

**We've got your  
advertising  
needs covered.**

***Portico Magazine***  
Advertising rate card & media kit

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# OUR FOUNDATION

*Portico* is the University of Guelph's official magazine for alumni and friends. Its mission is to enhance the relationship between the university, its alumni and friends, and promote pride and commitment within the U of G community.

*Portico* is published three times a year (March, July, November) and mailed to more than 100,000 Guelph alumni.

Each issue contains engaging stories about alumni who have influential roles in business, politics, culture, science and technology. We

also write compelling feature stories that highlight current issues and innovations, and how the university and its graduates are making an impact in the community, across the country and around the world.

The University of Guelph is ranked as one of Canada's top comprehensive universities, and is dedicated to cultivating the essentials for our quality of life — water, food, environment, animal and human health, community, commerce and learning. Established in 1964, today its eight colleges reflect a large, diverse and engaged alumni community.

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## Take advantage of this opportunity to reach a large and diverse new market!

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## OUR READERS

- Circulation of 110,000 readers around the world.
- Three-quarters of the magazine's circulation is in southwestern Ontario.
- *Portico* reaches educated consumers who enjoy higher than average salaries.
- Survey respondents report they read each issue cover to cover.
- Forty per cent of readers report they share the publication with others.

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To advertise contact Stacey Morrison, editor, at [s.morrison@uoguelph.ca](mailto:s.morrison@uoguelph.ca) or 519-824-4120, ext. 58706.

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# RATE CARD

Four-colour process	1x	3x
Full page	\$1,800	\$1,600
1/2-page horizontal	\$1,100	\$1,000
1/3-page vertical/horizontal	\$850	\$800
1/3 square	\$850	\$800
Double-page spread	\$3,500	\$3,000
Inside front cover	\$2,000	\$1,800
Inside back cover	\$2,000	\$1,800
Back cover	\$2,200	\$2,000

\* PRICES SUBJECT TO CHANGE WITHOUT NOTICE.  
RATES NOT SUBJECT TO GST/HST.

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## AD DEADLINES

Issue	Booking deadline	Final ad due	Publication date
Spring 2016	Dec. 18, 2015	Feb. 6, 2016	March 28, 2016
Summer 2016	April 15, 2016	June 10, 2016	July 29, 2016
Fall 2016	Aug. 17, 2016	Oct. 7, 2016	Nov. 25, 2016

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### GENERAL POLICIES





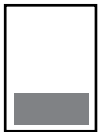
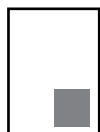

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in whole or in part, for any cause. Advertisers and their agents assume complete liability for all of their advertising content (including but not limited to text, images and illustration) and all responsibility for claims arising therefrom against the publisher.

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# MECHANICAL SPECIFICATIONS

SIZES			WIDTH	HEIGHT
FULL-PAGE BLEED & INSIDE COVERS		ARTWORK SIZE: <i>*No bleed</i>	8.375" 8"	11" 10"
		SAFE AREA: TRIM:	7.125" 8.125"	9.5" 10.75"
OUTSIDE BACK COVER		ARTWORK SIZE:	8.375"	8.35"
		SAFE AREA: TRIM:	7.125" 8.125"	7.325" 8.25"
1/2-PAGE HORIZONTAL		ARTWORK SIZE:	7.125"	4.56"
1/3-PAGE VERTICAL		ARTWORK SIZE:	2.18"	4.56"
1/3-PAGE HORIZONTAL		ARTWORK SIZE:	7.125"	2.18"
1/3-PAGE SQUARE		ARTWORK SIZE:	4.56"	4.56"
DOUBLE-PAGE SPREAD		ARTWORK SIZE:	16.75"	11"
		SAFE AREA: TRIM:	14.25" 16.25"	9.5" 10.75"

## AD REQUIREMENTS

Portico is printed in full-colour on a web press. Folding and trimming are subject to variation.

The publication is produced in a Macintosh environment using InDesign 6.0. Final artwork should be supplied electronically on CD or emailed as a high-resolution PDF file (PDF/X-1a is an ISO standard for graphic content exchange). JPGs will not be accepted. Emailed files should be no larger than 5 MB. All artwork should be prepared in full colour at 300 dpi and converted to CMYK. A high-resolution proof must be provided to ensure proper reproduction.

### Trim/Finished Size:

16.25" x 10.75" folded to  
8.125" x 10.75"

**Circulation:** 110,000

Please send final PDF file to Stacey Morrison at [s.morrison@uoguelph.ca](mailto:s.morrison@uoguelph.ca).