

ONLINE *Publications*

The credibility of the newspaper's brand extends to the advertiser.

Student newspapers have influence. They are trusted. They are written about students, for students, by students. For advertisers trying to get on media-saturated campuses, speaking to students through the student press is the easiest way to legitimize a commercial message. 59% of web users agree that online advertising is more credible from a trusted website. Student newspapers are now online.

Our Reach Based on monthly averages Sept-Dec 2009

2 million ad impressions
155,000 unique visitors
1.5 million page views
250,000 visits

Targeted

Our network of online campus publications caters to the 18-34 year old student niche market.

43% of online newspaper users are 18-34.

75% of students read their campus publication. In addition, research has shown 1/3 of online newspaper visitors return to sites multiple times daily.

64% of 18-24 year olds have visited a newspaper website in the last 7 days.

The average amount of time spent on our network of websites is nearly 3 minutes per visit.

Reinforcement

Advertising online provides added value to your campus print campaign! It is a cost-effective way to add tens of thousands of impressions to your youth media buy. Additionally, online campus publications have potential to extend reach and increase circulation by offering the option to print hardcopies. According to Newspaper Industry Today, 52% of readers who saw the same product online *and* in a newspaper were likely to buy that product.

Purchasing Power

The campus youth market has a consistently high annual spending rate. PMB data shows that more than 50% of Canadian students are employed during the academic year. They have money to spend and make high-impact purchasing decisions every day.

Newspaper websites continue to demonstrate their ability to command the attention of web users as they attract an average unique audience of more than 1/3 of all internet users. Newspapers are in a position to leverage their trusted brands to reach a highly engaged online audience to deliver maximum value to advertisers.

STUDENT NEWSPAPERS *are now online!*

Big changes are happening in media these days, and campus newspaper publications are no exception. Presently the majority of college and university newspapers have an online edition. Boost the value of your advertising campaign by including ads in the print *and* online editions of campus newspapers. **Call today to get on campus.**

ONLINE *Publications*

*Our network of publications represents **1 MILLION** potential readers in one place.*

Readership

Monthly online average (Sept.-Dec. 2009)

Newspapers remain the primary source of original reporting.

A current Pew Research Centre study found 61% of original reporting and fresh information on major news stories is sourced from newspapers and their websites.

43% of all readers of online weekly newspapers are 18-34. (NadBank 2009)

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Skyscraper
(160x600 pixels)
Left and right positions available.

Medium rectangle (Big box)
(300x250 pixels)
Positions throughout page available.

Leader board
(728x90 pixels)
Positions at top and bottom of pages available.

STUDENT NEWSPAPERS *are now online!*

The Campus Network is taking its breadth of knowledge of youth marketing into the online community. Working with its campus newspapers and newspaper advertisers to create solutions in a new world, The Campus Network is bridging the gap between traditional and digital. **Contact us today to get on campus.**

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Digital Specifications:

Rich media formats accepted for publication

include:

jpg, gif, png, dct (shockwave), mov (QuickTime), rpm (Real Media), and for swf (Flash Files).

Provide files that have the destination url hard-coded for click through.

Multiple ads can be booked in any zone. A 15-second refresh is an optional feature on all ads.

Two weeks lead time required.

Advertising Delivery:

A single upload to our site cannot exceed 45 MB.

Please login to our homepage with your username and password, provided by The Campus Network.

Upload Artwork
to our website



The Campus Network draws on a long history of success to continue to provide the reach, relevance, and response it has always delivered. Now with forty years experience, newspaper advertising with The Campus Network is progressive as ever.

Advertising Terms & Conditions

A copy of our Web Policy and Terms of Service is available:
thecampusnetwork.com/WebPolicy.pdf

Booking and Material Deadlines:

Two weeks prior to publication. Please contact us regarding late bookings and late material. Availability of advertising space is not guaranteed after deadlines.

Make-Good Policy:

Advertisers whose ads do not run as ordered will be contacted and offered a make-good. A make-good is not a free ad. If the make-good runs correctly the advertiser will be billed as per the original order. Reproduction of ads that do not meet production specifications cannot be guaranteed.

Purchase Orders:

Please include:

1. List of publications
2. Final rate for each publication
3. Date of insertion
4. Size of ad
5. Ad number / material description

Cancellations not accepted after deadlines.

The agency is the duly authorized representative of the Advertisers. The Network reserves the right on 10 days written notice to hold advertisers liable for payment for sums unpaid at the expiration of 60 days from the date of invoice. The Network and its publishers are not bound by any condition printed on advertisers' or advertising agencies' contracts or insertion orders when such conflict with the policies covered by this rate card.