

ON THE Danforth

Media Kit 2017-18

On the Danforth is a bi-annual magazine produced by the students of Centennial College's Book & Magazine Publishing program. On the Danforth aims to uncover, share and celebrate the individuality and vibrancy of the Danforth community. Consequently, the Danforth will be reflected in a creative and honest manner through the extensive vision, creativity, dedication and hard work of the Book & Magazine Publishing program of 2017/18.

Circulation

On the Danforth is published twice yearly in spring and summer and active on the web all year round. In 2018, our team will distribute 3,000 free copies of each issue to residents of the neighbourhoods surrounding the Danforth and to local businesses including cafes, medical offices and salons, as well as to visitors from outside the area at the ever popular Taste of the Danforth festival. Now entering its 14th year in print, On the Danforth is a familiar voice to members of the East End community, and one of the most cost-effective channels for local businesses seeking to connect with them: your ad will be seen by an estimated returning readership of 12,000!

Ad Specifications and Submission

Please submit your ad to us via DVD, CD, FTP or email (otdsalesteam@gmail.com) by February 7, 2018. We will accept digital files only; PDP and PDF files are preferred. We can also accept Mac-based files such as InDesign, Illustrator and Photoshop. Ads created on Microsoft Word, Microsoft Publisher, Microsoft Powerpoint or any PC-exclusive program will not be accepted. The files must be high resolution (300 PPI) and CMYK colour mode, in TIFF, JPEG or EPS format. Advertisements must be submitted with a 1/8" bleed added to the dimensions on the chart provided.

Ad Design

Our creative team is prepared to help you design a perfect ad for your company. Please contact our Marketing Manager, Sydney Roberts, at otdsalesteam@gmail.com with any inquiries and she will be happy to provide you with further information. We will be accepting ad design requests until February 7, 2018.

Web Promotions

This year, *On the Danforth* is giving local businesses the chance to reach a larger audience through the online version of our magazine as well as our social media channels! If you're interested in promoting your business online with us, please contact our Social Media Coordinator at gunning@my.centennialcollege.ca.

Ad Prices

To reflect the diversity of our clients, we are proud to offer ads in a variety of sizes and styles to accommodate your budget and support your marketing goals.

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Ad Type	Trim Dimensions (W x H)	One Issue	Both Issues
Inside Front Cover	8.375" x 10.875"	\$600	\$1,000
Inside Back Cover	8.375" x 10.875"	\$533	\$888
Outside Back Cover	8.375" x 10.875"	\$639	\$1,065
Full Page	8.375" x 10.875"	\$482	\$803
Half Page	8.375" x 5.4375" or 4.1875" x 10.875"	\$280	\$466
Third Page	2.792" x 10.875" or 8.375" x 3.625"	\$213	\$355
Quarter Page	4.1875" x 5.4375"	\$188	\$313
Online	N/A	N/A	\$50

* Prices do not include HST

Full Page



8.375" x 10.875"

Half Page



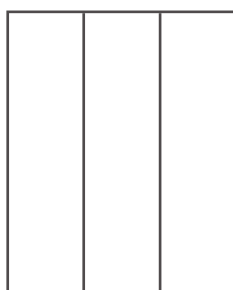
8.375" x 5.4375"

Half Page



4.1875" x 10.875"

Third Page



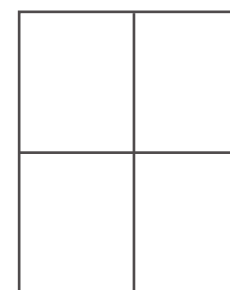
2.792" x 10.865"

Third Page



8.375" x 3.625"

Quarter Page



4.1875" x 5.4375"