



# RYERSON REVIEW OF JOURNALISM

Media Kit--2018/2019





# SPRING 2018 RYERSON REVIEW OF JOURNALISM



The inside story on  
Tanya Talaga and  
the writing of  
*Seven Fallen Feathers*

## Louder than Thunder

APT's Groundbreaking Coverage | What's Next for Podcasts?

What My Editor Taught Me | Sexism in the Newsroom

Quebec's Hot Talk Show | *Georgia Straight* at 50

Inside the Busy Brain of Jon Kay

\$12.99 Display until Spring 2019



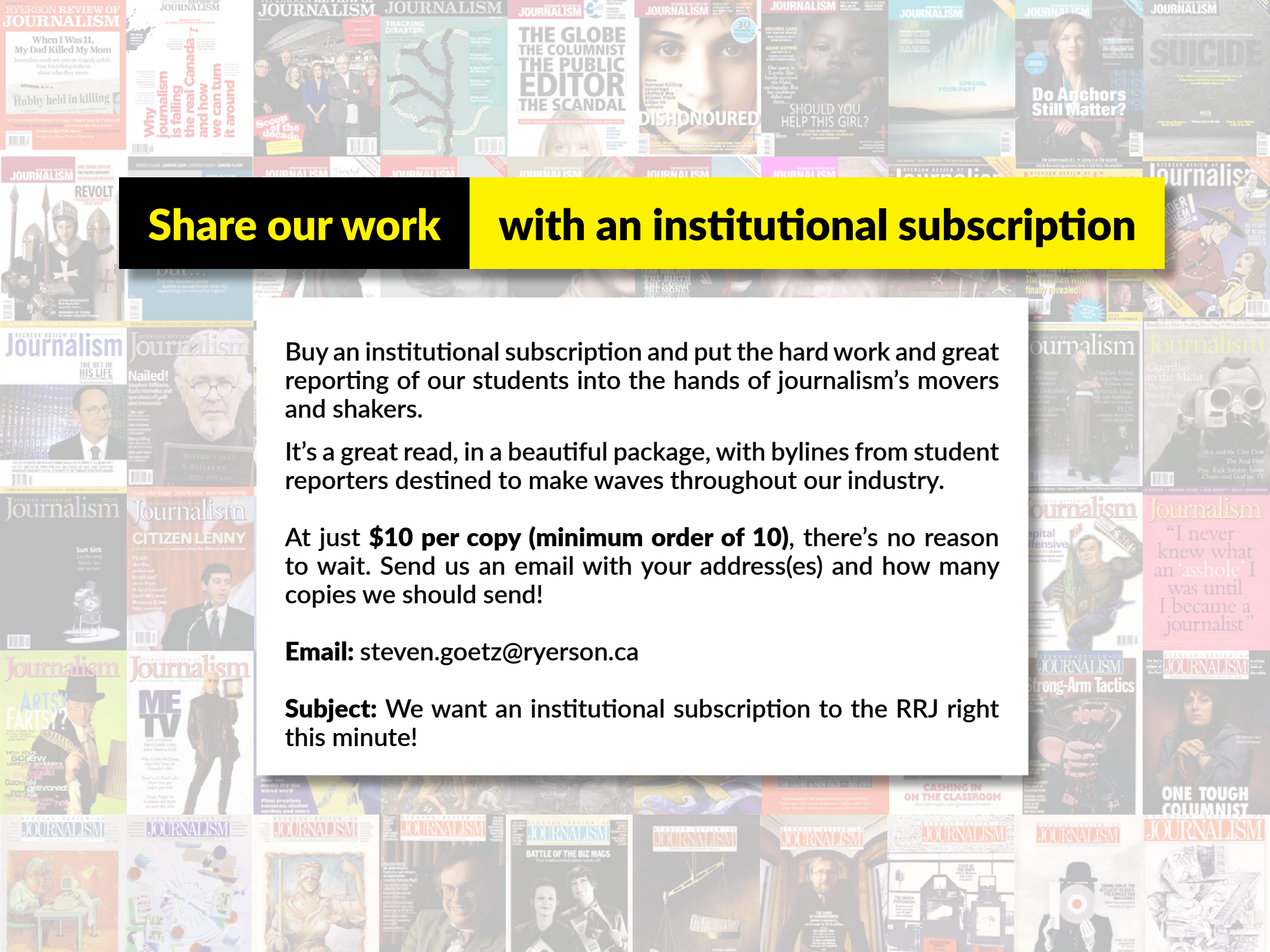
The Ryerson Review of Journalism (RRJ) is Canada's watchdog on the watchdogs.

