

# THE CAMPUS FreePress

A Joint Independent Student Newspaper

*“Dedicated to integrity  
through integration at  
Nipissing University and  
Canadore College”*



## >>> ADVERTISING OPPORTUNITIES

RATE GUIDE 2009-10 | MISSION STATEMENT | SUPPORTER BENEFITS

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## ABOUT 'THE CAMPUS FREE PRESS'

Established in October 2007, The Campus Free Press began its life as a small, independent newspaper dedicated to providing a forum for student voices at Nipissing University and Canadore College.

With a monthly circulation of 500 copies, the paper has quickly fostered important relationships on campus culture and in the greater community of North Bay. Our students' volunteer efforts have made it possible for the paper to continue to work as a non-profit venture and our ties to curriculum at both the university and college level have ensured our vision of providing real-life experience to our future graduates.

For all of us, the work we do has been about creating tangible connections to a culture of our own making. Our organization, which consists of managing editors, content editors, layout and design personnel and a sales team, grants us the opportunity to engage with a host of divergent personalities and ideas internally, while our association with the Canadian University Press allows us to showcase our print work with the nation's independent student newspapers.

As we enter our third term of publication, we hope to expand not only our circulation and community connections, but our reach in facilitating personal growth for students.

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## TECHNICAL SPECIFICATIONS

The Campus Free Press is produced in print form six (6) times yearly, hitting stands in September, October and November 2009 and January, February and March 2010. All copies are printed in black & white ink, save for special occasion or, if warranted, by advertiser request. Such decisions are made on a case-by-case basis. Each issue runs minimally 28 pages, and contains no less than 60% original content—whether in the form of the printed word or reproduced artwork.

Two (2) times per year, online editions are published and hosted at our website ([www.campusfreepress.com](http://www.campusfreepress.com)) which run full-colour, minimally 20 pages and may feature embedded links or other active content in line with our other virtual media (blogs, podcasts or e-mail blasts).

In its print form, The Campus Free Press is printed on an 11 x 17 sheet, stapled, folded and pressed; issues are then delivered on campus to news racks, subscriber offices, campus lounges and areas of high student traffic. Additionally, the newspaper is sent by inter-office mail to our Bracebridge, Parry Sound and other affiliate campuses. Externally the paper is available at a few select locations regularly attended by students.

In its online form, The Campus Free Press is issued in Portable Document Format) and uploaded to the web; subscribers are alerted by email when the newspaper is available to read.

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## PUBLICATION SCHEDULE & RATE GUIDE

*Publication dates are as follows.* Please note that issues arriving on stands in December 2009 and April 2010 are online only (PDF format).

SEPT. 22, 2009 Copy: Sept 8th	OCT. 20, 2009 Copy: Oct 8th	NOV. 24, 2009 Copy: Nov 8th	DEC. 20, 2009 Copy: Dec 8th
JAN. 22, 2010 Copy: Jan 8th	FEB. 22, 2010 Copy: Feb 8th	MAR. 22, 2010 Copy: Mar 8th	APR. 20, 2010 Copy: Apr 8th

### **Deadlines:**

Space booking, original creative ad development and copy are due by the **eighth** day of every month; The Campus Free Press aims to have issues on stands on or near the twentieth of each month, but reserves the right to modify publication dates in order to ensure quality, accuracy and circulation needs.

### **Ad Design:**

An additional charge of \$20 will apply for minor modifications of ads. An agreed-to fee will be charged for the development of original ads.

### **Advertising Copy Formats:**

In order to accommodate our publication software and the means of our staff, please ensure that finalized advertising copy is directed to us in high quality JPEG, GIF, TIFF or PNG formats; this will allow us to translate the look and feel of prepared copy as it was intended. Wherever possible, all images should be provided at 300 dpi (dots per inch) to ensure that a high resolution graphic will be printed.

*Proof copies may be provided upon request.*

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## ADVERTISEMENT SIZES & PAYMENT SCHEDULE

Dimensions	Casual
<b>2x Spread</b> 38cm x 48cm	\$290
<b>Back Page</b> 19cm x 24cm	\$220*
<b>Full Page</b> 19cm x 24cm 1 = Standalone 2 = Inside cover	\$160 <sup>1</sup> \$190 <sup>2</sup>
<b>Full Page Insert On Coloured Paper (One Sided)</b> 21.6cm x 27.9cm	\$100
<b>Full Page Inside Two-sided Insert</b>	\$150
<b>Half Page</b> 19cm x 12cm	\$80
<b>Quarter (Banner)</b> 19cm x 6cm	\$45
<b>Bus. Card</b> 10.2cm x 5.1cm	\$30

Front, back and inside full pages carry a premium price due to the high quality nature of our cover paper stock.

*Rates may vary upon agreement of a half- or full-year contract.*

### Credit:

All new accounts are required to pay in advance. Accounts overdue will be charged 2% per month. Reduced contract rates are revoked upon failure to pay after 45 days and revert to highest ad rate.

### Payment:

*Please make cheques payable to:*

Brad Aubin, Editor-in-Chief  
c/o The Campus Free Press  
Rm: C 110  
100 College Drive  
North Bay, Ontario P1B 8K9

### Ad Check:

The buyer agrees that, if an error occurs, the liability will not exceed the original price of the advertisement.

### How to Reach Us:

Marketing and Advertisements Officer  
E:-mail: [ads@campusfreepress.com](mailto:ads@campusfreepress.com)



## ***Why Should You Advertise With Us?***

When you support *The Campus Free Press*, you're not just placing an ad *anywhere*—you're building an important **relationship** with the students, faculty, administration and community members of North Bay's educational heritage partners.

You're building an alliance with Nipissing University & Canadore College, institutions whose years of excellence have provided expert knowledge and job training for over 40 years. The men and women who work and study here in North Bay and across campuses province-wide—more than 5, 000 students yearly —take enormous pride in the family and community they've helped to create, and so do we.

When you support *The Campus Free Press*, you're helping to build life skills, on-the-job training and important roots to North Bay for those who work with us, and those who read our publication. It has always been our mission to support North Bay's local businesses so that future generations can heed the advice of thinking **globally** while acting **locally**. You help us do that with every advertisement.

Monies from advertising sales go toward our sustainability as a paper; they help build our resource library, send writers and editors to important skill building conferences and establishing *The Campus Free Press* as a venue for free and independent thought for many years to come.

In short, when you support us, you support many students in **earning their wings** as they prepare to enter the working world.



## ***Contact Us!***

*We want to hear from you!  
Please drop us a line with your thoughts and comments.*

By Snail Mail:

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On the Web:

[www.campusfreepress.com](http://www.campusfreepress.com)



***Proud members since 2008***

Online: [www.cup.ca](http://www.cup.ca)

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***Earn your wings.***