

# 2022 Media Kit

University  
Affairs  
Affaires  
universitaires

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# UA

# About UA

The publication of choice for faculty, administrators, researchers and sr. leaders of Canada's universities

*University Affairs* is the bilingual magazine and website of choice for those working in Canadian higher education. Our readers – academics, graduate students and their university colleagues – are among the country's best educated, demanding editorial excellence with everything we publish. Our contributors include award-winning and emerging Canadian journalists as well as faculty members, university administrators and graduate students.

Our feature articles and news stories enlighten and entertain, our columns and opinion pieces spark debate, and our career advice section inspires and engages a community that represents Canada's intellectual heart. With stories on contentious and timely topics like fair access to higher education and the student mental health crisis, plus the most extensive academic job listings in the country, *University Affairs* reaches a vibrant academic community both within Canada and internationally.



## Quick Facts

Published continuously  
since 1959

100,000+ unique web  
visits per month

13,500+ copies of  
qualified circulation  
(print and digital\*)

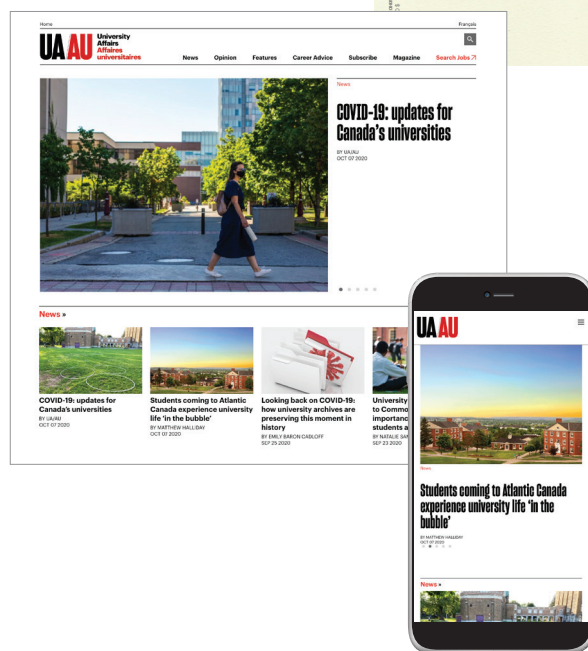
\* Audited by CCAB

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# Our brand

The most trusted source for university news and careers in Canada





## Why advertise?

- Winner of over 30 magazine industry and web publishing awards since 2009
- Canada's go-to source for university job listings in French and English
- Over 60 years of publishing with **Universities Canada**, the national organization representing 96 public and private not-for-profit universities

## Frequency

- Published 6 times a year (print and digital edition)
- Weekly newsletters in French and English, and daily job alerts to over 20,000 subscribers
- New web content published every week day

## Social Media

-  18,000+ Twitter followers
-  4000+ Facebook likes

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# Our audience

A loyal readership from campuses  
across Canada and abroad

## Our reach

Our readership spans every segment of the university:

- Executive leadership and researchers
- Faculty
- Administrators
- Board members
- Librarians
- Researchers
- Graduate students
- Professional staff (student affairs, registrars, etc.)

University Affairs readers have a high level of involvement in university purchasing decisions for:\*

- Information technology
- Research equipment
- Computer hardware
- Textbooks/courseware
- Periodicals/journals

University Affairs readers are involved in institutional planning for:



Digital records management

28%



Classroom teaching aids

69%



Food services

12%



Student IT support

35%

\* Readership survey data

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# Career advertising

Canada's university recruitment  
advertising solution

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## Web

Get immediate exposure on the most comprehensive database of higher education job board in Canada.

- \$475 flat rate for up to 60 day job posting on [universityaffairs.ca](http://universityaffairs.ca)
- \$100 for each additional 30 day period
- Three free discipline categories\* are included online. Each additional category is \$25
- **Featured job ads** appear as a text listing on every page of the UA site (ads are in rotation for 30 days). Additional cost: \$50 per 30 day posting
- **Spotlight ads** are created as 300x250 big box ad and appears for one week in the UA Job Alert e-mail that goes out daily to over 10,000 subscribers. Clients to supply logo and image. Additional cost: \$175 per week

## Web and Print/Digital

Get additional exposure online *and* in print

- \$475 per job posting plus 30¢ per word (typesetting is included).
- One-time publication in *University Affairs* magazine (print and digital)
- BONUS 60-day listing on [universityaffairs.ca/careers](http://universityaffairs.ca/careers)

\* To facilitate online searches, we categorize ads in our jobs database through discipline tags (see pg 8). Three tags are included at no charge with each text ad booking. Additional discipline tags are \$25 each.













