

# CHARLATAN PUBLICATIONS INC.

INTERESTED IN ADVERTISING WITH US?  
ADVERTISING.CHARLATAN@GMAIL.COM



2021  
MEDIA KIT



*Who are we?*

# ABOUT US

## *THE CHARLATAN*



**Founded in 1945, *The Charlatan* is one of the nation's oldest continuously published university newspapers.** We have been operating for more than 75 years, growing from a 4-page publication to a full-length newspaper that reaches over 20,000 customers a month, both in print and online. Students read *The Charlatan* for information on campus politics and events, arts, sports, opinions, and national student news.

Our online website ([Charlatan.ca](http://Charlatan.ca)), is updated daily with all the same content of the newspaper, reaching **30-40,000 members** of the Carleton and National Capital region community every year.

*The Charlatan* is the largest student newspaper in the Eastern region employing more than 11 editorial staff throughout the year and supported by an independent full-time **business office on the 5th floor of the University Center on the Carleton University Campus.**

*The Charlatan* boasts such alumni as former Wall Street Journal reporter Greg Ip, National Post media columnist and former aide to the prime minister Warren Kinsella. **Dozens of other alumni have become renowned journalists, authors, designers, and photographers.**

*The Charlatan* has transitioned to a primarily online publishing system on our existing online platforms and website. **Physical newspaper distribution will be reserved for 2 special edition printed publications per year.** We are extremely excited to bring this experience to our readers and clients.



*The Charlatan*

# READERSHIP DEMOGRAPHICS

As Carleton University's official student newspaper, *The Charlatan* is in a unique position to target Ottawa's **substantial** and **growing** student population. A large majority of the Charlatan readers are **between the ages of 17 - 29**.

Advertising with *The Charlatan* offers **access to a niche demographic** at prices lower than other local — and more broadly — targeted news sources.



We have **31,522 students** enrolled at Carleton, with **4,625** of them being international students **from all over the globe**.



60% of readers are **actively engaged in campus life** (clubs, volunteering, working)



Carleton grads typically **earn 26% more** than the median Canadian Income.

## SOCIAL MEDIA

@CharlatanLive



**3.1K+**

Page Followers



**1.1K+**

Instagram Followers



**4K+**

Twitter Followers



**662K+**

Total Views

# ONLINE WEB ADVERTISING



**The Charlatan**

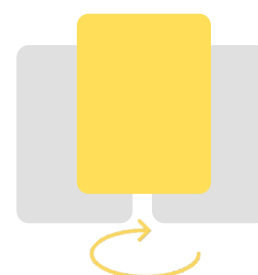
**LEADERBOARD**  
1025 x 90 pixels **\$300/month**

**BIG BOX**  
300 x 250 pixels **\$250/month**

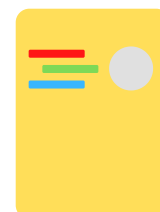
**FOOTER BANNER**  
1025 x 90 pixels **\$185/month**



Your Ad is **linked directly** to your website



Your ad is rotated with **strategic locations** on different article webpages.



Featured in **full colour** for any configuration

Our website ([Charlatan.ca](http://Charlatan.ca)) has experienced momentous growth with increasing readership year after year. Our digital audience currently accumulates over **45,000 page views** and over **5,000 unique** readers every month. News articles, editorials, investigative features, sports coverage, and all other content produced by *The Charlatan* is published on [charlatan.ca](http://charlatan.ca), including the most up-to-date breaking news on campus.

Online advertising on [Charlatan.ca](http://Charlatan.ca) is one of the best ways to engage the Carleton community on a large scale. Current students and faculty members represent the majority of our digital audience. However, many Carleton alumni, parents of students, and other members of the national capital engage with our content daily.

# SPONSORED ARTICLES



A mockup of a website layout. At the top, a yellow banner contains the text 'The Charlatan'. Below this, a grey box labeled 'LEADERBOARD' specifies '1025 x 90 pixels' and '\$300/month'. To the left, a large yellow box labeled 'SPONSORED ARTICLE' indicates 'Starting at \$500'. To the right, a grey box labeled 'BIG BOX' specifies '300 x 250 pixels' and '\$250/month'. The main content area is filled with several horizontal bars of varying colors (yellow, light yellow, grey) representing text or image placeholders.

*The Charlatan* will also **collaborate with select advertisers to develop sponsored content** by producing, publishing and/or promoting stories that engage our local audience and create a meaningful impression about your brand. The cost of these articles will vary depending on the project requirements.

All native advertising **articles will have a disclosure statement indicating the piece is sponsored.** Paid content will be clearly labeled and categorized in a separate section of our website from our editorial content.

