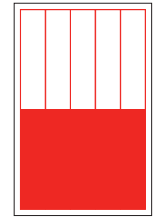
### PAYMENT

We accept cheques or e-transfer.

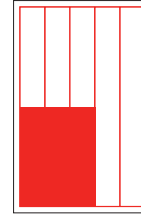
Make all cheques payable to:  
Martlet Publishing Society  
PO BOX 3035  
Student Union Building,  
University of Victoria  
Victoria BC V8W 3P3



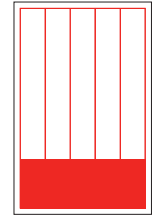
**FULL PAGE**  
10" x 16"



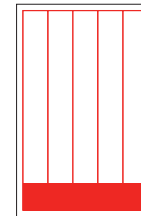
**1/2 PAGE**  
10" x 8"



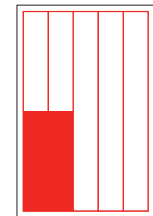
**1/3 PAGE**  
6" x 8"



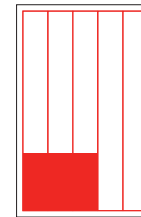
**1/4 PAGE BANNER**  
10" x 4"



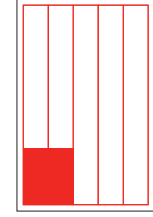
**BANNER SLIM**  
10" x 2.5"



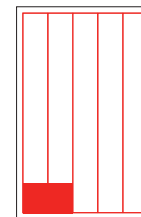
**1/5 PAGE**  
4" x 8"



**POSTCARD**  
6" x 5"



**1/8 PAGE**  
4" x 5"



**BUSINESS CARD**  
4" x 2.5"



# PUBLICATION SCHEDULE

# 2023-2024

## MAY 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			

## JUNE 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	

## JULY 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					

## AUGUST 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		

## SEPTEMBER 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

## OCTOBER 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				

## NOVEMBER 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		

## DECEMBER 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						

## JANUARY 2024

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 2024

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		

## MARCH 2024

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 2024

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 76 PUBLICATION DATES

May ..... 25  
 June ..... 22  
 July ..... 27  
 August ..... 31

September ..... 14, 28  
 October ..... 12, 26  
 November ..... 9, 23  
 December ..... 7, 21

January ..... 11, 25  
 February ..... 8, 22  
 March ..... 7, 21  
 April ..... 4, 18

# — ADVERTISE ONLINE —

Visit our website at [martlet.ca](http://martlet.ca) to view our full range of content.

## WEB AD SIZES

### LEADERBOARD

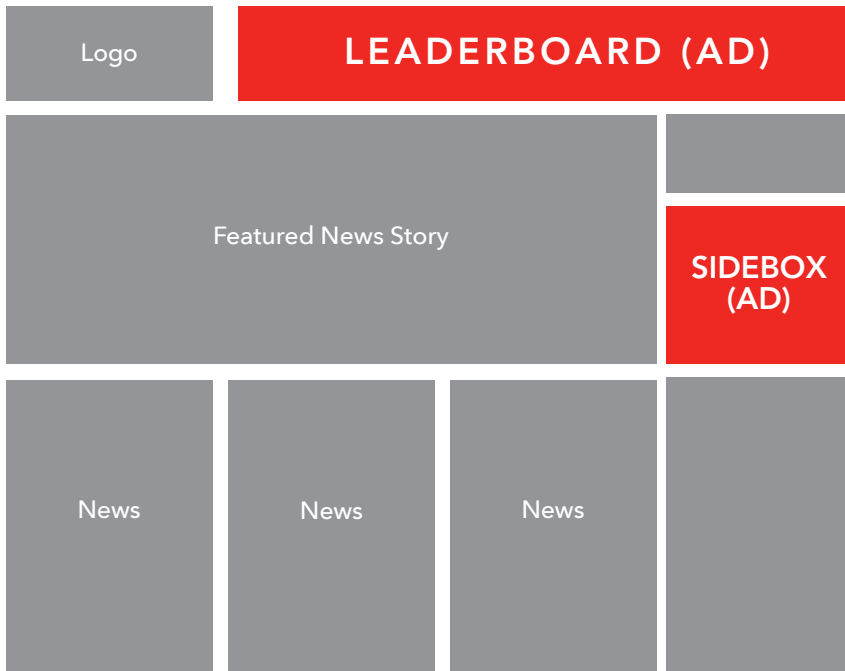
728 px by 90 px  
\$125/week

### 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](mailto: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 e-transfer.

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

In 2022, we hit  
on average

**11 900**



users per month, and

**17 300**



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 select local events and activities on our Twitter and Instagram. Special packages are available; please inquire for pricing.

