



## **The Student Advantage (Why Advertise With Us)**

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.

Our online website (Charlatan.ca) is updated daily with engaging content, reaching **30,000 - 40,000** members of the Carleton and National Capital Region community every year.

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

### **The Facts and the Data:**

- 31,409 Students at Carleton University
- 3,439 Faculty, Staff, and Instructors at Carleton University
- ~5,600 International Students from 150+ Countries
- 60% of readers are actively engaged in campus life (clubs, volunteering, working)

*By advertising with the Charlatan, you are not only supporting your business needs, but local journalism as well.*

## **Online Advertisements**

The Charlatan has transitioned to a primarily online publishing system on our existing online platforms and website. Website advertisements are available year-round at competitive prices:

- Leaderboard Ad (size: 1025 x 90 pixels) - located at the top of the website
- Big Box Ad (size: 300 x 250 pixels) = located at the side of the website
- Footer Banner Ad (size: 1025 x 90 pixels) = located at the bottom of the website

## **Physical Print Advertisements**

Physical newspaper distribution is normally reserved for two (2) printed special-edition publications per year, but we are excited to announce that *the Charlatan* will be releasing an additional special-edition in February 2024. This means that **you and your business will now have three (3) opportunities to advertise** towards our student population:

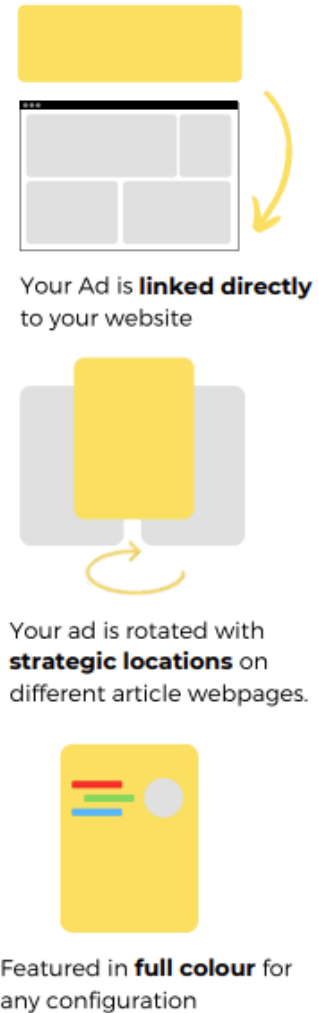
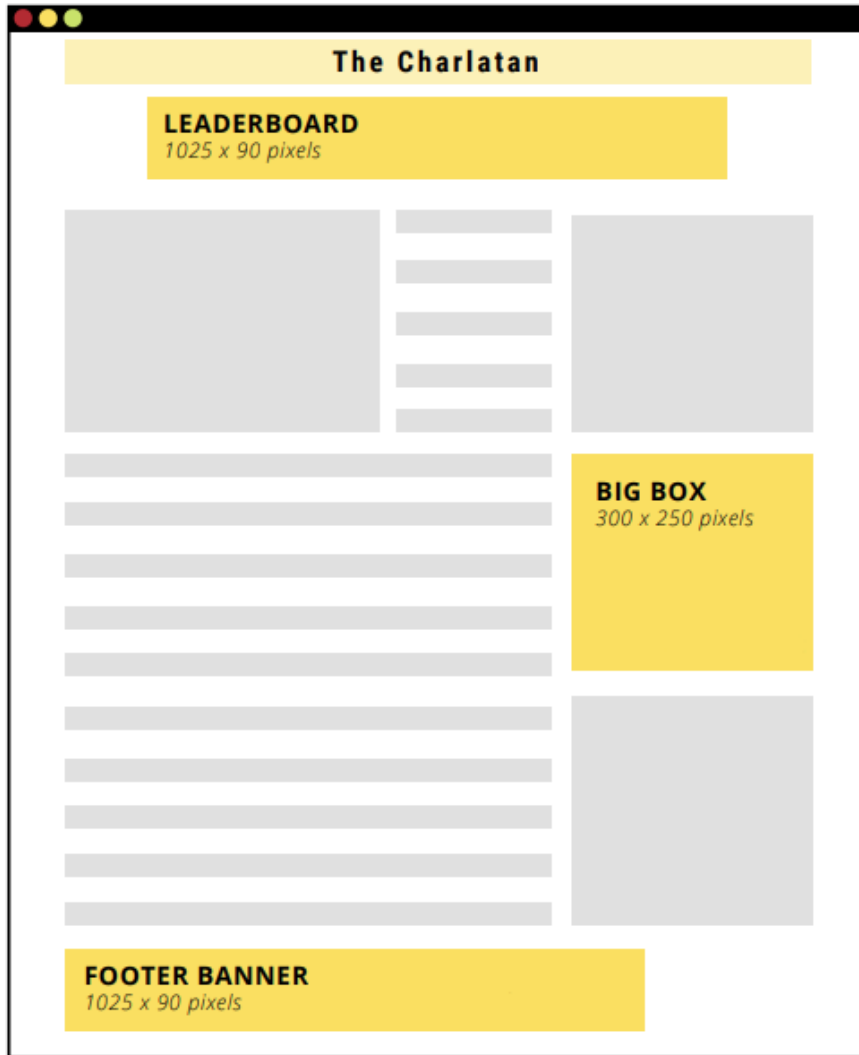
1. December 4, 2023: Blast From The Past
2. February 14, 2024: Love is Love Theme
3. April 1, 2024: Environmental/Futuristic