Content must be supplied by the advertiser and will undergo **rigorous editing** to ensure **journalistic quality.**

**We reserve the right to reject any advertising content** that does not align with the values of The Charlatan.

# SOCIAL MEDIA PROMOTIONS



Our Facebook group @CharlatanLive currently has a following of over **3k members**. Many students and individuals interact with our content daily as it becomes published and updated with original content. Sponsored posts are one of the best ways **to inform students about events and attractions** in and around the Ottawa area. In the months leading up to summer, Ads can be used to **source pre-professional talent**.

**The Charlatan** Join  
January 1, 2021 • 🌐

Promote your company, product, or event with a short description, and include an optional Link <http://example.com> if desired (The photo below will also be hyperlink enabled) :

**FACEBOOK POST**  
1200 x 628 pixels

**\$200 /post**

👍❤️😄 Comments Shares

On Instagram, we have built up a network of followers that represents our target audience. Advertising on our platform is your opportunity to **reach a niche audience directly**. Many of our followers on social media share, comment, and tag others in our posts, further fostering a **high engagement rate** for our content.

Instagram

CharlatanLive  
The Charlatan, ON

**INSTAGRAM POST**  
1080 x 1080 pixels

**\$100 /post**

charlatanlive Written description of your ad or other information that you would like to convey to our audience.  
Use #Hashtags to make your ad searchable.  
See all comments  
1 hour ago

