

### Fast Stats

\* 75% of Canadians have Internet Access (Source: Ipsos-Reid, April 2002)

\* 73.5% of all Toronto households have Internet access from home, work or school. (Source: Statistics Canada).

\* 24.76% of Internet users in 2003 purchased products and services over the Internet

\* Canada's percentage of people who visit news and information sites, 79%, is the highest in the world. (Source: Comscore Media Metrix, Canada Demographic Profile Report, October 2004).

### 2008 Print Advertising Rates:

B&W	1x	3x	6x	8x
Full Page	\$995	\$950	\$900	\$852
1/2	\$550	\$525	\$500	\$475
1/3	\$395	\$375	\$360	\$340
1/4	\$310	\$295	\$280	\$265
1/6	\$210	\$200	\$190	\$180
Inside Cover	\$1145	\$1100	\$1050	\$1000
Outside Cover (back)	\$1195	\$1150	\$1100	\$1050

Colour	1x	3x	6x	8x
Full Page	\$1325	\$1260	\$1190	\$1130
1/2	\$735	\$695	\$660	\$630
1/3	\$525	\$500	\$480	\$455
1/4	\$420	\$400	\$375	\$360
1/6	\$325	\$300	\$270	\$250
Inside Cover	\$1475	\$1410	\$1340	\$1280
Outside Cover (back)	\$1525	\$1460	\$1390	\$1330

### The Web

Take advantage of a medium comparable to television—free when you purchase a two-issue advertising package@

The internet has been perhaps the most dynamic change in advertising over the past ten years alone, bringing all types of businesses new and creative ways to reach their market. OTD's website is easy to navigate, remains online year-round, and is re-launched every spring. This is an additional audience for your advertisement—at no extra charge!

### Extra Options

- \* If you would like us to design your ad there will be a \$25 design fee (business card ads exempt).
- \* Preferred page placement - \$25
- \* Online link to your own business website \$15

### The Ad Submission Policy

- \* All advertising artwork will be accepted via email at [sales@onthedanforth.ca](mailto:sales@onthedanforth.ca) or by CD/DVD-ROM media.
  - \* All submissions must be accompanied by a proof, preferably colour laser, for verification purposes.
  - \* The following files are accepted:
    - Quark: (preferably 7.0 or later) Include all fonts and images used with Quark file.
    - InDesign (preferably CS3) Include all fonts and images used with Quark file.
    - Photoshop: Save file in TIFF or JPEG format at 300dpi. Embed all fonts.
    - Illustrator: Save file in EPS format with text converted to outlines.
    - PDF: Save with fonts embedded with 300dpi resolution (Print Quality)
    - PDFx1a: Save with fonts embedded with 300dpi resolution (Print Quality)
- NOTE: Files should be in CMYK colour format.

Deadline for AD submissions: March 1st, 2008



**On**  
THE DANFORTH

**2008 Media Kit**



On the Danforth (OTD) is a regional, bi-annual lifestyle magazine put out by the students of Centennial College that showcases the culture, weighs the issues, and recognizes the people of the neighbourhood it features. OTD has a wide readership of people aged 20 – 45 and uses clean, bold design to appeal to this broad audience. In featuring the commerce, community, and lifestyle of the Danforth, we hope to showcase the warmth and diversity of the people who identify this neighbourhood as their place of business, playground, and home.

### Readership

OTD has a broad and diverse readership. The Danforth area is home to 68,310 people, and the population is growing. In addition, the spring and summer seasons see an increased number of tourists to the area, culminating in the enormous number drawn in by Taste of the Danforth every year.

Our primary readers are aged 20 – 45 and comprise a diverse mix of both Danforth locals and visitors to the Danforth area. They are interested in the community and culture of the Danforth and want to know what's new, what's relevant, and where the hot spots and best deals can be found.

### Fast Facts:

- ◆ 68,310 people live within the circulation coverage area.\*
- ◆ 60% of people within the coverage area are of working age (25 – 64 years).\*
- ◆ A Toronto Urban Development Services Report published in May 2002 projects a continual increase in population along the Danforth area up to the year 2031.
- ◆ Taste of the Danforth brings well over one million people to the area annually.
- ◆ \$0.28 of every dollar spent by tourists in Toronto is towards food and beverages.

Based on 2001 Census by Statistics Canada

### Fast Stats

- \* **NEW!** Two-issue and package deals include FREE web advertising!
- \* The average number of readers per copy of a magazine is 3.2 – this means that an advertisement will get a lot of visibility.\*
- \* 34% of consumers remember the last ad they read in a magazine compared to only 19% on prime time TV and 23% of newspapers – this means that magazine ads “stick”.\*

Based on Fast Facts by Magazines Canada

### Editorial Calendar 2008

#### Spring

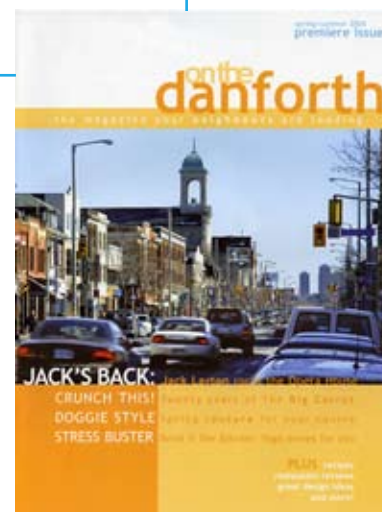
Use what you have from Mary's class so far

- \* I would but we haven't discussed anything really.
- \* So I will just put some nonsense so I can finish the design. I hope you don't mind.

#### Summer

Use what you have from Mary's class so far

- \* The whole OTD process is very convoluted for our class.
- \* There also seems to be some needless hostility between the two classes, so finding out what is in the Summer issue would be impossible for someone like me not playing the politics.



### Advertising

On the Danforth has been published bi-annually since 2004. OTD promotes the support of local Danforth businesses and community organizations. OTD offers its advertisers exceptional value for their money. We offer very competitive advertising rates, including a premium discount on advertising purchased in a two-issue package (see 2006 Advertising Rates).