



media kit 2018

Academic Matters

OCUFA'S JOURNAL OF HIGHER EDUCATION
LA REVUE DE L'ENSEIGNEMENT SUPÉRIEUR DE L'OCUFA

about our magazine

Academic Matters

OCUFA'S JOURNAL OF HIGHER EDUCATION
LA REVUE DE L'ENSEIGNEMENT SUPÉRIEUR DE L'OCUFA

Communicate with Ontario's
university professors, researchers
and academic librarians

PRINT

Circulation: 17,380*

Readers Per Copy: 1.3**

Total Audience: 22,594

WEB REACH

Visits: 77,634***

Unique Visits: 69,276

Total Page Views: 91,626

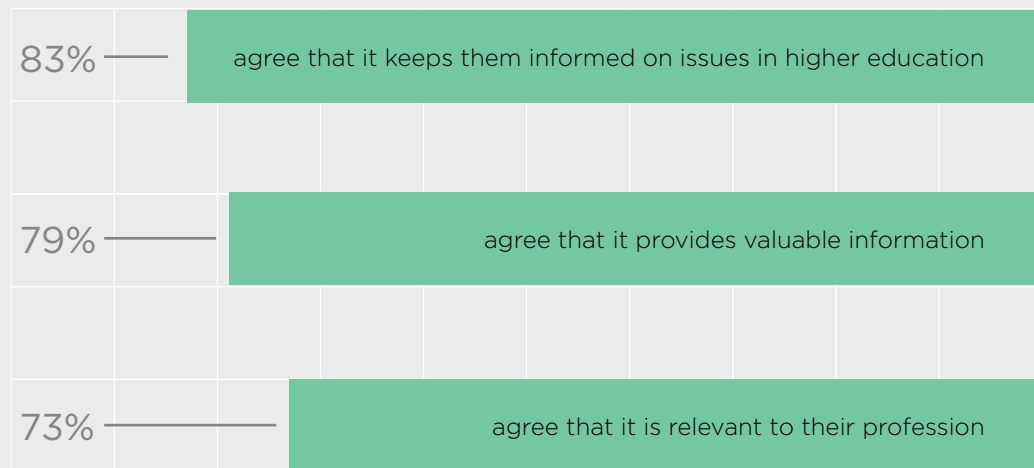


OCUFA

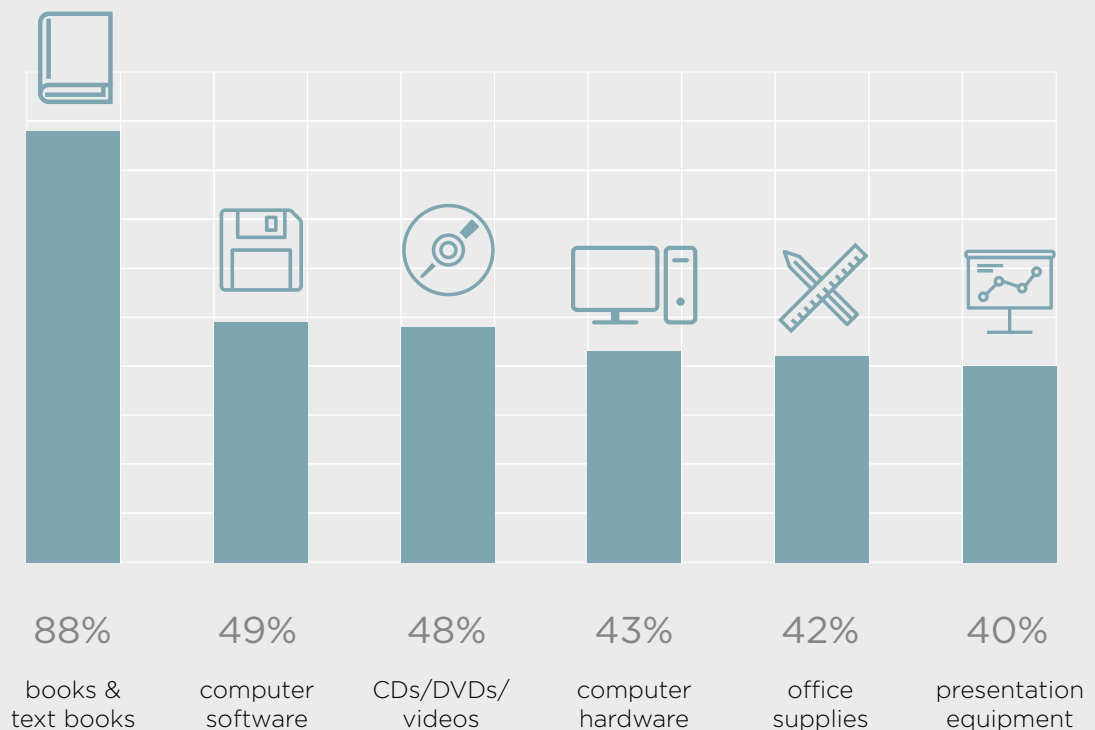
Ontario Confederation of University Faculty Associations
Union des Associations des Professeurs des Universités de l'Ontario