Since 1984, the magazine has probed the quality of Canadian journalism in award-winning reporting produced by graduate and undergraduate students at the Ryerson School of Journalism.

The RRJ continues to evolve. In addition to the Spring print edition, we publish regularly at [rrj.ca](http://rrj.ca), produce the Pull Quotes podcast, and host events gathering journalists and students together to consider the ethics and practice of contemporary news reporting.

Some things remain unchanged. The RRJ continues to be led by ambitious young journalists and to be read by the country's most influential media decision-makers.





**Share our work**

**with an institutional subscription**

Buy an institutional subscription and put the hard work and great reporting of our students into the hands of journalism's movers and shakers.

It's a great read, in a beautiful package, with bylines from student reporters destined to make waves throughout our industry.

**At just \$10 per copy (minimum order of 10),** there's no reason to wait. Send us an email with your address(es) and how many copies we should send!

**Email:** [steven.goetz@ryerson.ca](mailto:steven.goetz@ryerson.ca)

**Subject:** We want an institutional subscription to the RRJ right this minute!

**Show your support**

**with a print ad**

**Booking deadline:** Feb. 1, 2019.

**Artwork submission deadline:** March 1, 2019

**File format:** PDF format. Please make sure all images and fonts are embedded and saved at a high resolution (300 dpi). Native application files (QuarkXPress, InDesign, etc.) are not accepted. Film is not accepted.

**Colour:** Convert all colour elements to CMYK.

**Bleeds on full page ads:** Add 0.125" bleed on all sides. Keep critical elements at least 0.5" away from the trim and gutter

**Spot colour:** Add \$260.00 to B/W rate

**Inside front or inside back page:** \$3,000.00

**Tax:** All ads are GST/HST/ PST exempt

The annual print edition of the RRJ has a circulation of 3,000, appearing on newsstands across Canada and distributed to an impressive list of media decision-makers—publishers, managing editors, writers, producers, and broadcasters.

A print ad demonstrates to the industry your support for the next generation of Canadian journalists.

**DOUBLE PAGE SPREAD**

Bleed - 17.25" wide x 10.25" tall

Trim - 17" wide x 10" tall

Colour - \$3,900

B/W - \$2,830

**FULL PAGE SPREAD**

Bleed - 8.75" wide x 10.25" tall  
Trim - 8.5" wide x 10" tall  
Colour - \$2,500  
B/W - \$1,730

**TWO-THIRD VERTICAL**

4.8" wide x 8.5" tall  
Colour - \$2,300  
B/W - \$1,625

**HALF HORIZONTAL**

7.5625" wide x 4.25" tall  
Colour - \$2,035  
B/W - \$1,375

**HALF VERTICAL**

3.625" wide x 8.5" tall  
Colour - \$2,035  
B/W - \$1,375

**ONE-THIRD VERTICAL**

2.25" wide x 8.5" tall  
Colour - \$1,730  
B/W - \$1,100

**QUARTER VERTICAL**

3.5" wide x 4.25" tall  
Colour - \$1,250  
B/W - \$900

**ONE-SIXTH VERTICAL**

2.25" wide x 4.25" tall  
Colour - \$800  
B/W - \$600



# Reach our audience

# with a web ad

Our website, rrj.ca, is viewed by thousands of readers who anticipate daily updates and smaller features. Recent statistics show 13,000 pageviews and over 5,000 unique visitors per month.

The RRJ Rundown, our weekly newsletter, and Pull Quotes, our weekly podcast, offer advertisers promising new avenues to reach our online audience of students and journalists.

## SIDEBAR (Top-placed)

325px wide by up to 650px tall.

MONTH	\$350
TERM	\$1,400
YEAR	\$2,800

## TOP BANNER

1120px wide by 146px tall. Appears on every page.

MONTH	\$300
TERM	\$1,200
YEAR	\$2,400

## SIDEBAR

325px wide by up to 650px tall.

## RRJ RUNDOWN E-NEWSLETTER

600px wide by up to 1200px tall.

MONTH	\$100
TERM	\$300
YEAR	\$550

## PULL QUOTES PODCAST

Interested in podcast advertising? Get in touch for details.

