

XAVERIAN WEEKLY

MEDIA &

ADVERTISING KIT



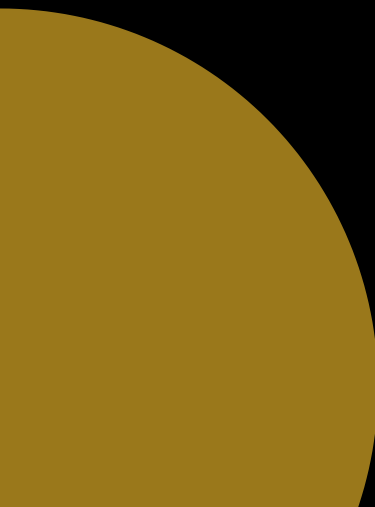
About us

The Xaverian Weekly was founded as the Excelsior in 1895 as the official student newspaper of Saint Francis Xavier University. The Xaverian Weekly is published by the Xaverian Weekly Publications Board and is editorially autonomous.

The Xaverian Weekly acknowledges that our publication and distribution takes place in Mi'kma'ki, the ancestral and unceded territory of the Mi'kmaq People. This territory is covered by the "Treaties of Peace and Friendship" which Mi'kmaq and Wolastoqiyik (Mallseet) peoples first signed with the British Crown in 1725. The treaties did not deal with surrender of lands and resources but in fact recognized Mi'kmaq and Wolastoqiyik (Mallseet) title and established the rules for what was to be an ongoing relationship between nations.

The Xaverian Weekly is a proud member of the Canadian University Press, North America's largest cooperative of student newspapers.

The Xaverian Weekly will not print material that is racist, misogynistic, sexist, homophobic, or libellous. Opinions expressed in The Xaverian Weekly are those of the author and do not necessarily reflect those of The Xaverian Weekly or the Xaverian Weekly Publications Board.



Metrics

The Xaverian Weekly is StFX's official source for student news and maintains high readership levels among current students, staff, alumni, local community members, and those associated with StFX.

For the 2020-2021 Academic Year, The Xaverian Weekly will be published digitally, and in print, and distributed via Facebook, Instagram, and Twitter. Since 2016, social media has driven nearly half of all website sessions, accounting for 200,000 page views.

During an average year, the Xaverian weekly website receives an average of:

130,000
Pageviews

50,000
Unique
Sessions

250-500
pageviews
per article

Print Metrics

The Xaverian Weekly will be publishing seven print editions this year.

Each edition will produce 750 copies which will be distributed to StFX students, faculty, and staff.



