

Advertise with



THE VARSITY



ABOUT US

Founded in 1880, The Varsity is the University of Toronto's paper of record, and one of the oldest student newspapers in Canada. We provide award winning news and content to the Downtown, Mississauga and Scarborough campuses of U of T.

We publish to a diverse academic community. To learn more about U of T's demographics, visit <https://www.utoronto.ca/about-u-of-t/quick-facts>



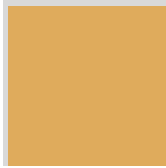


NEWSPAPER ADS



Black and white ad
Full colour ad

6 x 6



\$225
\$300

10 x 7



\$450
\$550

10 x 4



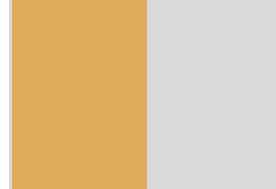
\$350
\$425

5 x 7



\$225
\$300

5 x 14



\$450
\$550

10 x 14



\$900
\$1,200

Preferred placement

Pinpointed the spot you want your ad to appear?

For just an additional 25% of the gross price you can specify your ad's location.

Classified ads

Don't care for a display ad? Consider a pay-by-line classified. Contact us for rates.

If designing your own ad, please note our tech specs:

Colour space: CMYK
Resolution: 300 ppi
Custom ad design: \$25

Note that ad requests are due one week before the preferred publication date

- 14,000 copies printed every Monday, distributed across the downtown Toronto, Scarborough and Mississauga U of T campuses.
- 90%+ pick-up rate.
- Competitive pricing.
- Unique QR codes designed to redirect clients to your website.
- Digital copy available on <https://issuu.com/thevarsity>.





V FALL MAGAZINE

Why advertise in the fall magazine?

- Highly advertised digital magazine, expected to attract over 80,000 unique viewers
- Unique and creative format that stands out from classic issues and appeals to the reader
- The magazine will have a theme* that is revealed to the readers only after publication

*The themes

Interested in checking out some of our past themes to get an idea? Check out some of our past digital issues:

- [Spine Magazine](#)
- [Flux Magazine](#)

Thematic ads

If you are interested in placing a thematic ad that appears between sections and article headlines instead of the footer, contact us for more details about where this custom ad goes and what it will look like.

If designing your own ad, please note our tech specs:

Colour space: RGB

Resolution: 72 ppi

Custom ad design: \$25



	Cost	Size
Thematic ad	\$1500	To be confirmed
Footer [square]	\$1000	300px x 250px
Footer [bar]	\$1000	728px x 90px

Seam

SPRING MAGAZINE

Why advertise in the spring magazine?

- We will be publishing a special edition, full-colour magazine in the spring of 2022.
- 14,000 copies will be circulated to over 100,000 students and staff at the University of Toronto's St. George campus, mississauga campus and Scarborough campus on over 100 stands.
- Longer shelf life than newspapers
- Highly advertised to the U of T community
- Unique QR codes designed to redirect clients to your website.
- Digital copy available on <https://issuu.com/thevarsity>.



ANONYMITY

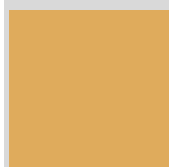
If designing your own ad, please note our tech specs:

