

# Toronto Met University magazine

FOR ALUMNI AND FRIENDS

2024 insertion order

## Advertising Insertion Confirmation

Please confirm the information below and return this form to Toronto Met University Magazine, Central Communications email: [cmellor@torontomu.ca](mailto:cmellor@torontomu.ca). Thank you.

Organization

Contact name and title

Telephone number

Fax number

Email address

## Billing Information

(Invoices are mailed at the time of publication and are due upon receipt. Accounts that remain unpaid after 30 days are subject to a 1.5 per cent service charge per month.)

## Insertion Information

**Winter 2024**  
Material deadline:  
mid-October

Ad size and placement

\$

Cost

\$

Total

Name

Date

**Please forward all ad material to the attention of:**

**Colleen Mellor**  
Editor, Toronto Met University Magazine  
[cmellor@torontomu.ca](mailto:cmellor@torontomu.ca)  
416-979-5000, ext. 557000

Toronto  
Metropolitan  
University

# Toronto Met University magazine

FOR ALUMNI AND FRIENDS

2024 rate card

## Advertising rate structure\*

### Covers (4-colour)

Outside back cover	\$3,478
Inside front cover	\$3,175
Inside back cover	\$3,175

### Inside pages

Full page	\$2,643
2/3 page	\$1,968
1/2 page	\$1,744
1/3 page	\$1,274
1/4 page	\$1,234

\*Rates are in Canadian dollars

## Mechanical specifications

**Live Area:** 7.25" x 9.5"

**Trim Size:** 8.5" x 10.875"

**Bleed:** 0.125" all around (on full-page ads only)

**Single Column Width:** 2.25" (.25" gutter)

**Number of Columns:** 3 (6 DPS)

**Printing Process:** Cold web offset

**Binding Method:** Saddle-stitched

**Material Submissions:** Prefer an electronic file

**Platforms Supported:** MAC OS v9.04 or OS v10.3

**Electronic File Formats Accepted:** Acrobat Pressready file (.pdf),

Adobe InDesign CS (.indd), Adobe Illustrator CS (.ai or .eps),

Adobe Photoshop CS (.psd), QuarkXpress v4.1 or v5.0 only.

**Transfer Media:** CD-ROM, DVD-Rs

**Communications Protocols:** FTP downloads or stuffed emails (3 MB or lower).

Please contact magazine staff for art submissions.

**Special Instructions:** For Adobe InDesign or Quark Xpress files, please send all related linked files (i.e., collect for output). Convert all live text in Illustrator artwork to outlines.

All accompanying or embedded images should be CMYK or greyscale, as appropriate, and 300 dpi resolution. To ensure accurate reproduction, please send a proof of final artwork (i.e., laser or Fuji) with electronic files.

## Reservation and closing dates

The Toronto Met University Magazine print edition is published in January.

### Circulation

140,000

### Winter issue

Advertising reservations: Last week in August

Closing for material: By mid-October

### Terms

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## Advertising sizes summary

	Width	Height
A) Full page (bleed)	8.5" x	10.875"
B) Full page (inset)	7.25" x	9.5"
C) 2/3 page landscape	7.25" x	6.75"
D) 2/3 page portrait	4.75" x	9.5"
E) 1/2 page landscape	7.25" x	4.875"
F) 1/3 page landscape	7.25" x	3.25"
G) 1/3 page portrait	2.25" x	9.5"
H) 1/4 page landscape	7.25" x	2.375"

## Advertising contact

### Colleen Mellor

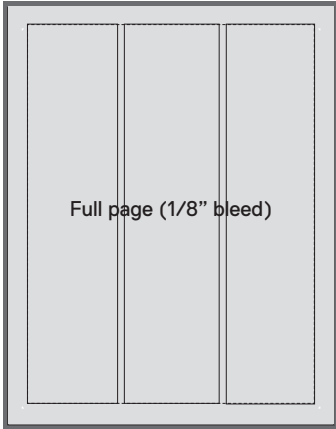
Editor, Toronto Met University Magazine  
cmellor@torontomu.ca  
416-979-5000, ext. 557000

Toronto  
Metropolitan  
University

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## Specifications

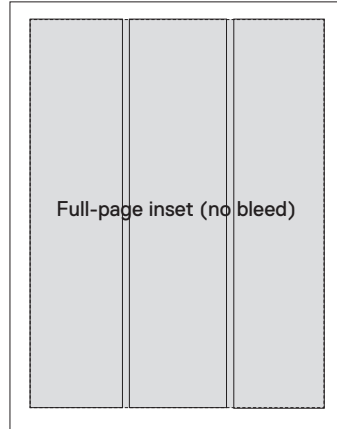


Full page (1/8" bleed)