## Web and Print/Digital (Premium)

Career boxed ads increase visibility of your message by offering more space and flexibility for incorporating branding, logos and graphics.

- For ad sizes and pricing details, see next page
- All boxed ads are posted online at no extra charge
- Three free discipline categories included (ads sizes under ½ page)
- Five free discipline categories included (ads sizes ½ page or more)
- Each additional category is \$25
- Add colour for as little as \$250!

# Career advertising boxed ads (**Print**)

## Mechanical specifications

			* New rate			
Display Sizes			Width	Height	B&W	Colour
<b>Full page</b>		Ad size Bleed	8" n/a	8.875" n/a	\$3,000	* \$3,500
<b>3/4 page Vertical</b>		Ad size Bleed	5.95" n/a	8.875" n/a	\$2,775	\$3,275
<b>3/4 page Horizontal</b>		Ad size Bleed	8" n/a	6.625" n/a	\$2,775	\$3,275
<b>1/2 page Vertical</b>		Ad size Bleed	3.9" n/a	8.875" n/a	\$1,850	\$2,350
<b>1/2 page Horizontal</b>		Ad size Bleed	8" n/a	4.375" n/a	\$1,850	\$2,350
<b>3/8 page Vertical</b>		Ad size Bleed	3.9" n/a	6.625" n/a	\$1,390	\$1,640
<b>3/8 page Horizontal</b>		Ad size Bleed	5.95" n/a	4.375" n/a	\$1,390	\$1,640
<b>1/4 page Vertical</b>		Ad size Bleed	1.85" n/a	8.875" n/a	\$925	\$1,175
<b>1/4 page Horizontal</b>		Ad size Bleed	8" n/a	2.125" n/a	\$925	\$1,175
<b>1/4 page Square</b>		Ad size Bleed	3.9" n/a	4.375" n/a	\$925	\$1,175
<b>1/8 page Vertical</b>		Ad size Bleed	1.85" n/a	4.375" n/a	\$465	\$715
<b>1/8 page Horizontal</b>		Ad size Bleed	3.9" n/a	2.125" n/a	\$465	\$715

## How to book

To submit your career ad for *University Affairs*, please e-mail [ua@univcan.ca](mailto:ua@univcan.ca) and provide the following information:

- Issue(s) in which you want the ad published (for print advertisements)
- Indicate format: "Career web ad", "Career boxed ad" or "Career text ad"
- Billing address, contact name, telephone and e-mail
- Ad copy or artwork (note: Web career ads must be supplied as Word or text files)

If you have not received confirmation of your order within one business day, we suggest you re-send your order. Once you've received a confirmation, there's no need to re-send.

## Did you know?

Rates are commissionable at 15% for recognized agencies who supply print-ready material.

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# Career advertising boxed ads (**Print**)

## Mechanical specifications

### Paper stock and binding

- Cover: FSC 100 lb.
- Text: FSC 45 lb.
- Saddle stitched



### Image and type preparation

- Resolution of the images should be 300 dpi, CMYK
- Black type should be 100% K and not Registration black (100C, 100M, 100Y, 100K)
- Minimum rule size of 0.25pt is recommended

### Colour proofs

- Supplying colour proofs with your CMYK colour files is recommended
- A calibrated digital proof with stock and press gain simulations must be submitted so printer can match colour to digital files
- Proofs should conform to SWOP standards

### Non print-ready materials

These files will be typeset by our staff at no additional cost. If you want to include logos or other images, please supply them with a minimum resolution of 300 dpi in EPS, TIFF or JPEG format. We cannot use Web images nor images in word processor files for typesetting.

### Print-ready materials

Print-ready materials may be supplied in digital format in two ways:

1. Press quality PDF (Acrobat) files created from professional layout programs (preferred format)
2. Postscript, QuarkXpress or Adobe InDesign files. You must include all screen and printer fonts, as well as any image files used in the advertisement

Note: In addition to a print-ready file, please supply your career ad in word/text format to [ua@univcan.ca](mailto:ua@univcan.ca) for uploading to our website on publication mailout date.