Colour space: CMYK

Resolution: 300 ppi

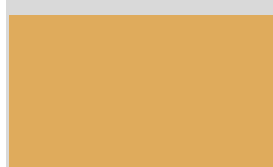
Custom ad design: \$25

4x4



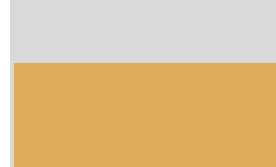
\$500

8x5.25



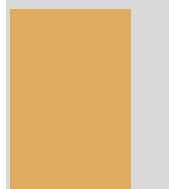
\$800

8 x 3



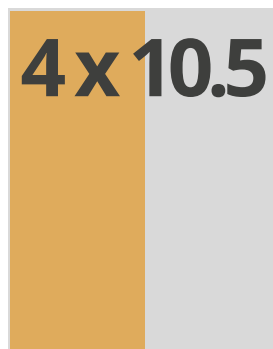
\$650

4x6



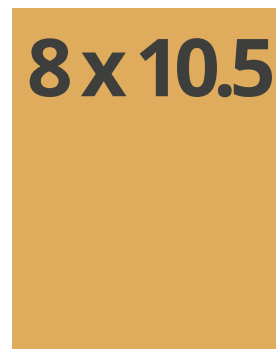
\$700

4x10.5



\$800

8x10.5



\$1,500

The Varsity's DECLASSIFIED Uoft SURVIVAL Guide

FRESHMAN'S HANDBOOK

Why advertise in the handbook?

- Highly advertised digital magazine, designed to target over 15,000 Freshman U of T students, over 25% of whom are international students who are new to the city and country
- Great opportunity for targeted ads to directly attract a very niche market

Thematic Magazine

The magazine will have a theme that is revealed to the readers only after publication. Interested in checking out our past themes to get an idea? Check out last year's digital issues:

- [The Varsity's Declassified U of T Survival Guide](#)

Thematic ads

If you are interested in placing a thematic ad that appears between sections and article headlines instead of the footer, contact us for more details about where this custom ad goes and what it will look like.



If designing your own ad, please note our tech specs:

Colour space: RGB

Resolution: 72 ppi

Custom ad design: \$25

	Cost	Size
Thematic ad	\$1500	To be confirmed
Footer [square]	\$1000	300px x 250px
Footer [bar]	\$1000	728px x 90px

Good morning,

It's **Monday, April 5**. This will be the last newsletter of the year, as Issue 24 will be our final one. It's been an honour to write this every week for the past year for all of you, and I hope that this newsletter has kept you informed and up to date on everything going on around campus.

As is tradition, be sure to check out our April fools issue, *The Farcity* in the back page of our print edition. Other than that, I hope everyone does well on their final assignments and exams, and has an amazing summer!

—Silas Le Blanc
Managing Online Editor



THIS WEEK'S NEWS

1. "A huge mistrust": UMLAP town halls receive concerns about mental health disclosures

On March 23 and 31, U of T hosted town halls for community members to [provide feedback on the university-mandated leave of absence policy \(UMLAP\)](#) as part of the policy's three-year review. Participants expressed concerns that the policy discourages students from seeking mental health support.

The town halls are part of a wider consultation process that was scheduled to end in May but was extended until the fall after [requests by several student unions](#). They were hosted by lead reviewer Professor Donald Ainslie and Assistant Dean of Student Success and Career Support Varsha Patel, who is a member of the review team.

Of the 85 individuals who took part in the town halls, a majority were students, but several faculty members and other staff were also present.

The UMLAP was approved by the Governing Council in June 2018. The [controversial policy](#) allows the university to place students on leave if they pose a potential threat to themselves or others, or if they are unable to fulfill essential tasks required to pursue an education due to mental health-related issues.

That's all for now. See you next year!



To view a sample newsletter, please reach out via email

Weekly rates:

Cost per ad **\$300**

If designing your own ad, please note our tech specs:

728px x 90px
Colour space: RGB
Resolution: 72 ppi
Custom ad design: \$25



DIGITAL NEWSLETTER



THE VARSITY

Good morning,

Managing Online Editor's messages



This week's news

Features and opinions

Section

Section

Section



Your ad

Why advertise in our weekly newsletter?