Email: [steven.goetz@ryerson.ca](mailto:steven.goetz@ryerson.ca)

## TOP BANNER

The screenshot shows the website layout with several ad spots highlighted in yellow:

- TOP BANNER:** Located at the top of the page, above the main content area.
- SIDEBAR (Left):** Located on the left side of the page, containing a 'PULL QUOTES Podcast' section and a 'Morning Radio Gets a Little Less Local' article.
- SIDEBAR (Right):** Located on the right side of the page, containing a 'Mainstream Coverage of Controversial Prison Transfer Leaves Indigenous Voices Unheard' article.
- Podcast Section:** A section titled 'PULL QUOTES Podcast' featuring a podcast episode titled 'Pull Quotes: Season 2 Episode 1 - The Highs and Lows (But Mostly Highs) of Cannabis Reporting'.
- Latest Section:** A section titled 'THE LATEST' featuring an article titled 'Doing good work. Top Story The Cost of a Bad Review'.
- Stars:** A row of five stars, with the first three filled and the last two empty, indicating a rating system.

## Join us as an event sponsor

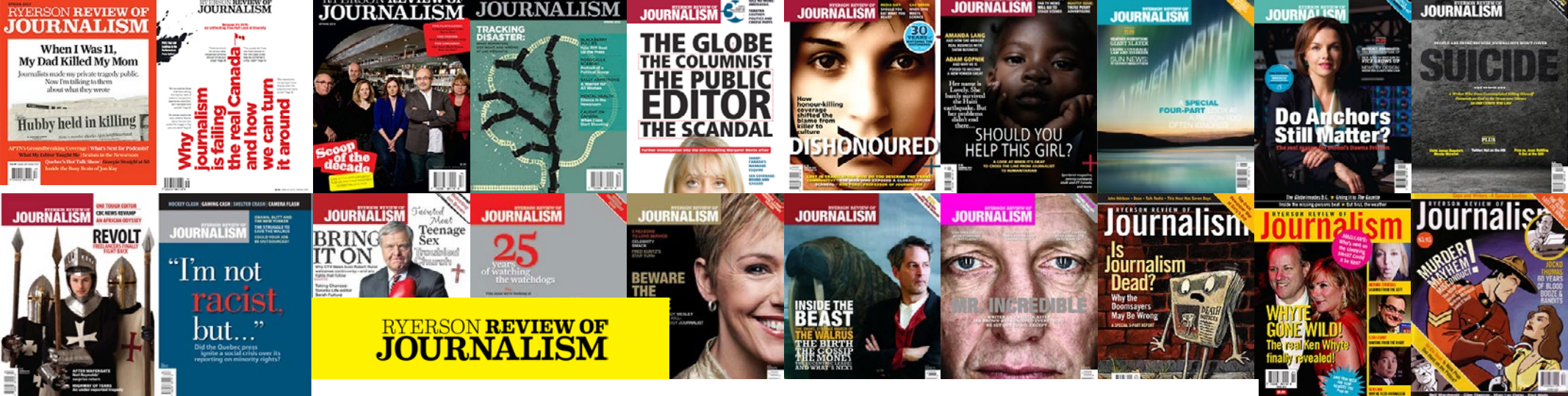
The RRJ hosts two events each year—in late November and late March—gathering students and working journalists to grapple with the ethics and practice of contemporary news reporting.

Your support gives our students the resources to organize events that meet the high editorial standards and ambition of the RRJ newsroom.

With your help, the RRJ Unpublished event series will be anticipated on the industry calendar for many years to come.

	BRONZE	SILVER	GOLD
TIER ACKNOWLEDGMENTS	\$750	\$1,500	\$3,000
Top-placed and largest company logo on all conference promotions and printed materials			✓
Logo displayed on conference banners			✓
Announced as sponsor at top of a special edition of Pull Quotes, our weekly podcast and CJRU 1280AM radio show			✓
A representative from your organization invited to introduce one of the panels or sessions			✓
Company logo on promotional materials and printed programs		✓	✓
Announced as sponsor at conference introduction and conclusion	✓	✓	✓
Company logo on event website	✓	✓	✓
Registration space reserved for members of your organization	2	4	8
Knowing your supporting the next generation of Canadian journalism	PRICELESS	PRICELESS	PRICELESS





Support the RRJ today!

Steven Goetz

Production Coordinator/Ad Sales

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416-979-5000 x 7424

226-930-1625

