

Advertise in



The Dialog is the biweekly newspaper of the student body at George Brown College. Covering news, sports, business, technology and arts and entertainment happening at the college and in the city.

4,000 copies of *The Dialog* are distributed to over 60 locations across five campuses and surrounding neighbourhoods every two weeks on Monday.

Our annual orientation issue is our best value for advertisers as we print 10,000 copies with 6,000 copies distributed directly to new students in frosh kits at the start of the school year.

Advertising Rates

Print Ads

<i>Size</i>	<i>Colour</i>	<i>4 Issues</i>	<i>8 Issues</i>
Full Page (10.25" wide x 12.75" high).....	\$505.....	Save 10%	Save 15%
3/5 Page (6.05" wide x 12.4" high)	\$408.....	Save 10%	Save 15%
Half Page (10.25" wide x 6.5" high).....	\$311	Save 10%	Save 15%
1/3 Page(10.25" wide x 4.125" high).....	\$275.....	Save 10%	Save 15%
1/3 Page Square (6" wide x 6" high)	\$260.....	Save 10%	Save 15%
1/5 Page (3.95" wide x 6" high)	\$179	Save 10%	Save 15%
Horizontal Banner (10.25" wide x 2" high)	\$153.....	Save 10%	Save 15%
1/10 Page (1.85"wide x 6"high)	\$92.....	Save 10%	Save 15%
Business Card (3.95" wide x 2.4" high).....	\$77	Save 10%	Save 15%

Online Ads

TOP LEADERBOARD (728px wide x 90px high)	\$31 CPM
SIDEBOARD BOX (300px wide x 250px high)	\$26 CPM

Submission Information

Colour

Document colours must be in CMYK mode.

Specific placement (for example the back cover)

+ 20%

(Prices do not include HST.)

Please see following pages for publication dates.

All ads must be emailed as a camera-ready PDF/X-1A in the correct size and colour by noon on the Wednesday before the publication date.

Minimum resolution

300dpi

Contact

Ad Sales
416.415.5000 ext. 2462
Email: dialogads@sagbc.ca

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Publication Schedule

Fall Semester

Issue #1: Aug. 28 to Sept. 17

Ad booking deadline: Friday, Aug. 11

Ad Material deadline: Wednesday, Aug. 16

Note: Ad rates are double for this issue as 10,000 copies are printed with 6,000 being distributed to new students in frosh kits.

Issue #2: Sept. 17 to Oct. 1

Ad booking deadline: Friday, Sept. 8

Ad Material deadline: Wednesday, Sept. 13

Issue #3: Oct. 2 to 15

Ad booking deadline: Friday, Sept. 22

Ad Material deadline: Wednesday, Sept. 27

Issue #4: Oct. 16 to Nov. 5

(Three weeks due to intersession)

Ad booking deadline: Friday, Oct. 6

Ad Material deadline: Wednesday, Oct. 11

Issue #5: Nov. 6 to 19

Ad booking deadline: Friday, Oct. 27

Ad Material deadline: Wednesday, Nov. 1

Issue #6: Nov. 20 to Dec. 3

Ad booking deadline: Friday, Nov. 10

Ad Material deadline: Wednesday, Nov. 15

Issue #7: Dec. 3 to Jan. 7

Ad booking deadline: Friday, Nov. 24

Ad Material deadline: Wednesday, Nov. 29

Winter Semester

Issue #8: Jan. 8 to 21

Ad booking deadline: Friday, Dec. 8

Ad Material deadline: Wednesday, Dec. 13

Issue #9: Jan. 22 to Feb. 5

Ad booking deadline: Friday, Jan. 12

Ad Material deadline: Wednesday, Jan. 17

Issue #10: Feb. 6 to 18

Ad booking deadline: Friday, Jan. 26

Ad Material deadline: Wednesday, Jan. 31

Note: This is our very popular Love & Sex issue

Issue #11: Feb. 19 to March 11

(Three weeks due to intersession)