- Emailed out every Monday to around 2,000 readers who have actively subscribed (These are our most active readers!)
- Your ad will remain accessible to the readers
- Ad bar at the bottom of the newsletter with a click-through link to your webpage



PUBLICATION SCHEDULE

SEPTEMBER 2021

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 2021

Sun	Mon	Tue	Wed	Thu	Fri	Sat
31					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

NOVEMBER 2021

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 2021

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 2022

Sun	Mon	Tue	Wed	Thu	Fri	Sat
30	31					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

FEBRUARY 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					

March 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		

April 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

Legend

Weekly print issue

Weekly digital newsletter

Fall magazine (online)

Spring magazine (print)

Handbook (online)

When is the latest I can place an order?

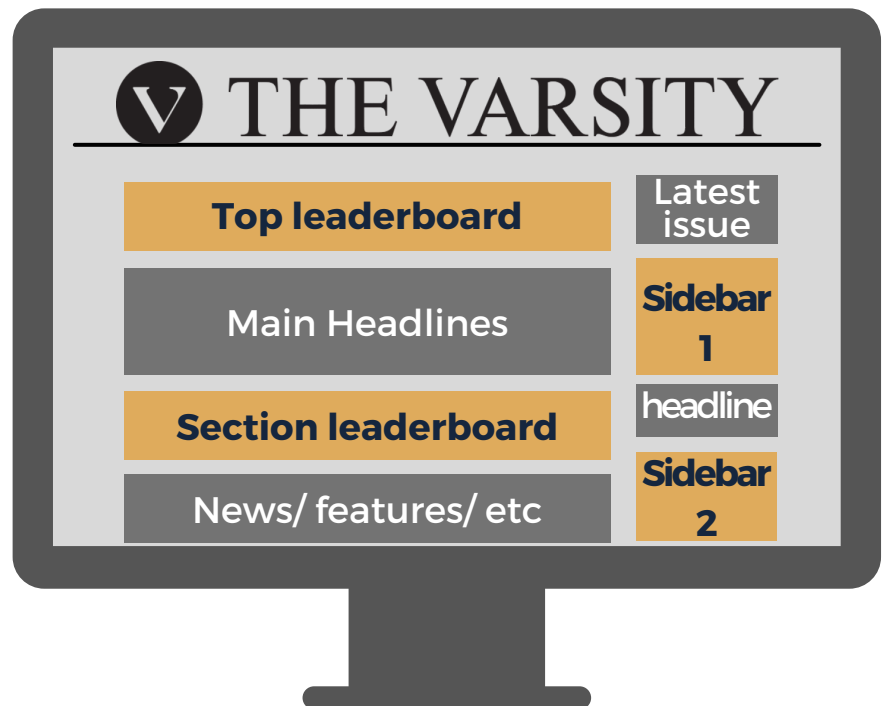
Newspaper ad	Newsletter ad	Handbook/Magazine	Online ad	Partnered article	Custom article	Custom ad design
At least 7 days before publication date	At least 7 days before publication date	At least 3 weeks before publication date	At least 4 working days before run date	At least 2 weeks before publication date	At least 2 <u>more</u> weeks before run date	At least 2 <u>more</u> weeks before publication date

Kindly note that we have limited capacity for advertising, so we strongly recommend that you book your ads with us as soon as you have decided to advertise. The guide above does not guarantee you an advertising spot.

ONLINE ADS (WEBSITE)

Why our website?

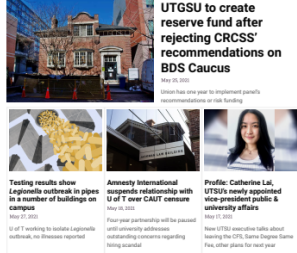
We publish daily content to the U of T community and beyond. At thevarsity.ca, readers can access all of our print news, plus online exclusive content. Advertising on thevarsity.ca means reaching our readers and making an impression on thousands per day.



