

Terms and Conditions

- Advertising is accepted subject to the discretion of the Publisher of the Journal.
- The advertiser assumes all responsibility for the unauthorized use of names, photographs, devices, or words protected by copyright or registered trademark.
- Charges for advertising will be levied according to the rate sheet. Please see rate card for discounted multiple bookings.
- Advertisers outside of Canada will be invoiced for payment in US funds.
- Charges are subject to change without notice. Advertisers with valid contracts will be notified of changes in advance.
- Advertisers are requested to submit print-ready PDF, eps, tiff or jpeg files.
- Additional charges will be levied for print ads requiring typesetting and design. Advertisers requesting typesetting for their ad must notify the Press at the time of booking. Ad preparation costs will be billed at a minimum of \$50 per change. This includes typesetting and any alterations, excluding overall reductions or enlargements of submitted copy size.
- Upon application, advertisers will be informed of deadlines for artwork/electronic files. If electronic files are not provided by the indicated deadlines, material on hand will be used.
- The Journal will not be responsible for damages arising from errors in advertisements beyond the amount paid for the space occupied by that advertisement.
- The Journal accepts no liability for late publication or for non-insertions of any advertisement beyond the amount paid for such advertisement.
- The Press shall have the right to hold the advertiser and/or its agency liable for such costs as are due by this contract. Cancellations must be submitted in writing and received prior to the reservation deadline. Cancellations following the reservation deadline will result in a full billing of the reserved space. Advertisers failing to complete a multiple insertion schedule will be charged a short-rate billing of all unearned discounts.

Katie Gray
Sales and Advertising
5201 Dufferin St
Toronto, Ontario, M3H 5T8
416-667-7777 ex. 7997
kgray@utpress.utoronto.ca

PRINT ADVERTISING INSERTION ORDER FORM

Advertiser/Company Name _____

Name of Contact _____

Address _____

City, Province _____ Postal Code _____

Phone _____ Fax _____

I accept the terms and conditions as stated on the left side of this agreement.

Signature _____ Date _____

This agreement is confined to the issues/time frame listed below and must be re-negotiated at the close of the term. Canadian reservations subject to 13% HST; rates payable in US funds outside Canada. (Please check off the issue you wish to advertise in and the corresponding ad size below.)

2022 PRINT RATES, SIZES, and SPECS

	WIDTH	HEIGHT	1x	2x	3x	4x
Inside front cover	8.5"	11"	\$1475	\$1350	\$1155	\$1050
Outside back cover	8.5"	11"	\$1575	\$1475	\$1375	\$1275
Inside back cover	8.5"	11"	\$1375	\$1275	\$1175	\$1075
Full page interior	8.5"	11"	\$950	\$850	\$800	\$700
Half page horizontal	7.25"	4.625"	\$750	\$700	\$650	\$550
Half page vertical	4"	10.5"	\$750	\$700	\$650	\$550

AD SIZE

Spring (Art: Feb 15) IFC OBC IBC full page 1/2page H 1/2page V

Summer (Art: May 13) IFC OBC IBC full page 1/2page H 1/2page V

Fall (Art: Aug 18) IFC OBC IBC full page 1/2page H 1/2page V

Winter (Art: Nov 10) IFC OBC IBC full page 1/2page H 1/2page V

File conversion fee \$ _____

Total invoice \$ _____

Technical requirements

Digital files to be supplied by advertiser. Be sure to name your ad file with the name of your company. Files must be emailed to kgray@utpress.utoronto.ca.

Formats:

Ads are available in colour only. High-resolution printer- or press-ready PDF; all PDFs should meet the PDF/X-1A standards with all images in at least 300 dpi. PDF files must have embedded fonts. All text or non-background objects must be placed within 0.1875" or 3/16" of the margin. All ads need to include an additional .125" of bleed on all sides.



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ONLINE ADVERTISING INSERTION ORDER FORM

Advertiser/Company Name _____

Name of Contact _____

Address _____

City, Province _____ Postal Code _____

Phone _____ Fax _____

I accept the terms and conditions as stated on the left side of this agreement.

Signature _____ Date _____

This agreement is confined to the issues/time frame listed below and must be re-negotiated at the close of the term. (Please check off the issue you wish to advertise in and the corresponding ad size below.)

2022 ONLINE RATES (per month), SIZES, and SPECS

	WIDTH	HEIGHT	1x	2-4x	5-9x	FULL YEAR (12x)
Homepage slider	940px	110px	\$525	\$475	\$425	\$375
TOC banner	603px	120px	\$425	\$375	\$325	\$275
TOC sidebar rectangle banner	295px	295px	\$375	\$325	\$275	\$225
TOC sidebar square banner	295px	100px	\$275	\$225	\$200	\$175

AD DURATION

Homepage slider	<input type="checkbox"/> 1x	<input type="checkbox"/> 2-4x	<input type="checkbox"/> 5-9x	<input type="checkbox"/> FULL YEAR(12x)
TOC banner	<input type="checkbox"/> 1x	<input type="checkbox"/> 2-4x	<input type="checkbox"/> 5-9x	<input type="checkbox"/> FULL YEAR(12x)
TOC sidebar rectangle banner	<input type="checkbox"/> 1x	<input type="checkbox"/> 2-4x	<input type="checkbox"/> 5-9x	<input type="checkbox"/> FULL YEAR(12x)
TOC sidebar square banner	<input type="checkbox"/> 1x	<input type="checkbox"/> 2-4x	<input type="checkbox"/> 5-9x	<input type="checkbox"/> FULL YEAR(12x)

Online ad start month _____ End month _____

URL online ad to link to _____

File Conversion Fee \$ _____

Total Invoice \$ _____

Technical requirements

Digital files to be supplied by advertiser. Be sure to name your ad file with the name of your company. Files must be emailed to kgray@utpress.utoronto.ca.

Formats

Advertisements must be supplied as a JPG, PNG, or GIF at 72 dpi with a maximum file size of 150KB. Advertisement can have no more than 3 rotations/image movements. Files must be in RGB colourspace. Please include a text alternative for site accessibility. The URL must be supplied by the advertiser if linking to a website is requested.

Once booking has been received and approved, advertisements will be posted to the web within two business days.