



2016-17

PRINT ADVERTISING RATES



ledélit



PRINT AD FORMAT	SIZE	GREY	COLOUR
FRONT PAGE	10" x 2.5"	N/A	630 \$
BANNER	10" x 2.5"	210 \$	294 \$
SQUARE	4" x 4"	134 \$	188 \$
1/4 PAGE	4" x 7"	235 \$	329 \$
1/3 PAGE	6" x 7"	353 \$	494 \$
1/2 PAGE	10" x 7"	559 \$	782 \$
FULL PAGE	10" x 14"	1117 \$	1564 \$

Rates do not include applicable taxes and are subject to change without notice. For volume discounts or guaranteed positioning, please contact an advertising representative.

CONTACTEZ-NOUS

(514) 398-6790

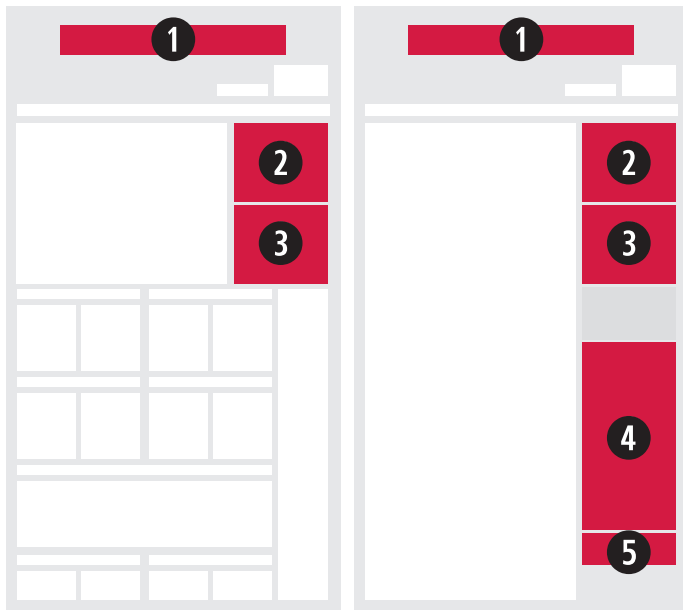
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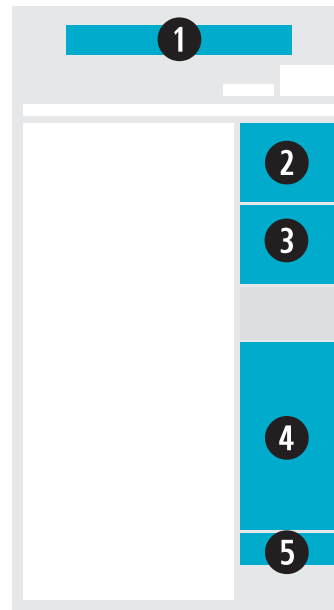
mcgilldaily.com

MAIN PAGE + INSIDE PAGES



delitfrancais.com

EVERY PAGE



WEB AD FORMAT PIXEL SIZE COST PER DAY OR CPM RATE

1 LEADERBOARD	728 x 90	28\$	25\$
2 BIGBOX #2	300 x 250	23\$	25\$
3 BIGBOX #3	300 x 250	21\$	
4 TALL BLOCK	300 x 600	19\$	
5 TEXT AD	Title : 25 characters Text : 100 characters	6\$	

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2016-17 PRINT PUBLICATION SCHEDULE



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SEPTEMBER '16

Mon	Tue	Wed	Thu	Fri
			1	2
5	6	7	8	9
12	13	14	15	16
19	20	21	22	23
26	27	28	29	30

2 - First day of classes
5 - Labour Day

OCTOBER

Mon	Tue	Wed	Thu	Fri
3	4	5	6	7
10	11	12	13	14
17	18	19	20	21
24	25	26	27	28
31				

10 - Thanksgiving

NOVEMBER

Mon	Tue	Wed	Thu	Fri
	1	2	3	4
7	8	9	10	11
14	15	16	17	18
21	22	23	24	25
28	29	30		

24 - Thanksgiving (US)
Dec 5 - Last day of classes

- The McGill Daily
- Le Délit
- Joint issue

JANUARY '17

Mon	Tue	Wed	Thu	Fri
2	3	4	5	6
9	10	11	12	13
16	17	18	19	20
23	24	25	26	27
30	31			

4 - First day of classes

FEBRUARY

Mon	Tue	Wed	Thu	Fri
		1	2	3
6	7	8	9	10
13	14	15	16	17
20	21	22	23	24
27	28			

27 - Beginning of Reading Week

MARCH

Mon	Tue	Wed	Thu	Fri
		1	2	3
6	7	8	9	10
13	14	15	16	17
20	21	22	23	24
27	28	29	30	31

3 - End of Reading Week

APRIL

Mon	Tue	Wed	Thu	Fri
3	4	5	6	7
10	11	12	13	14
17	18	19	20	21
24	25	26	27	28

11 - Last day of classes

DEADLINES

Advertising material for print publication should be sent by 3 pm, three business days before publication.

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