	Per day* Except Mondays	Per week	Size
Top leaderboard	\$250	\$1500	728px x 90px
Section leaderboard	\$200	\$1200	728px x 90px
Sidebar rectangle	\$150	\$1000	300px x 250px

- Over 100,000 page views per month and 3,400 page views per day on average
- Over 60,000 unique visitors per month
- More than 5% click-through rate on average (Google ads tend to average 1.9%)

News



Features

Monday ads*

Our weekly issue, as well as most new content are published on Mondays. With an average of **4,500 unique viewers** and **7,000 total viewers per day**, Mondays attract the highest traffic. Secure your Monday ad for just another **25%** of the gross price now!

For custom half-day, monthly, or yearly rates, please reach out via email.

If designing your own ad, please note our tech specs:

Colour space: RGB

Resolution: 72 ppi

Custom ad design: \$25

Ad: The value of a good home

Boutique rental living at The Waverley

By Varsity Content Lab



With classes online, students can only dream of what it will be like to return to campus for their studies. For many students, especially those beginning their University careers, it will be their first time going to campus and enjoying the culture and vibrancy of downtown Toronto.

One key question that students ask themselves when gearing up for the school year is, "where can I live that has everything I need yet is close to campus?" It can often be difficult for students to find a space that meets all their criteria. Luckily, there is The Waverley, a boutique hotel quality rental community right on the corner of College and Spadina, which is perfect for students looking for a place to call home.

Apart from the great location, The Waverley is a gorgeous 17-story architectural masterpiece built on the site of the old Waverley Hotel and Silver Dollar Room, a registered heritage landmark. The former historic Silver Dollar will be carefully restored and many of the site's original elements will be incorporated, including the terrazzo floors, painted murals, bar, and of course, the iconic Silver Dollar sign.

The Silver Dollar Room was a vibrant music venue that operated from 1968 to 2017 and played host to some amazing musical talent, including Bobby Bland, Curley Howard, Death From Above 1979, Bob Dylan, Lenny Kravitz, The Roots, and many more.

After their closure, many musicians found themselves playing the night club at The Waverley Hotel, a family-run hotel opened by John J. Powell in the 1960s. The emerging jazz and blues scene attracted many artists and writers throughout the 1960s and 70s. The newly constructed former Silver Dollar Room is a re-creation of this special piece of Toronto history. It has been thoughtfully designed to bring back the vibrant nature of the old venue. The Waverley looks forward to welcoming back classic tunes, dancing, cocktails, and food keeping the spirit alive in the former Silver Dollar Room space.

The Waverley rental tower has been meticulously designed and will include a collection of 5-star amenities, from a fully equipped penthouse gym (a major upgrade from at-home workouts on your yoga mat) featuring Greenhouse Juice Co. drinks, a yoga and spin studio, a rooftop infinity pool, Baccarat Social Lobby Café, co-working spaces, screening room, and rooftop terrace with BBQ. And for those of you bringing along your furry companion for the school year, there's also a pet spa for all of your pet grooming needs! Living at The Waverley makes student life effortless and enjoyable.

But if you're more of a "homebody," we totally get that too, and at The Waverley, you'll be more than happy spending time at home. Suites will feature quality designer finishes and include 9' foot ceilings, Wi-Fi enabled NEST thermostats, a full-sized stacked washer/dryer, quartz countertops and solid backsplash, stainless steel kitchenware appliances, wine frigids, keypad smart lock entry doors, a custom rolled mattress, bench, and more. In addition, Rogers Ignite™ Gigabit Internet is included at no extra cost. There's a range of studio, one bedroom, two bedrooms, and three bedroom suites to choose from.

Besides comfort and quality life at The Waverley also has your health covered. Residents have complimentary access to virtual care from Cleveland Clinic Canada, a global healthcare leader. No need to wait for hours at a

But if you're more of a "homebody," we totally get that too, and at The Waverley, you'll be more than happy spending time at home. Suites will feature quality designer finishes and include 9' foot ceilings, Wi-Fi enabled NEST thermostats, a full-sized stacked washer/dryer, quartz countertops and solid backsplash, stainless steel kitchenware appliances, wine frigids, keypad smart lock entry doors, a custom rolled mattress, bench, and more. In addition, Rogers Ignite™ Gigabit Internet is included at no extra cost. There's a range of studio, one bedroom, two bedrooms, and three bedroom suites to choose from.