Ad booking deadline: Friday, Feb. 9

Ad Material deadline: Wednesday, Feb. 14

Issue #12: March 11 to 25

Ad booking deadline: Friday, March 2

Ad Material deadline: Wednesday, March 7

Issue #13: March 26 to April 8

Ad booking deadline: Friday, March 16

Ad Material deadline: Wednesday, March 21

Issue #14: April 9 to 22

Ad booking deadline: Friday, March 30

Ad Material deadline: Wednesday, April 4



Print Advertisement Sizes

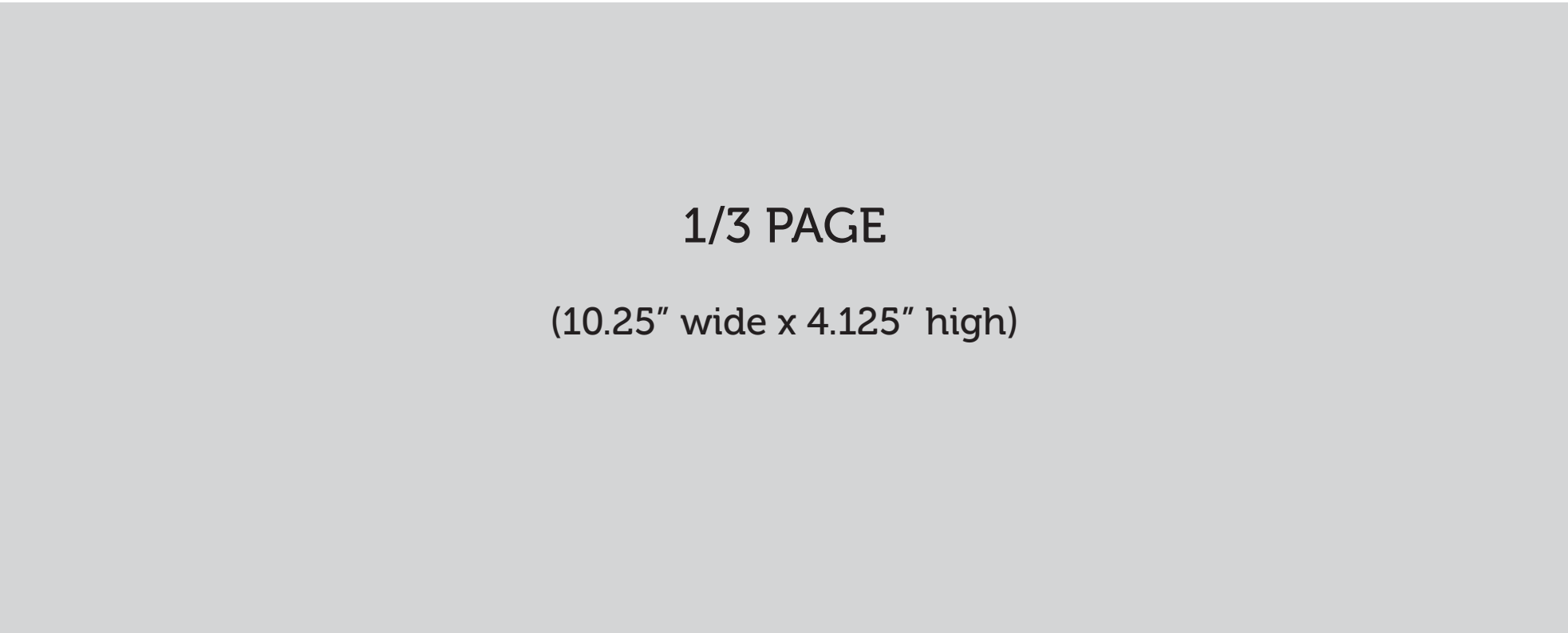
All ad placements in this document are samples only. Actual location of ads is contingent on other content in the issue unless specific placement has been purchased. Contact Advertising and Sales Representative for more information at dialogads@sagbc.ca or 416.415.5000 ext. 2462.

