

Media ■ kit

To assure the quality and integrity of submitted material

2011 INTERNAL

AWARD-WINNING PUBLICATION

The McMaster Times, an award-winner for overall excellence in magazine design and content, offers news, features, columnists, editorials, and alumni updates written for, by and about McMaster alumni.

Established in 1985, the Times is published twice a year – spring and fall. Distributed free of charge to McMaster alumni, the magazine has a circulation of more than 100,000 and continues to grow.

TERMS & SPECS

Terms of Payment

Net 30 days. Interest at a rate of 2% per month will be charged on overdue accounts.

General Policies

- The publishers reserve the right to add the word “advertisement” to any paid material.
- Rights are reserved to classify, censor, revise or reject any advertisement.
- No responsibility is assumed for errors in advertisements beyond amount charged for that portion of the advertisement in which the error occurred.
- All advertising is subject to approval by the publisher.
- Covers are non-cancellable.
- Cancellation on inside pages requires a minimum of 30 days’ notice before publication date.

McMaster Times is published by:

The Office of Public Relations

McMaster University

CNH 111

tel: 905.525.9140 ext. 24073

email: ethers@mcmaster.ca

www.mcmaster.ca/ua/opr/times



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2011 INTERNAL Advertising Rates

SIZES

RATES & PLACEMENT

COVERS - 4/C		1x	2x	3x
BACK COVER 21.59cm x 30.48cm + .5cm bleed		\$2,525	\$2,375 ea.	\$2,225 ea.
INSIDE BACK COVER 21.59cm x 30.48cm + .5cm bleed		\$2,075	\$2,025 ea.	\$1,975 ea.
INSIDE PAGES		1x	2x	3x
DOUBLE PAGE 43.18cm x 30.48cm + .5cm bleed	BW	\$2,700	\$2,500 ea.	\$2,300 ea.
	4col	\$3,500	\$3,300 ea.	\$3,100 ea.
FULL PAGE 21.6cm x 30.5cm + .5cm bleed	BW	\$1,350	\$1,250 ea.	\$1,150 ea.
	4col	\$1,750	\$1,650 ea.	\$1,550 ea.
HALF PAGE 19cm x 12.6cm	BW	\$1,025	\$925 ea.	\$800 ea.
	4col	\$1,425	\$1,300 ea.	\$1,150 ea.
QUARTER PAGE 10.795cm x 15.24cm	BW	\$675	\$625 ea.	\$575 ea.
	4col	\$1000	\$875 ea.	\$775 ea.
EIGHTH PAGE 10.795cm x 7.62cm	BW	\$300	\$275 ea.	\$250 ea.
	4col	\$525	\$450 ea.	\$400 ea.

INSERTS - Subject to availability, placement, size and weight.

2011 PUBLISHING SCHEDULE AND CLOSING DATES:

Spring 2011: deadline to book Feb. 4, deadline for copy Feb. 25

Fall 2011: deadline to book June 24, deadline for copy July 15

ADDITIONAL SERVICES

Typesetting, formatting & design

These services are available at an additional cost of \$80 per hour.

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SUPPLIED MATERIALS

Electronic files are required for both colour and black and white ads. Additional costs due to delays or impaired production caused by specification deficiencies will be charged to the advertiser. Electronic files and proofs (digital colour proof, not a colour laser print or colour photocopy) must be furnished by the advertiser and delivered prepaid to:

Attention: Art Director
Office of Public Relations
McMaster University
1280 Main Street West, CNH 111
Hamilton, Ontario, Canada L8S 4L9

IMAGE FILES

Images should be provided in high-resolution EPS, TIFF, or PDF format (fonts outlined) on a CD. Graphics software such as Photoshop and Illustrator should be used in the creation of the art. Presentation software such as PowerPoint, CorelDraw, Harvard Graphics, or Publisher will **NOT** be accepted. Colour images need to be CMYK, 300 DPI, with a digital colour proof, not a colour laser print or colour photocopy. This proof will be used at press to check colour reproduction. Gray-scale images should be 300 DPI accompanied by a proof. Line art (black and white) should be 1270 DPI with a proof. Please include hardware and software information, in addition to the file names, with the disk. All fonts and images must be included with the digital files. Files **MUST** be named according to the following format:

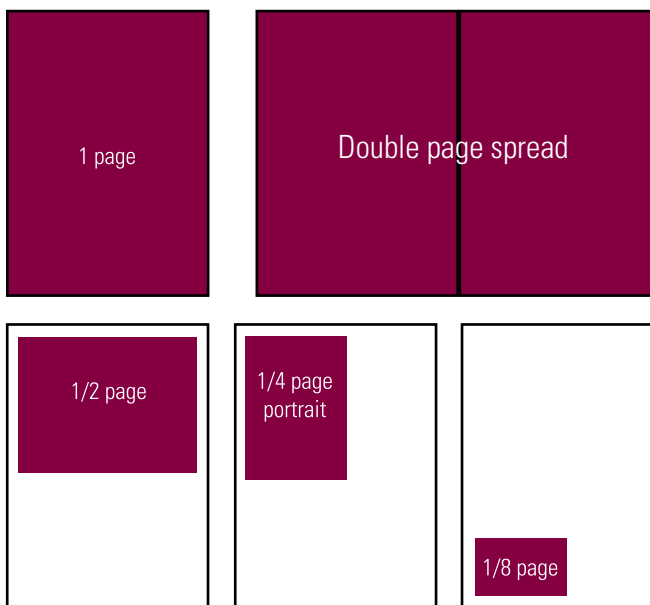
Advertisersname_nameofad_size_col/bw_date.
extension

Examples:

TDCanadaTrust_quarterpage_bw_092306.eps

RBC_TravelContest_halfpage_col_092306.pdf

McMaster Times standard sizes



1 page	21.6cm x 30.5cm + .5cm bleed
Double page spread	43.2cm x 30.5cm + .5cm bleed
1/2 page	19cm x 12.6cm
1/4 page	10.795cm x 15.24cm
1/8 page	10.795cm x 7.62cm

*All material must have a .5cm bleed.

ELECTRONIC SPECIFICATIONS

A CD containing the files is preferred. If a CD cannot be provided the work can be sent via FTP in which the login and password would be emailed in advance to howeljd@mcmaster.ca.

- Adobe Illustrator saved as EPS with fonts and imported images supplied, or, fonts saved as curves, outlines or paths and imported graphics embedded.
- Platform-independent high-resolution PDF files with fonts and images embedded.
- Final colour proofs or black and white proofs included, with spot colour breaks, if any, indicated.

COLOUR AND B/W SCANS

- 300 dpi. Colour corrected CMYK. Saved as TIFF or EPS (Mac or PC). Colour correction can be provided at a cost to the client.