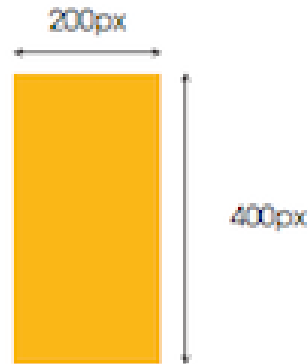
Ad Specifications

Sitewide Sidebar

Aspect Ratio 1:2

Minimum Resolution: 200W x 400H @ 72 DPI

File Formats Accepted: Jpeg, PNG, GIF, PDF

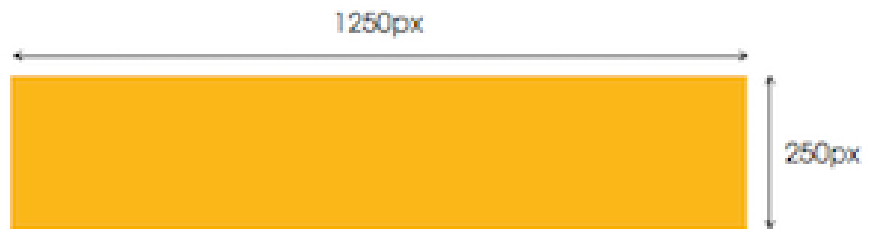


Sitewide Footer

Aspect Ratio 5:1

Minimum Resolution: 1250W x 250H @ 72 DPI

File Formats Accepted: Jpeg, PNG, GIF, PDF

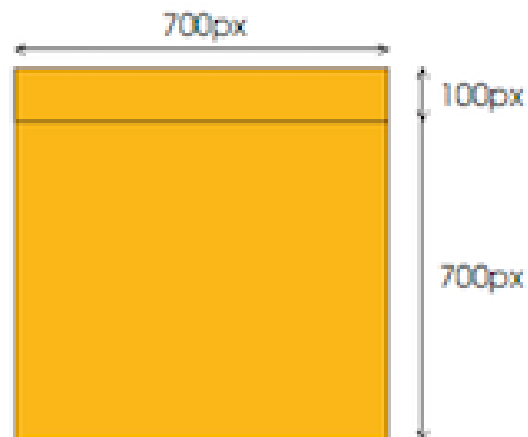


In-Article

Aspect Ratio 7:1 to 1:1

Minimum Resolution: 700W x 100H @ 72 DPI

File Formats Accepted: Jpeg, PNG, GIF, PDF



Print Options

Your ad can be inserted as:

Full Page

1/2 Page

1/4 Page

1/8 Page

1/16 Page



Online Pricing

Sitewide

Sitewide advertisements are sold based on run-time. Monthly, term, and semester timeblocks must be purchased in full (Calendar Months, Academic Terms (Sept - Oct, Nov - Dec, Jan - Feb, Mar - Apr), Semesters (Fall, Winter)).

If purchasing for an Academic Term or longer period, you are entitled to a free image change every four weeks to help your ad stay fresh. Additional image changes can be purchased for \$100/occurrence.

Ad Type	Cost Per Ad							
	1 Week	2 Weeks	3 Weeks	1 Month	1 Term (~8 Weeks)	1 Semester (~16 weeks)	1 Year (Sept - May)	Summer (May - August)
Sidebar	\$ 500	\$ 475	\$ 450	\$ 425	\$ 375	\$ 313	\$ 243	\$ 94
Footer	\$ 300	\$ 285	\$ 270	\$ 255	\$ 225	\$ 188	\$ 146	\$ 56

Ad Type	Total Purchase Price							
	1 Week	2 Weeks	3 Weeks	4 Weeks	1 Term (~8 Weeks)	1 Semester (~16 weeks)	1 Year (Sept - May)	Summer (May - August)
Sidebar	\$ 500	\$ 950	\$ 1,350	\$ 1,700	\$ 3,000	\$ 5,000	\$ 8,500	\$ 1,500
Footer	\$ 300	\$ 570	\$ 810	\$ 1,020	\$ 1,800	\$ 3,000	\$ 5,100	\$ 900

In-Article

In-article advertisements are placed in articles for their lifetimes, and are never removed due to age (unless requested).

Pricing is tiered into three categories, Specified, Exclusive, and Standard.

“Specified” ads means that you can specify which section or article topic you would like your ad(s) to appear in.

“Exclusive” means that your ad(s) will be the only in-article ad(s) on that page.

“Standard” means that we may include multiple advertisements along with yours in an article.

Ad Type	Cost Per Ad					
	1x	2x	3x	4x	5x	6+
In-Article (Specified)	\$ 150	\$ 135	\$ 120	\$ 105	\$ 90	\$ 75
In-Article (Exclusive)	\$ 100	\$ 90	\$ 80	\$ 70	\$ 60	\$ 50
In-Article (Standard)	\$ 75	\$ 70	\$ 65	\$ 60	\$ 55	\$ 50

Ad Type	Total Purchase Price					
	1x	2x	3x	4x	5x	6x
In-Article (Specified)	\$ 150	\$ 270	\$ 360	\$ 420	\$ 450	\$ 450
In-Article (Exclusive)	\$ 100	\$ 180	\$ 240	\$ 280	\$ 300	\$ 300
In-Article (Standard)	\$ 75	\$ 140	\$ 195	\$ 240	\$ 275	\$ 300

Print Pricing

We offer discounts for bulk ad purchases.

2 ads - 15% off

5 ads - 25% off

7 ads - 35% off

Full Page - \$600 per issue

1/2 Page - \$300 per issue

1/4 Page - \$150 per issue

1/8 Page - \$100 per issue

1/16 Page - \$50 per issue



Contact

To purchase ad space,
please email xw.eic@stfx.ca