The Ontario Confederation of University Faculty Associations is the voice of 17,000 university faculty and academic librarians across Ontario. They seek to maintain and enhance the quality of Ontario's higher education system, and to advance the professional and economic interests of their members.

Our readers know the value of *Academic Matters*



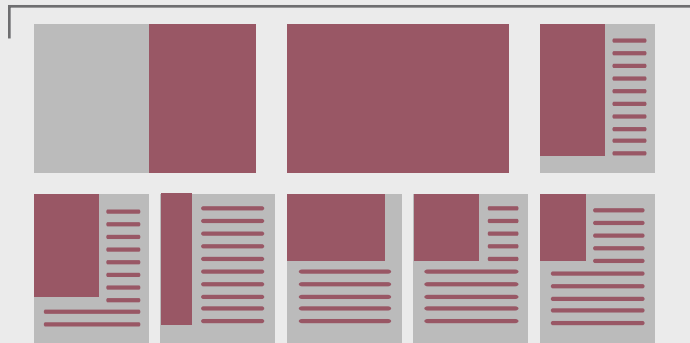
Items purchased by our readers:



why market with us?

Print

Academic Matters offers a plethora of customizable advertising opportunities to best suit your needs.



Online

www.academicmatters.ca links you to an exclusive clientele with mass purchasing power and decision making responsibility.

Our web content includes:



- Articles



- Film & Book Essays



- Reviews



- Events & Conferences



- Job Postings



- Blogs



- Sponsored Tweets for Book Review

Sources: *Academic Matters* 2017 Reader Survey

**ACADEMIC
MATTERS
PROVIDES
CUTTING EDGE
INTEGRATED
MARKETING
SOLUTIONS -

BOTH IN PRINT
AND ONLINE!**

Ask us about
**Sponsored
Book Review
Opportunities!**

Editorial Calendar 2018

Issue	Space Closing	Material Closing
SPRING*	March 9th	March 16th
FALL	August 31st	Sept. 7th

Advertising Rates (Gross Rates)

4-COLOUR	1X	2X
Full Page	\$3,860	\$3,670
2/3 Page Vert.	3,475	3,300
1/2 Page Island	3,280	3,115
1/2 Page Horiz.	2,895	2,750
1/3 Page	2,510	2,385
1/4 Page Vert.	2,125	2,020
DPS	6,560	6,230
OBC	4,825	4,585
IFC/IBC	4,635	4,405

B&W	1X	2X
Full Page	\$2,925	\$2,780
2/3 Page Vert.	2,635	2,505
1/2 Page Island	2,195	2,085
1/2 Page Horiz.	1,900	1,805
1/3 Page	1,465	1,395
1/4 Page Vert.	1,170	1,115
DPS	5,265	5,000

Bleed: no extra charge
 Inserts: rates on request
 Second or Matched Colours: rates on request
 Special Position: 25% surcharge

