



# Advertising Rates Card 2026-2027

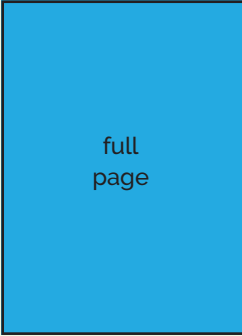
Connect with U of G students today!

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The Ontarion: A Trusted News Source Since 1951

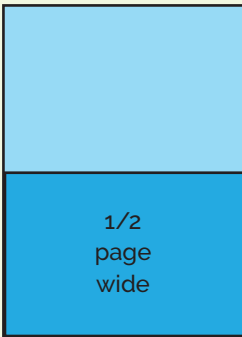
# Our Sizes & Pricing

Note: all sizes are width x length, in inches.



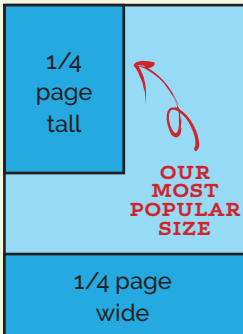
Pricing:  
b & w: **\$900**  
colour: **\$1,200**

Ad Size:  
**10.25" x 14"**



Pricing:  
b & w: **\$450**  
colour: **\$675**

Ad Size:  
**10.25" x 6.875"**



Pricing:  
b & w: **\$250**  
colour: **\$350**

Ad Size:  
Tall: **5" x 6.875"**  
Wide: **10.25" x 3.5"**

## DISCOUNT BUNDLES

2 or more ads

**10% OFF**

4 or more ads

**20% OFF**

8 or more ads

**25% OFF**

# 9 Great Issues to Reach Students

ISSUE	PUBLICATION DATE
Guelph 101	August 20, 2026
October	October 1, 2026
November	October 29, 2026
December	November 26, 2026
January	January 4, 2027
February	January 28, 2027
March	February 25, 2027
April	March 25, 2027
May/Summer	April 29, 2027

Take a look  
and see if The  
Ontarion is right  
for you



[issuu.com/ontarion](https://issuu.com/ontarion)



recent print issues

## CALL OR EMAIL US TO LEARN MORE!

Our commission-free staff are here to help you find an advertising solution that's right for you and your budget.

Call or email us for more information or to book your ad.

**Lucca Maggiolo**  
Marketing Coordinator

Phone | 519.824.4120 ext. 58267

Email | [outreach@theontarion.com](mailto:outreach@theontarion.com)

# TOP 4 REASONS

## TO ADVERTISE IN A CAMPUS NEWSPAPER

### 1 PORTABILITY

Your ad will follow our readers as they bring their copy of *The Ontario* with them to class, coffee shops, and eventually into their homes or campus residences.

### 2 EFFICIENCY

Our readers share and pass along their copy of *The Ontario* to their peers, often leaving it in shared spaces for the next reader.

### 3 ATTENTION

Our average reader spends 24 minutes reading our newspaper! They are not in a rush and they are not distracted. Reading *The Ontario* represents a break from the stress and noise of the daily grind, giving your message the best chance of being noticed and remembered.

### 4 RELEVANCE

Your ad appears alongside content that helps students navigate their campus, city, and lives. When our readers pick up *The Ontario*, they are intentionally seeking information about their community. What better setting could there be to show them your message?