### A) Full page bleed

Trim Area: 8.5"w x 10.875"h  
Bleed Area: 8.75" w x 11.125"h

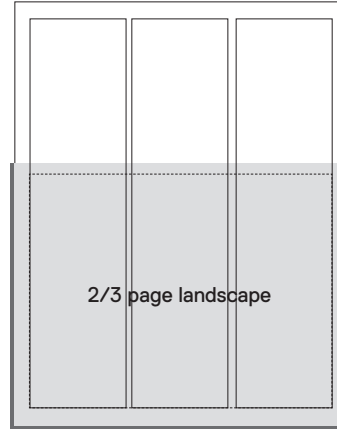
(includes 1/8" bleed on outside trim edges)



Full-page inset (no bleed)

### B) Full page inset

Trim Area: 7.25"w x 9.5"h  
Bleed Area: 8.5" w x 10.875"h

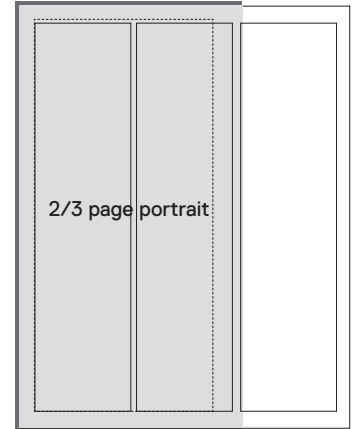


2/3 page landscape

### C) 2/3 page Bleed

Trim Area: 7.25"w x 6.75"h  
Bleed Area: 8.75" w x 7.625"h

(includes 1/8" bleed on outside trim edges)

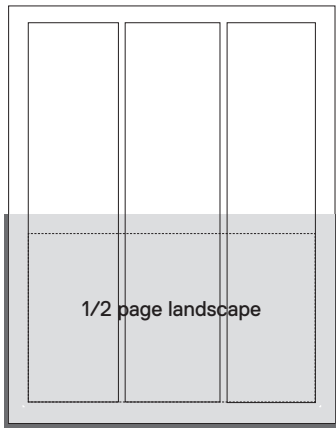


2/3 page portrait

### D) Full page Bleed

Trim Area: 4.75"w x 9.5"h  
Bleed Area: 5.5" w x 11.125"h

(includes 1/8" bleed on outside trim edges)

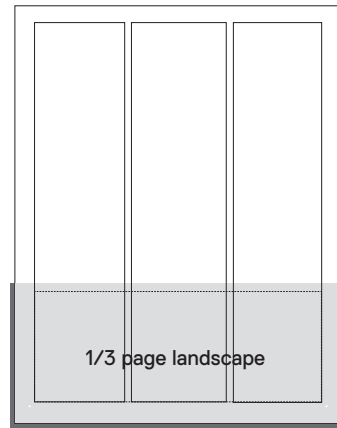


1/2 page landscape

### E) 1/2 page landscape

Trim Area: 7.25" w x 4.875" h  
Bleed Area: 8.75" w x 5.75" h

(includes 1/8" bleed on outside trim edges)

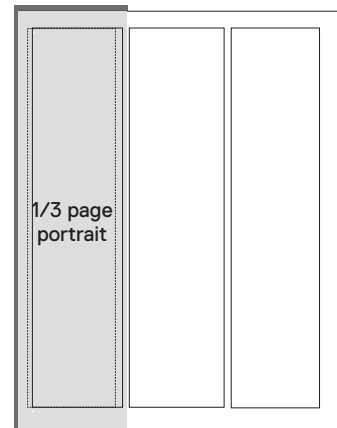


1/3 page landscape

### F) 1/3 page landscape

Trim Area: 7.25" w x 3.25" h  
Bleed Area: 8.75" w x 4.125" h

(includes 1/8" bleed on outside trim edges)

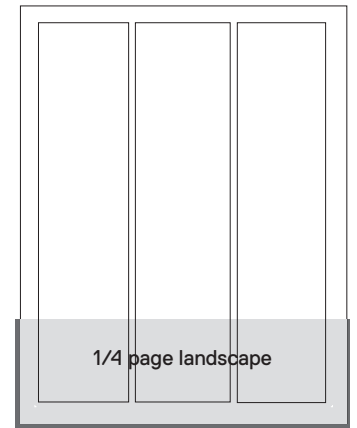


1/3 page portrait

### G) 1/3 page portrait

Trim Area: 2.25" w x 9.5" h  
Bleed Area: 3" w x 11.125" h

(includes 1/8" bleed on outside trim edges)



1/4 page landscape

### H) 1/4 page landscape

Trim Area: 7.25" w x 2.375" h  
Bleed Area: 8.75" w x 3.25" h

(includes 1/8" bleed on outside trim edges)

Toronto  
Metropolitan  
University

■ Ad area    □ Live Area    ■ Bleed

**Important:** All text should remain well within the designated Live Areas shown.