### File delivery

You can supply files by e-mail, or via our online file transfer service [univcan.wetransfer.com](http://univcan.wetransfer.com).

Please include contact information, the advertisement number provided at time of ad booking and issue(s) in which the ad will be published.

### PDF preparation

Use the following checklist to help you create high-quality PDF files that reproduce well. For a detailed explanation of how to create a PDF visit : [adobe.com/products/postscript/pdfs/pdfforprint.pdf](http://adobe.com/products/postscript/pdfs/pdfforprint.pdf)

- Use Acrobat Distiller's "Press Quality" setting
- Convert all colours to CMYK
- Downsample (bicubic) to 300 pixels any colour or greyscale images above 450 pixels
- Downsample (bicubic) to 1200 pixels any monochrome image above 1800 pixels
- Use ZIP image compression
- Crop marks should be offset 12pt (0.1667") and bleed set to 0.125" when making PDFs from a file
- Embed all fonts used in ad (do not subset)

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# Career advertising

## Discipline categories

### **Aboriginal and Foreign Languages, Literatures and Linguistics**

- Foreign Languages and Literatures
- Linguistics/Interpretation and Translation
- Aboriginal Languages and Literatures
- Classics and Classical Languages and Literatures
- English/ French as a second language
- Aboriginal and Foreign Languages, Literatures, and Linguistics, Other

### **Agriculture, Agriculture Operations and Related Sciences**

- Agricultural Business and Management
- Horticulture
- Animal Sciences
- Food Science and Technology
- Plant Sciences
- Soil Sciences
- Agriculture, Other

### **Architecture and Related Services**

- Architecture/Environmental Design
- City/Urban, Community and Regional Planning
- Landscape Architecture
- Architecture and Related Fields, Other

### **Area, Ethnic, Cultural and Gender Studies**

- Area Studies
- Aboriginal Studies

- Ethnic, Cultural Minority and Gender Studies
- Area, Ethnic, Cultural and Gender Studies, Other

### **Biological and Biomedical Sciences**

- Biology
- Biochemistry/Biophysics and Molecular Biology
- Cell/Cellular Biology and Anatomical Sciences
- Microbiological Sciences and Immunology
- Genetics
- Physiology, Pathology and Related Sciences
- Pharmacology and Toxicology
- Biological and Biomedical Sciences, Other

### **Business, Management, Marketing and Related Support Services**

- Business Administration and Management
- Accounting
- Finance and Financial Management
- Hospitality/Tourism Management
- Human Resources Management/Organizational Behaviour
- Management Information Systems and Services
- Management Sciences and Quantitative Methods
- Marketing/Sales/Merchandising
- Business, Management, Other

### **Communication, Journalism and Related Programs**

- Communication and Media Studies
- Journalism
- Public Relations, Advertising and Applied Communication
- Publishing
- Communication, Journalism and Related Programs, Other

### **Computer and Information Sciences and Support Services**

- Information Science/Studies
- Computer Science
- Computer and Information Sciences, Other

### **Education**

- Bilingual, Multilingual and Multicultural Education
- Curriculum and Instruction
- Educational Administration and Supervision
- Educational/Instructional Media Design
- Educational Assessment, Evaluation and Research
- Social and Philosophical Foundations of Education
- Special Education and Teaching
- Student Counseling and Personnel Services
- Teacher Education and Professional Development
- Teaching English or French as a Second Language
- Education, Other

## What are discipline tags?

We tag ads on our website with discipline codes so that job seekers can easily find them. We can tag them for you or you can let us know which tags you want. Up to three tags are included for text ads and career ads under 1/2 page (five tags for a half page and larger). Additional tags are \$25 each.