Our special-edition prints will be readily available in multiple strategic locations located on campus, and this year, we will also be distributing our special-editions to the local community, focusing on targeting bookstores, cafes, community vendors, and supermarkets.

While it is not necessary at all for your business to 100% adhere to our print edition themes, we encourage you to incorporate some theme elements to your ad graphics for a more cohesive experience for our reader (and your potential consumer)!

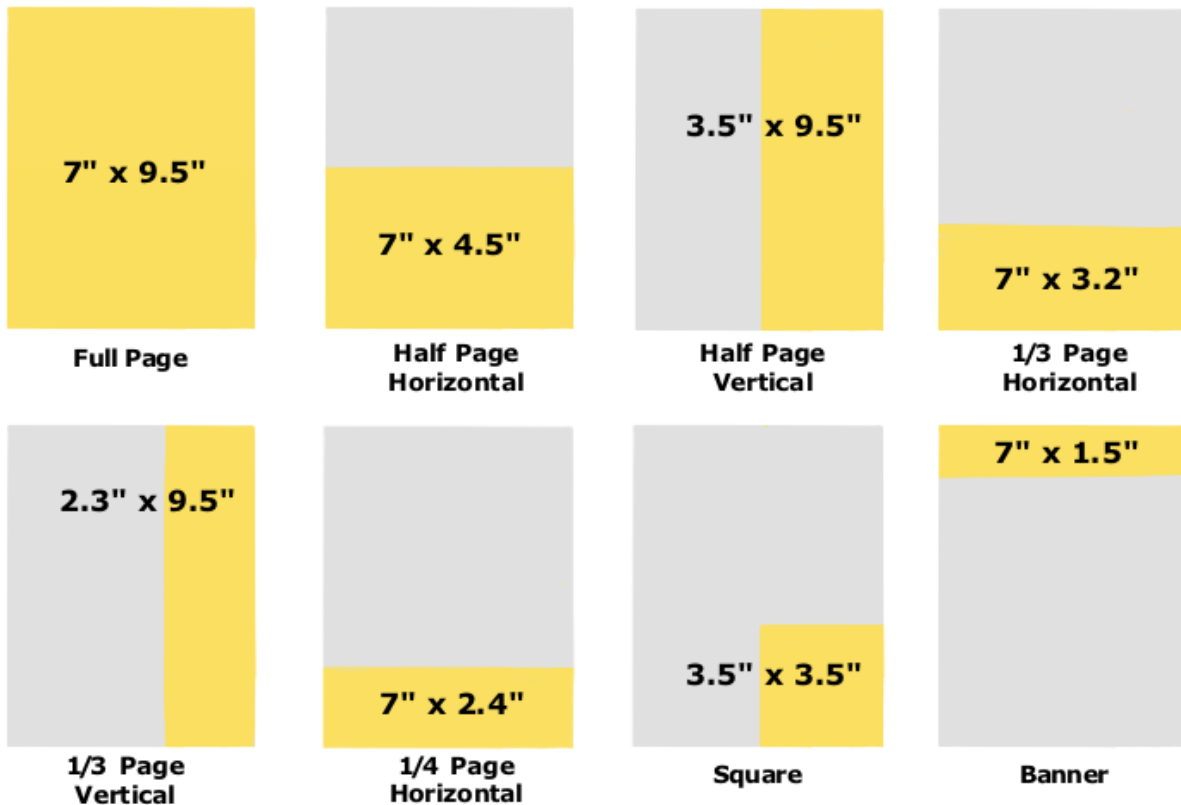
## 2023/2024 Rate Sheet

### Online Advertisements



Online Ad Products	2023/24 Rates
Leaderboard Ad	\$315.00 per month
Big Box Ad	\$265.00 per month
Footer Banner Ad	\$200.00 per month

## Print Advertisements (Full Colour)



Print Ad Products	2023/24 Rates (per 1,000 copies)
Full Page Ad	\$1,000.00
½ Page Vertical Ad	\$500.00
½ Page Horizontal Ad	\$475.00
⅓ Page Vertical Ad	\$330.00
⅓ Page Horizontal Ad	\$350.00
¼ Horizontal Ad	\$275.00
Square Ad	\$200.00
Banner Ad	\$175.00



## **Advertising Contacts**

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