



多大中文

UTChinese Magazine

Media Kit 2011-2012

Last Update :: January 6, 2011

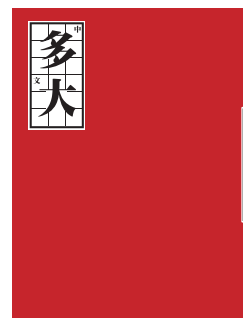
About Us

Organization Highlights

- Canada’s **No. 1** Chinese student magazine publisher.
- Publishes two titles: **UTChinese** (《多大中文》) and **WhoCares?** (《多大中文·生活》).
- One of the **biggest event organizers** on the University of Toronto campuses.
- Over **600** life-time members as of September 2010.
- Over **2,000** mailing list subscribers.
- Reached over **20,000** readers since 2006.
- Commented as the “most successful student group at the university in the past 20 years” by Ben Yang, former Director of the International Student Center at the University of Toronto.
- Commented as the best student organization that “exceeds any others” by Roger Francis, Director of Arts and Science Co-Op Programs at the University of Toronto Scarborough.

UTChinese Magazine Highlights

- **100% original** articles on career, culture, art, and hot topics.
- Circulation per issue: **2,000-3,000** (based on funding availability).
- **Five issues** per year: 2011 Winter, 2011 Spring, 2011 Summer, 2011 Fall, and 2011-12 Christmas and New Year Issues.
- **Full-colour** printed, letter size (8.5” × 11”), **64** pages plus cover.
- Magazines are **available online**, including all advertisements.
- Primary readership: Chinese community (students, scholars, staff, faculty members, alumni) at the University of Toronto.
- Secondary readership: Chinese community outside the university.



UTChinese Magazine Distribution Locations



- University of Toronto (downtown)
- University of Toronto Scarborough
- University of Toronto Mississauga
- Outside the University of Toronto

Advertising with Us

YOU provide financial support to cover a small part of the printing cost of our magazines

- We are a not-for-profit organization and **do not make profits from your investment.**
- We receive generous support from our production partner, CCT Printing Inc., thereby allowing the printing cost to be the lowest possible for our quality and quantity. **Our cost-effectiveness will enable you to enjoy more benefits with less investment.**

WE provide a variety of **customized** strategies to promote your products and services

- **Full-colour** print advertisements on *UTChinese* magazines.
- Same or updated advertisements on the online version of *UTChinese* magazines.
- Supplementary black & white print advertisements on *WhoCares?* magazines.
- Your electronic promotional materials distributed to our **2,000+** email subscribers, **600+** life-time members, and **150+** staff.
- Your company's name, logo and brief introduction on the Sponsorship Page of our website.
- Your advertisement banner on the homepage, press room section or BBS of our website.
- Your company's name and logo on our events' posters and our pages on SNS websites.
- Your promotional materials distributed at our booths and event reception desks.
- Your promotional announcements made during our events.
- You will be our priority choice of vendor, if applicable.
- We are open to your ideas and strategies.

KEY POINTS

- We are one of the **best channels** for your products and services to access the **5,000+** Chinese market at the University of Toronto.
- Paper media mean **greater** and **longer exposure** of your advertisements.
- We are the **best brand** and the **No. 1 publication** on campus. All of our activities, events, projects and initiatives are aimed at creating the highest value for the community.
- Supporting us will show your support for Chinese community.
- Supporting us will show that you value culture, diversity, tradition, and professionalism.
- Statistics show that **85%** of consumers will switch to businesses associated with good cause. Sponsoring us will enhance your public image and therefore attract more customers.

Our Events

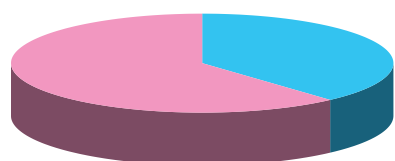
As our sponsors, you will receive certain coverage on our events. For opportunities to become the Presenting or Special Sponsors of our events, please contact us for more details.

Event Schedule

Date	Event	Capacity
Feb, 2011	UTChinese New Year Concert (charitable)	500
Mar, 2011	UTChinese Career Seminar: Finance Career Information	300
Mar, 2011	UTChinese Career Seminar: Accounting Career Information	300
Mar, 2011	UTChinese Career Seminar: Graduate School Application	200
Apr, 2011	UTChinese Entrepreneurship Conference	300
Jun, 2011	UTChinese “A Midsummer Night’s Dream” Semi-formal	150
Oct, 2011	2011 Chinese Cultural Tour to Canada (to be determined)	500
Nov, 2011	UTChinese Open House	200
Nov, 2011	UTChinese Career Seminar: University Planning	200
Nov, 2011	UTChinese Career Seminar: Resumes	200

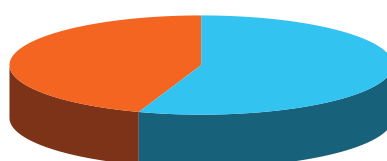
Demographic Profile for Student Readers

Gender



- Female (62%)
- Male (38%)

Int'l or Domestic Students



- Int'l Student (55%)
- Domestic Student (45%)

Programs of Study



- Commerce (53%)
- Science (24%)
- Engineering (15%)
- Social Science (5%)
- Humanity & Others (3%)

UTChinese Magazine Advertising Rates and Schedule

Special Positions (full page only)