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# Career advertising

## Discipline categories

### Engineering

- Aerospace, Aeronautical and Astronautical Engineering
- Agricultural/Biological Engineering and Bioengineering
- Biomedical/Medical Engineering
- Chemical Engineering
- Civil Engineering
- Computer Engineering
- Electrical, Electronics and Communications Engineering
- Engineering Physics
- Environmental/Environmental Health Engineering
- Materials Engineering
- Mechanical Engineering
- Mining and Mineral Engineering
- Naval Architecture and Marine Engineering
- Nuclear Engineering
- Ocean Engineering
- Petroleum Engineering
- Industrial/Manufacturing Engineering
- Geomatics/Surveying Engineering
- Geological/Geophysical Engineering
- Engineering, Other

### English Language and Literature/Letters

### Family and Consumer Sciences/Human Sciences

### French Language and Literature

### Health Professions and Related Clinical Sciences

- Chiropractic
- Communication sciences and disorders
- Dentistry
- Health/Health Care Administration/Management

- Medicine
- Medical Clinical Sciences
- Nursing
- Optometry
- Pharmacy, Pharmaceutical Sciences and Administration
- Public Health
- Rehabilitation and Therapeutic Professions
- Veterinary Medicine
- Dietetics and Clinical Nutrition
- Bioethics/Medical Ethics
- Health Professions and Related Clinical Sciences, Other

### History

### Legal Professions and Studies

### Liberal Arts and Sciences, General Studies and Humanities

### Library and Information Science

### Mathematics and Statistics

- Mathematics
- Statistics
- Mathematics and Statistics, Other

### Military Science, Leadership and Operational Art

### Multidisciplinary/Interdisciplinary Studies

- Peace Studies and Conflict Resolution
- Gerontology
- Medieval and Renaissance Studies
- Science, Technology and Society
- Behavioural Sciences
- Natural Sciences
- Nutrition Sciences
- International/Global Studies
- Classical and Ancient Studies

- Neuroscience
- Cognitive Science
- Multidisciplinary/Interdisciplinary Studies, Other

### Multiple Disciplines

### Natural Resources and Conservation

- Natural Resources Conservation and Research
- Natural Resources Management and Policy
- Fishing and Fisheries Sciences and Management
- Forestry
- Wildlife and Wildlands Science and Management
- Natural Resources and Conservation, Other

### Parks, Recreation, Leisure and Fitness Studies

- Parks, Recreation and Leisure Studies
- Health and Physical Education/Kinesiology
- Parks, Recreation, Leisure and Fitness Studies, Other

### Philosophy and Religious Studies

- Philosophy, Logic and Ethics
- Religion/Religious Studies
- Philosophy and Religious Studies, Other

### Physical Sciences

- Physical Sciences, General
- Astronomy and Astrophysics
- Atmospheric Sciences and Meteorology
- Chemistry
- Geological and Earth Sciences
- Physics
- Physical Sciences, Other

### Psychology

### Public Administration and Social Service Professions

- Public Administration
- Social Work
- Public Administration and Social Services, Other

### Security and Protective Services

- Criminal Justice and Corrections

### Social Sciences

- Anthropology
- Archeology
- Criminology
- Economics
- Geography and Cartography/Geomatics
- International Relations and Affairs
- Political Science and Government
- Sociology
- Urban Studies/Affairs
- Social Sciences, Other

### Theology and Religious Vocations

### Visual and Performing Arts

- Crafts/Craft Design, Folk Art and Artisanry
- Dance
- Design and Applied Arts
- Drama/Theatre Arts and Stagecraft
- Film/Video and Photographic Arts
- Fine Arts and Art Studies
- Music
- Visual and Performing Arts, Other

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# Editorial advertising

Reach Canada's higher education  
community

## Canada's publication of record for universities

Published 6 times a year and enhanced with continual online updates, *University Affairs* gives advertisers unrivalled access to a loyal readership that includes every segment of Canada's university community.

Advertise next to our award-winning coverage of university-related news, cutting-edge research, teaching trends and rising stars in the higher education sector, and watch your brand recognition grow on campuses across Canada.

Smart advertising begins with  
*University Affairs*.

## Quick Facts

Launched: 1959

Production schedule:  
6 issues per year

Total print and digital  
circulation: 13,500\*

Languages: English  
and French

Target audience:  
Canadian higher  
education community

Website:  
[universityaffairs.ca](http://universityaffairs.ca)

Average monthly  
unique web visitors:  
100,000










\*Circulation is verified and certified by an independent third party, the Canadian Circulations Audit Board, a division of BPA international

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# Editorial advertising display ads (**Print**)