CharlatanLive  
The Charlatan, ON

**INSTAGRAM CAROUSEL**  
1080 x 1080 pixels

**\$100 /post + \$20 /picture**

CharlatanLive  
The Charlatan, ON

**INSTAGRAM CONTEST/GIVEAWAY**

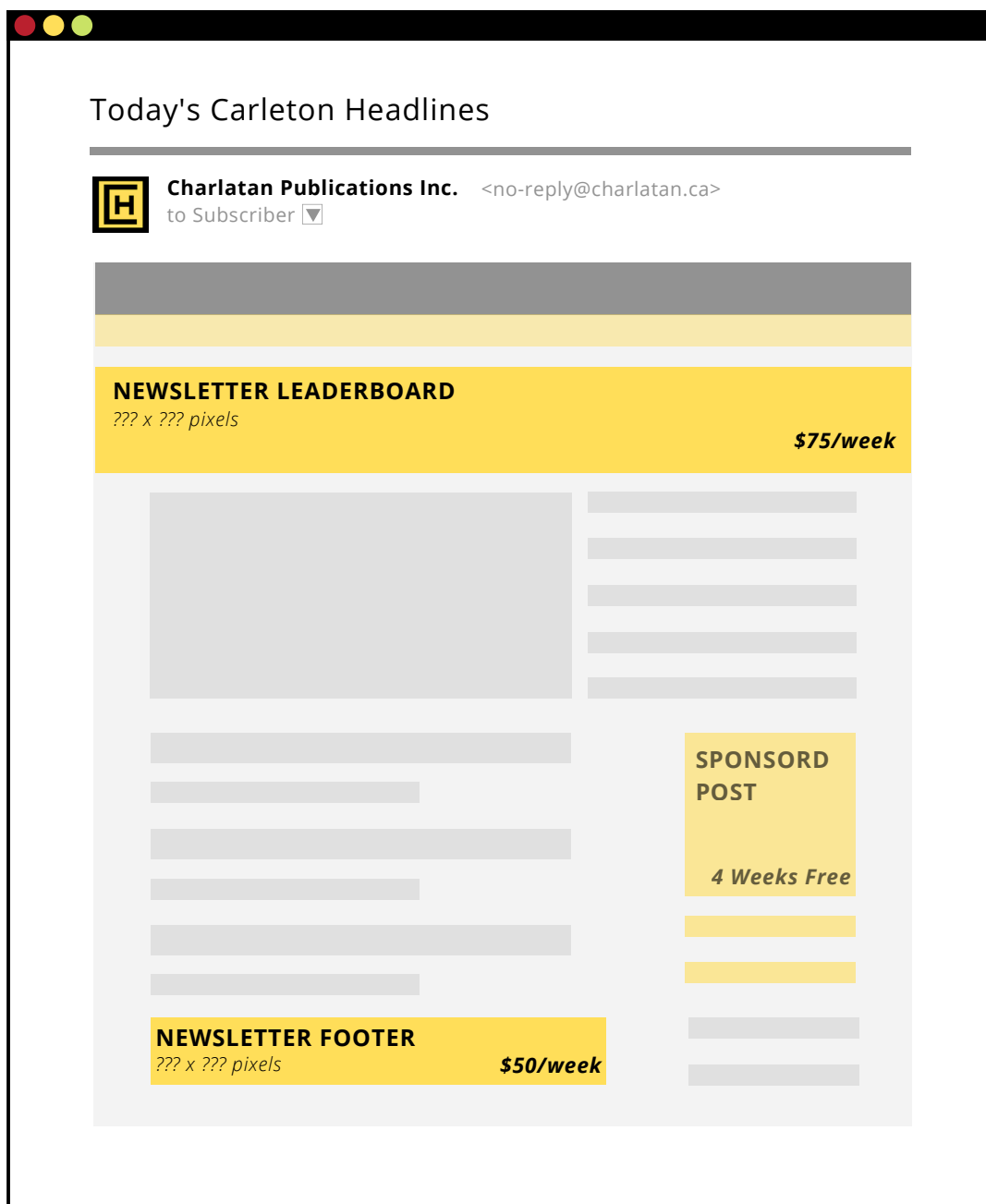
**\$150 /post**

If you would like to post content to another Charlatan account in or in a different format, please send an email to [advertising.charlatan@gmail.com](mailto:advertising.charlatan@gmail.com) with your special request.

# NEWSLETTER EMAIL SUBSCRIBERS



All our **email subscribers** receive email newsletters from *The Charlatan* on **Monday mornings**. Students, faculty and alumni read the email newsletter to keep up with the latest news about Carleton University.



From breaking news to events on campus, the email newsletter has the most **relevant** and **engaging** content hand-picked from the *The Charlatan* newsroom every two weeks.

Email newsletter advertising reaches a loyal, core audience that is **best suited for raising awareness about events and programs, opportunities and applications, and other dates and deadlines.**

# PRINT ADS SPECIAL EDITIONS



<p><b>\$980.00</b></p> <p>7" x 9.5"</p> <p><b>Full Page</b></p>	<p><b>\$450.00</b></p> <p>4.583" x 9.5"</p> <p>7" x 4.583"</p> <p><b>Half Page</b></p>	<p><b>\$310.00</b></p> <p>7" x 3.23"</p> <p><b>1/3 Horizontal Page</b></p>	<p><b>\$310.00</b></p> <p>2.33" x 3.167"</p> <p><b>1/3 Vertical Page</b></p>
<p><b>\$280.00</b></p> <p>7" x 3.33"</p> <p><b>1/4 Horizontal Page</b></p>	<p><b>\$280.00</b></p> <p>7" x 2.375"</p> <p>3.5" x 4.583"</p> <p><b>1/4 Vertical Page</b></p>	<p><b>\$160.00</b></p> <p>7" x 1.15"</p> <p>1.75" x 4.583"</p> <p>3.5" x 2.29"</p> <p><b>1/8 Page</b></p>	<p><b>\$85.00</b></p> <p>1.75" x 2.29"</p> <p>3.5" x 1.15"</p> <p><b>1/16 Page</b></p>



**Inserts**

\$80.00 per thousand  
(min. order 1000)  
max size 10" x 14"

**Special Publications**

These publications have *The Charlantan's* highest print readership, and are the best times for you to target a large and specific audience.



## PRINT SPECIFICATIONS

**ACCEPTED FORMATS**

TIFF , JPED , PDF , PNG  
Must be high quality (**300 DPI**)

**ADDITIONAL CHARGES**

If the ad is on Page 2 or back cover, an additional 18% will be added to the total cost.

Please note that all special edition ads are *full colour*.

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# CONTACT INFORMATION

## THE AWESOME PEOPLE BEHIND THE CHARLATAN



**JILLIAN PIPER**

EDITOR-IN-CHIEF

### VACANT

BUSINESS MANAGER

[ADVERTISING.CHARLATAN@GMAIL.COM](mailto:ADVERTISING.CHARLATAN@GMAIL.COM)

All inquiries will be answered by Pascale Malenfant,  
chair of the Charlatan's Board of Directors.

The Charlatan also offers **Design Solutions** to those looking to create an ad campaign or a single from scratch.

**Rate \$25 /hr**

It is the perfect solution for anyone looking to connect with the NCR and student community.

**Our team will work directly with you to build creative, engaging ad campaigns that will get you noticed.**

For bulk pricing and other information, please reach out to our **Business Manager** via phone or email. We look forward to working with you.

### DISCLAIMER

Upon agreeing to terms with The Charlatan, the advertiser agrees to produce and submit artwork for the ordered print space. If the artwork is not provided by the specified deadline, the space will be forfeit and the advertiser will pay for 100% of the space ordered. We reserve the right to review and reject all advertisements prior to publication should we see fit.

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Advertisements must be received by email at [Advertising.Charlatan@gmail.com](mailto:Advertising.Charlatan@gmail.com) by Monday at 4PM along with a minimum 50% deposit to be published online or in print the same week. Payment for signed contracts are due 30 Days after invoice is issued. 1.5% interest per month on overdue accounts.

### The Charlatan accepts Direct Deposit & Cheques payable to :

Charlatan Publications Inc.  
531 Unicentre, Carleton University  
1125 Colonel By Dr.  
Ottawa, ON, K1S - 5B6