Dimensions (Inches)	Width	Depth
Trim Full Page	8.375 x	10.875
Live Area Full Page	7.125 x	9.625
Bleed Full Page	8.625 x	11.125
2/3 page vertical	4.7 x	9.625
1/2 page island	4.7 x	7.5
1/2 page horizontal	7.125 x	4.875
1/3 page vertical	2.25 x	9.625
1/3 page square	4.75 x	4.875
1/4 page vertical	3.312 x	4.875
DPS	16.25 x	10.875

*BONUS Distribution

Over 1,000 additional copies will be distributed to attendees at the Congress of the Humanities and Social Sciences

Place your ad to reach our market time and again!
www.academicmatters.ca
 Averages **8,619** visitors and **10,182** pageviews a month.

Source: AM webtracking January-July, 2017.

Ask our sales rep about Sponsored Book Review opportunities.

Online Ad Rates (Net)

# OF DAYS	1 ad	2 ads	3 ads	4 ads	5 ads
30	\$360	\$670	\$980	\$1,445	\$1,445
60	\$530	\$990	\$1,440	\$2,125	\$2,125
90	\$660	\$1,225	\$1,780	\$2,635	\$2,635
120	\$725	\$1,345	\$1,950	\$2,890	\$2,890

Ad Dimensions

Format: JPG and GIF

Rectangle

300 x 250

Job Postings Rates (Net)

Format: Microsoft Word

# OF DAYS	1 job	3 jobs	5 jobs	10 jobs
30	\$255	\$625	\$1,020	\$1,785
60	\$425	\$1,040	\$1,700	\$2,975
90	\$555	\$1,350	\$2,210	\$3,870
120	\$665	\$1,625	\$2,655	\$4,640

mechanical requirements

ELECTRONIC MATERIAL: Digital files only. **PDF/X-1a files are preferred.** Alternate acceptable formats include: Macintosh format, QuarkXPress 9, InDesign CS6, Illustrator CS6, Photoshop CS6 (or earlier). Include all fonts and high-resolution images (300 dpi files for best resolution) in TIFF or EPS format (**CMYK only**). **To ensure the accuracy of all advertisements, a full-size colour proof must be provided.** The publisher shall not be liable for any advertisements received without a colour proof.

FILE TRANSFER MEDIA: DVD, CD, FTP or e-mail. Smaller files can be e-mailed up to a maximum file size of 10MB. Send to chimes@dvtail.com

FTP Site: [ftp.dvtail.com](ftp:dvtail.com). Please send an e-mail to ftp@dvtail.com for password information for the *Academic Matters* FTP site.

DESIGN SERVICES: Complete design services are available at an additional charge. For details, please contact: Roberta Dick, robertad@dvtail.com or Crystal Himes, chimes@dvtail.com or call 905.886.6640

Publisher:

OCUFA

Ontario Confederation of University Faculty Associations
Union des Associations des Professeurs des Universités de l'Ontario

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Terms & Conditions

AGENCY COMMISSION: Fifteen per cent (15%) of gross to recognized agencies.

TERMS: Net 30 days. Two per cent (2%) per month interest on overdue accounts. Our published rates do not include applicable taxes, which will be added in invoices and clearly identified.

PUBLISHER CONDITIONS: Advertising material is subject to approval by the publisher. If an advertiser's contract is not fulfilled as specified, the advertiser agrees to pay the resulting short rates back to the best earned space rate applicable. Mail or fax contracts/insertion orders and material to:

DOVETAIL

Dovetail Communications Inc.
30 East Beaver Creek Road, Suite 202
Richmond Hill, ON L4B 1J2
Tel: 905.886.6640 Fax: 905.886.6615
Email: am@dvtail.com
Website: www.dvtail.com

Cancellations and space changes not accepted after closing date.

National Advertising Sales:

DOVETAIL

Dovetail Communications Inc.
30 East Beaver Creek Road, Suite 202
Richmond Hill, ON L4B 1J2
Tel: 905.886.6640 Fax: 905.886.6615
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