## Mechanical specifications

			* New rate		
Display Sizes			Width	Height	Colour
Double page Bleed		Ad size	18"	10.875"	* \$7,000
		Live area	17"	9.875"	
		Bleed	18.25"	11.125"	
Full page Bleed		Ad size	9"	10.875"	* \$3,500
		Live area	8"	9.875"	
		Bleed	9.25"	11.125"	
3/4 page Vertical		Ad size	5.27"	9.875"	* \$3,275
		Bleed	n/a	n/a	
1/2 page Horizontal		Ad size	8"	4.4675"	* \$2,350
		Bleed	n/a	n/a	
1/2 page Vertical*		Ad size	3.905"	9.875"	* \$2,350
		Bleed	n/a	n/a	
* Only available for appointment notice ads in the <i>People</i> section of the magazine.					
1/3 page Vertical		Ad size	2.54"	9.875"	* \$1,640
		Bleed	n/a	n/a	
1/4 page Horizontal		Ad size	8"	2.1388"	* \$1,175
		Bleed	n/a	n/a	
1/4 page Vertical*		Ad size	1.8575"	9.875"	* \$1,175
		Bleed	n/a	n/a	
* Only available for appointment notice ads in the <i>People</i> section of the magazine.					
1/4 page Square		Ad size	5.27"	4.4675"	* \$1,175
		Bleed	n/a	n/a	

## How to book

Contact Glen Ashworth at  
**613.563.3961 x248** or  
**advertising@univcan.ca**

Please provide the following  
information with your order:

- Issues in which you want the ad published
- Format: "Editorial ad"
- Billing address, contact name, telephone and e-mail

## Did you know?

You can save  
up to 15% with  
our frequency  
discount pricing!

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# Editorial advertising display ads (**Print**)

## Mechanical specifications

### Display ad sizing

#### Trim size

9" wide × 10.875" high

#### Bleed

Full page bleed size should be  
9.25" wide × 11.125" high

#### Spread

Supply page spreads in single page units  
with 0.125" bleed around all outside edges

#### Display ad sizing

Please refer to dimensions and thumbnail  
illustrations provided on preceding page.

#### Paper stock and binding

- Cover: FSC 100 lb.
- Text: FSC 45 lb.
- Saddle stitched



#### Image and type preparation

- Resolution of the images should be 300 dpi, CMYK
- Black type should be 100% K and not Registration black (100C, 100M, 100Y, 100K)
- Minimum rule size of 0.25pt is recommended

#### Colour proofs

- Supplying colour proofs with your CMYK colour files is recommended
- A calibrated digital proof with stock and press gain simulations must be submitted if the printer is to match colour on digital files
- Proofs should conform to SWOP standards

#### Inserts, gate folds, customized design

Please inquire at [advertising@univcan.ca](mailto:advertising@univcan.ca)

#### Print-ready materials

Print-ready materials may be supplied in digital format in two ways:

1. Press quality PDF (Acrobat) files created from professional layout programs (preferred format).
2. Postscript, QuarkXpress or Adobe InDesign files. You must include all screen and printer fonts, as well as any image files used in the advertisement.

#### File delivery

You can supply files by e-mail or via our online file transfer service "Wetransfer" ([univcan.wetransfer.com](http://univcan.wetransfer.com)). Do not forget to include contact information, the advertisement number and issue(s) in which the ad will be published.

#### PDF preparation

Use the following checklist to help you create high quality PDF files that reproduce well. For further information and a more detailed explanation of PDFcreation, please see:

[www.adobe.com/products/postscript/pdfs/pdfforprint.pdf](http://www.adobe.com/products/postscript/pdfs/pdfforprint.pdf)

- Use Acrobat Distiller's "Press Quality" setting
- Convert all colours to CMYK
- Downsample (bicubic) to 300 pixels any colour or greyscale images above 450 pixels
- Downsample (bicubic) to 1200 pixels any monochrome image above 1800 pixels
- Use ZIP image compression
- Crop marks should be offset 12pt (0.1667") and bleed set to 0.125" when making PDFs from a file
- Embed all fonts used in ad (do not subset)

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# Web advertising

Increase your exposure with  
our online audience

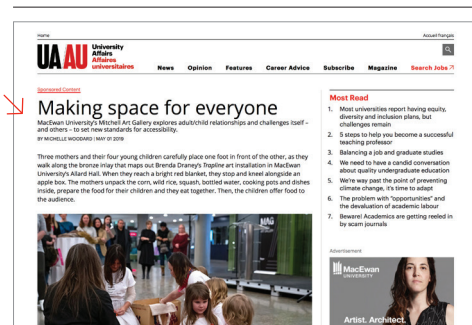
## Sponsored content

Build engagement and brand connection  
with our educated readers.