3/5 PAGE

(6.05" wide x 12.4" high)

Cost

3/5 Page.....\$408

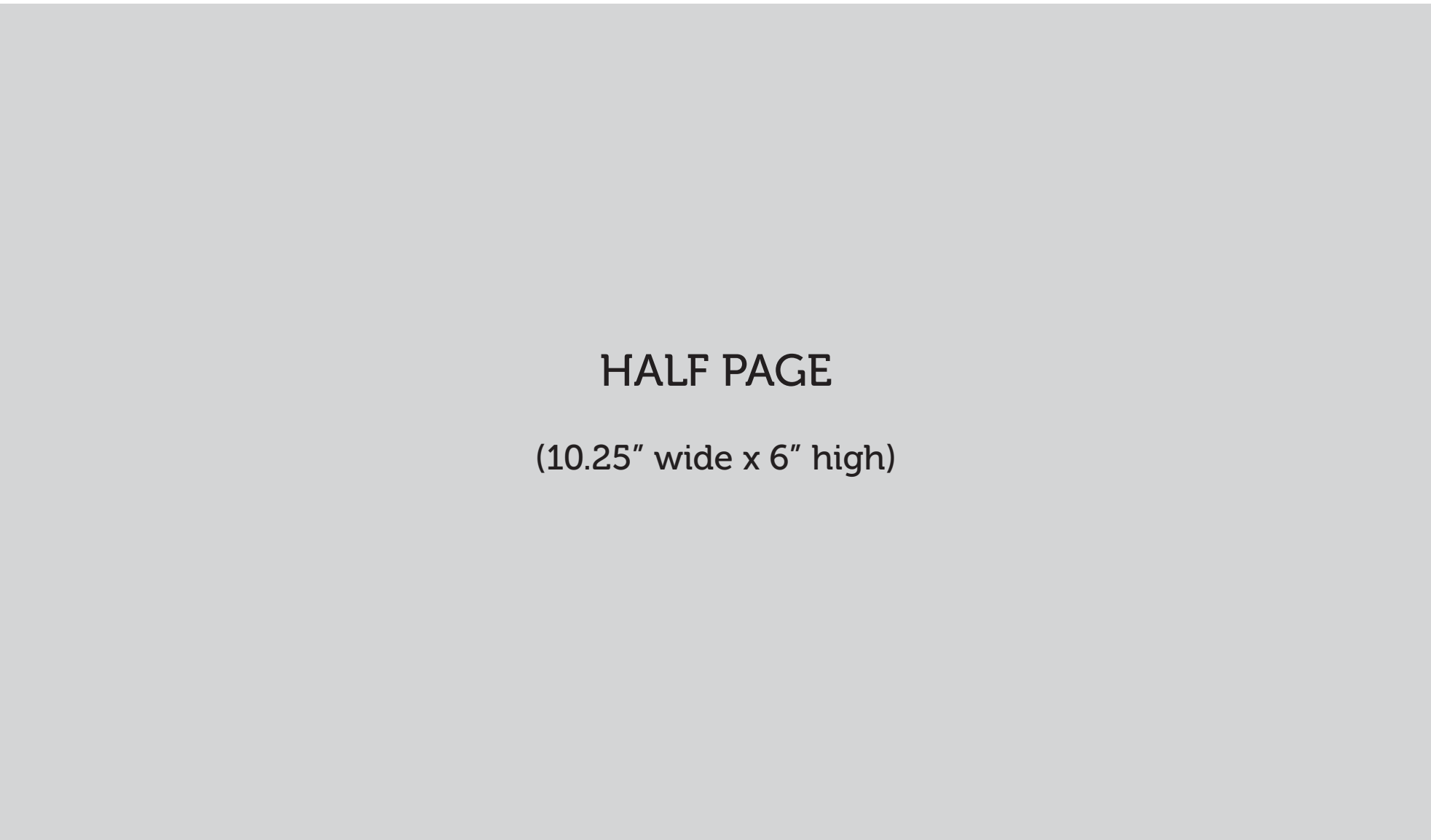


1/3 PAGE

(10.25" wide x 4.125" high)

Cost

1/3 Page.....\$275



HALF PAGE

(10.25" wide x 6" high)