Option	1-Time	2-Time	3-Time	4-Time	5-Time
Outside Back Cover	\$1,200	\$1,140	\$1,080	\$960	\$840
Inside Front Cover	\$800	\$760	\$720	\$640	\$560
Inside Back Cover	\$600	\$570	\$540	\$480	\$420
Center Fold (double page spread)	\$800	\$760	\$720	\$640	\$560
First Page	\$800	\$760	\$720	\$640	\$560
Third Page	\$500	\$475	\$450	\$400	\$350
<i>Discount</i>	--	5%	10%	20%	30%

Run of Page

Option	1-Time	2-Time	3-Time	4-Time	5-Time
Full Page	\$400	\$380	\$360	\$320	\$280
1/2 Page	\$300	\$285	\$270	\$240	\$210
1/2 Page (at "Career" Section)	\$340	\$323	\$306	\$272	\$238
1/3 Page (at "Career" Section)	\$260	\$247	\$234	\$208	\$182
1/4 Page	\$200	\$190	\$180	\$160	\$140
1/4 Page (at "Career" Section)	\$220	\$209	\$198	\$176	\$154
<i>Discount</i>	--	5%	10%	20%	30%









We offer in-house design services. Please contact us for details.

Publishing Schedule

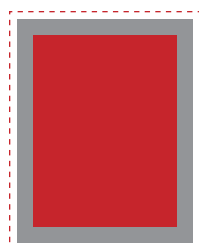
Issue	Space Close	Material Due	Distribution
2011 Winter	Jan 25, 2011	Jan 28, 2011	Feb 4, 2011
2011 Spring	Late Mar, 2011	Late Mar, 2011	Early Apr, 2011
2011 Summer	Late Jun, 2011	Late Jun, 2011	Early Jul, 2011
2011 Fall	Early Sept, 2011	Early Sept, 2011	Mid Sept, 2011
2011-12 Christmas & New Year	Late Nov, 2011	Late Nov, 2011	Early Dec, 2011
2012 Winter	Late Jan, 2012	Late Jan, 2012	Early Feb, 2012




UTChinese Magazine Advertisement Specifications

Advertisement Sizes

Ad Format	Bleed Material	Trimmed Material	Non-Bleed Ad
 Double Page Spread	17.5" × 11.5"	17" × 11"	16.25" × 10.25"
 Full Page	9" × 11.5"	8.5" × 11"	7.75" × 10.25"
 1/2 Page (Horizontal)	9" × 6"	8.5" × 5.5"	7.75" × 4.75"
 1/2 Page (Vertical*)	4.75" × 11.5"	4.25" × 11"	3.5" × 9.75"
 1/2 Page (Island*)	5.88" × 8.5"	5.38" × 8"	4.63" × 6.75"
 1/3 Page (Horizontal*)	9" × 4.25"	8.5" × 3.75"	7.75" × 3"
 1/3 Page (Vertical*)	3.25" × 11.5"	2.75" × 11"	2" × 9.75"
 1/4 Page	4.75" × 6"	4.25" × 5.5"	3.5" × 4.75"

* At "Career" Section only.



-  Bleed Material: Materials that will be trimmed.
-  Trimmed Material: Materials close to the edges. We highly recommend not putting contents on this area as they are at risk of being trimmed.
-  Non-Bleed Ad: Contents of the advertisement.

Mechanical Requirements

For best production results, please ensure:

- Trim and bleed sizes are correct
- All spot colours converted to CMYK
- All RGB images converted to CMYK
- All high-resolution images are 300 dpi+
- All fonts are embedded
- All text has been converted to outlines
- Advertisement materials are submitted as .pdf, .tiff, .eps, or .ai files

Advertisement Policy

We are responsible for our readers. We reserve the right to reject any advertisement, which, at our sole discretion, is considered unsuitable. All advertisements must comply with the *Canadian Code of Advertising Standards*.

Contracts

Advertisers will receive discounts when choosing 2-Time, 3-Time, 4-Time or 5-Time packages, provided that advertisements must be published on consecutive issues. Advertisers who fail to use the space contracted will be short-rated.

We will not be bound by any conditions, printed or otherwise, on contracts, orders or copy instructions that conflict with our policies.

Advertiser and/or their agencies will assume full and complete responsibility and liability for all advertising submitted, printed or published. Our liability for any error for which we may be held legally responsible will not exceed the cost of the space.

Payment

30% of the payment is due at the date of acceptance of contract. The remaining 70% of the payments is due 30 days from the distribution date. All payments must be made in Canadian funds. Advertisers and their agencies have dual liability to us in the event of non-payment for advertising.

Rate Revisions

We reserve the right to make revisions to these rates at any time. Existing contracts will not be affected by such revisions.

Agency Commission

We offer 15% to recognized advertising agencies.

Cancellation

Advertisers may cancel advertisements 30 business days prior to the space close date. All advertisements cancelled 10-29 business days prior to the space close date will result in a 25% cancellation fee. All advertisements cancelled within 9 business days prior to the space close date will result in a 50% cancellation fee. No advertisements may be cancelled after the space close date. Cancellations must be in writing and none will be considered accepted until confirmed in writing by us.

We reserve the right to cancel an advertisement at any time, and in such event full refund will be made to the advertiser and/or its agency.

Contact Us

Website

<http://www.utchinese.org>

General Enquiry

mail@utchinese.org

Advertising Enquiry / Sponsorship Department

sponsorship@utchinese.org

Design Enquiry / Art Department

art@utchinese.org

Editorial Enquiry / Editorial Department

editorial@utchinese.org

Director, Sponsorship

Bo Sun

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President

Gavin Ouyang

(416) 567-8216

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Printing Company



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