Sponsored content is developed to be an  
educational benefit to our readers and  
delivered as a seamless experience with  
the same look and feel as our award-  
winning editorial content.

### Program details

- Content developed by client based  
on editorial guidelines
- Published and archived on  
universityaffairs.ca
- Featured in one e-newsletter mailout
- 1x posting on UA social media channels
- Rate: \$2500

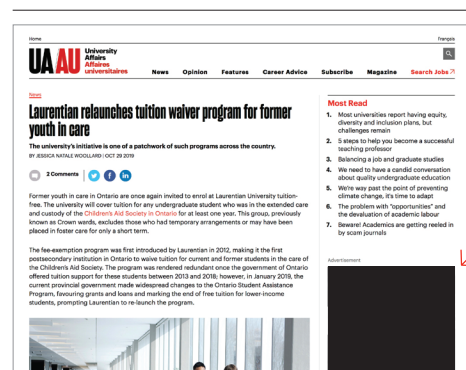


## Banner ads

High visibility.  
Quality positioning.  
Relevant audience.

UA offers run-of-site ads on  
**universityaffairs.ca**, the *top ranked* site  
in Google for **university news** and  
**academic careers** in Canada.

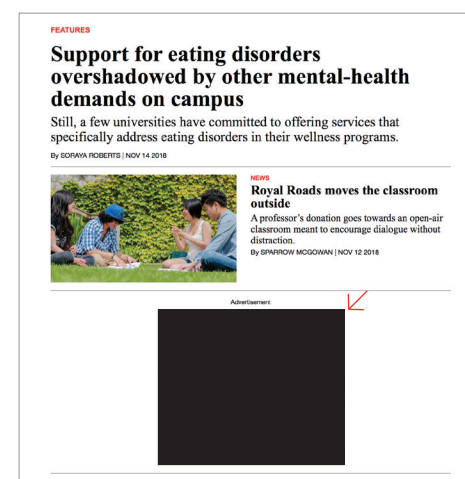
- Rate: \$20 CPM\*
- Dimensions: 300x250 px ad (under 100K),  
GIF or JPEG
- \*cost per thousand



## E-newsletters

Sponsorship opportunities are available to  
get your brand/event/media campaign in  
front of over 13,000 subscribers each week!  
UA e-newsletters inform our readers of  
the latest features, news and career advice  
columns found on universityaffairs.ca.

- Rate: \$100 CPM (\$1300 per mailout)
- Dimensions: 300x250 px ad *plus*  
300x50 px logo. Each file under 100K,  
GIF or JPEG
- Includes 100 words of promotional text



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# Digital advertising

Inserts, banner ads and video options  
in UA digital edition



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The UA digital edition is a responsive digital replica of each print issue. The digital edition offers extended reach exposure for your company's products and services, and can be a powerful supplement to your digital advertising strategy.

[Click here for a sample issue](#)

Contact us for more information at  
[advertising@univcan.ca](mailto:advertising@univcan.ca)





# Advertising deadlines

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Upcoming issues	Reservation and non print-ready materials deadline*	Print-ready materials deadline	Publication Mail out
January – February 2022	November 26	December 3	January 3
March – April 2022	February 4	February 11	February 28
May – June 2022	April 1	April 8	April 25
July – August 2022	May 27	June 3	June 20
September – October 2022	July 29	August 5	August 22
November – December 2022	September 30	October 7	October 24

\* For Career ads that require layout by *University Affairs* (available at no charge).



# Contact Us

For additional  
information on  
career ads:

**Renée Mindus,**  
**Appoline Kalonji**  
T: 613.563.3961 x294  
E: [ua@univcan.ca](mailto:ua@univcan.ca)

For editorial and  
digital advertising:

**Glen Ashworth**  
Marketing Manager  
T: 613.563.3961 x248  
E: [advertising@univcan.ca](mailto:advertising@univcan.ca)  
F: 613.563.9745

Address

1710-350 Albert Street,  
Ottawa, Ontario K1R 1B1  
T: 613.563.1236

[www.universityaffairs.ca](http://www.universityaffairs.ca)  
[ua@univcan.ca](mailto:ua@univcan.ca)

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# UAAD