Cost

Half Page\$311

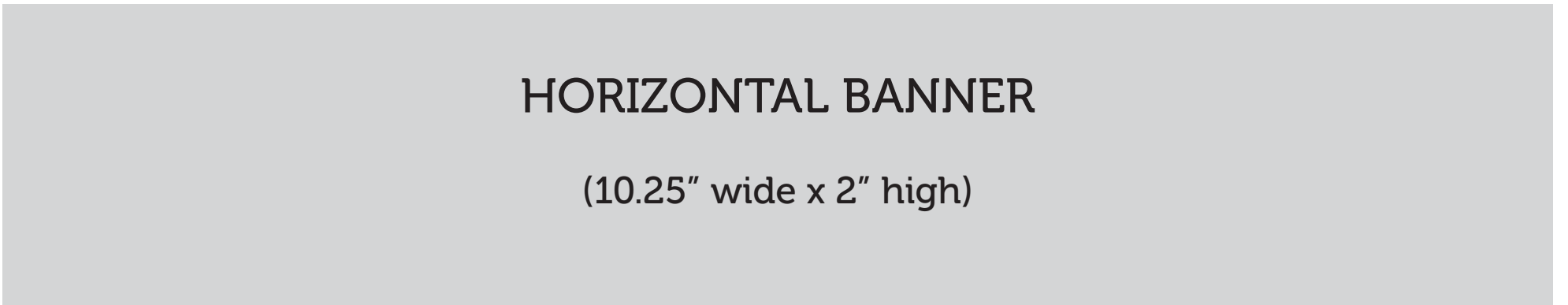


1/3 PAGE SQUARE

(6" wide x 6" high)

Cost

1/3 Page Square\$260



HORIZONTAL BANNER

(10.25" wide x 2" high)

Cost

Horizontal Banner\$153

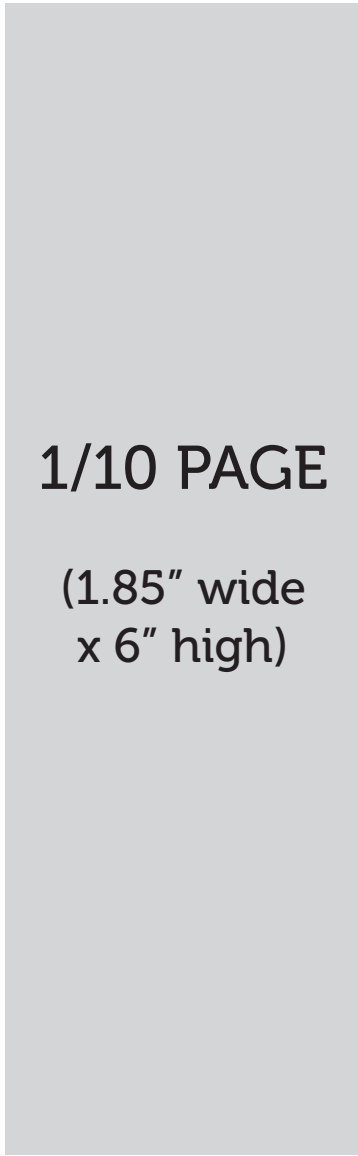


1/5 PAGE

(3.95" wide x 6" high)

Cost

1/5 Page.....\$179

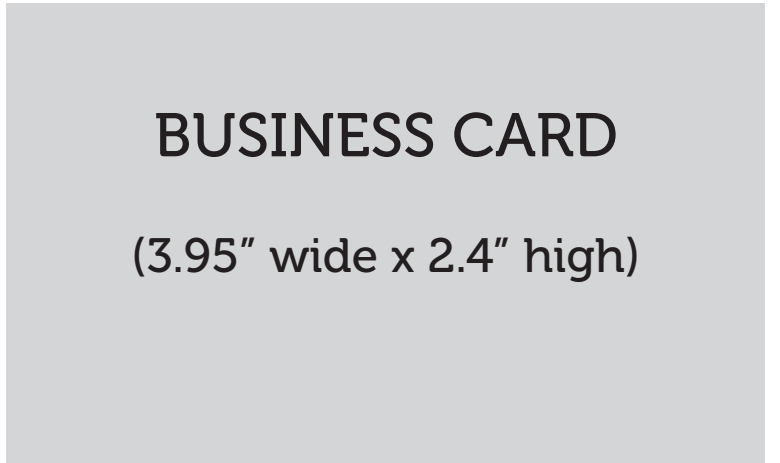


1/10 PAGE

(1.85" wide
x 6" high)

Cost

1/10 Page\$92



BUSINESS CARD

(3.95" wide x 2.4" high)

Cost

Business Card.....\$77

FULL PAGE
(10.25" wide x 12.75" high)

Cost
Full Page.....\$505