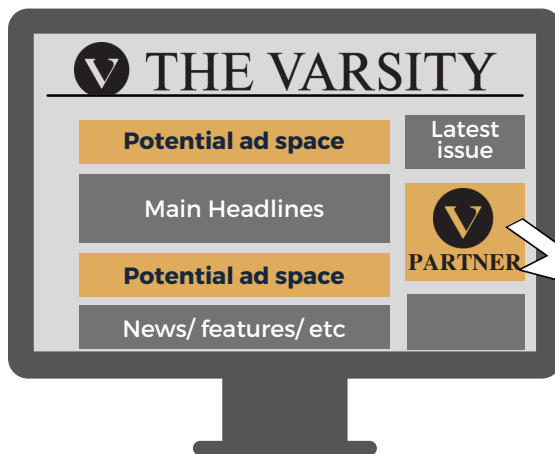
Besides comfort and quality life at The Waverley also has your health covered. Residents have complimentary access to virtual care from Cleveland Clinic Canada, a global healthcare leader. No need to wait for hours at a



PARTNERED CONTENT

About our partnered posts:

- Organic and authentic form of advertising that is popular for commercial and social purposes
- The Varsity's partnered posts are designed to stand out from advertising clutter, and attract the audience's trust and engagement
- Distinguished from display ads by our Vpartner logo



Some analytics:

- Over 100,000 page views per month and 3,400 page views per day on average
- Over 60,000 unique visitors per month
- The articles receive an average of 380 viewers a day when promoted on the home page, and 30 viewers on average when not promoted.
- More than 5% click-through rate on average (Google ads tend to average 1.9%)

Disclaimer: click-through rates depend solely on the attractiveness of your ad

Partners are welcome to provide their own visual or commission our house designers.

If designing your own artwork, please note our tech specs:

**Colour space: RGB
Resolution: 72 ppi**

**Visual rates:
(non-mandatory)**

Photo \$50

Illustration \$100

PARTNERED CONTENT - SERVICES AND RATES

1. Write your article:

- An engaging article of around 500 words featuring your cause.
- May include links and hyperlinks.
- We encourage you to write your own articles. You know your product best!

Writing fee: (non-mandatory)

500 words or less:	<u>\$100</u>
--------------------	---------------------

Each additional 500 words	<u>\$50</u>
---------------------------	--------------------

2. Get it edited:

- We will ensure that your article matches our audience expectations and reading preferences
- Edited against copy editing standards of The Varsity to obtain Vpartners logo

Editing fee: (mandatory)

500 words or less:	<u>\$200</u>
--------------------	---------------------

Each additional 500 words	<u>\$50</u>
---------------------------	--------------------

3. Feature it:

- Feature your article on our main page for more exposure
- Minimum of 3 days with your choice of placing (see below)
- Your artwork, stamped with Vpartner logo, will be featured with a click-through link to your article in Varsity Content Lab
- Articles remain in Varsity Content Lab indefinitely, accessible via the bottom navigation bar

	Per day*	Per week	Size
	25% more for Mondays		

Top leaderboard	\$250	\$1500	728px x 90px
-----------------	-------	--------	--------------

Section leaderboard	\$200	\$1200	728px x 90px
---------------------	-------	--------	--------------

Sidebar rectangle	\$150	\$1000	300px x 250px
-------------------	-------	--------	---------------



THE VARSITY

CONTACT US

For a custom quote, placing an order or any general questions contact the Business Office:

Email:

business@thevarsity.ca

Website:

<https://thevarsity.ca/advertise/>

Office:

306-21 Sussex Avenue | Toronto, ON | M5S 1J6

Telephone:

(416) 946-7604

