

# CiTR DISCORDER

RADIO



+

WEB



+

PRINT



**2 PLATFORMS = 10% OFF!**

**3 PLATFORMS = 15% OFF!**

## RADIO ADVERTISING

### ON-AIR ADVERTISEMENTS

**\$25** PER 30-SECOND ROTATION  
[MINIMUM PURCHASE OF 10 SPOTS]

- > your 40-50 word script
- > includes production and 2 revisions

\*special pricing for non-profits, UBC campus groups, and small, local businesses

### PROGRAM SPONSORSHIP

**\$125** FOR 4 EPISODES

**\$110** FOR 4 EPISODES  
[WITH 12-MONTH CONTRACT]

Sponsor a CiTR program to build an ongoing connection with a specific listener community. Your program host will deliver two on-air mentions per show and you can update your message weekly.

## WEB ADVERTISING

**\$75** PER MONTH

Promote your event or business on [CiTR.ca](http://CiTR.ca)

300px x 300px  
72 DPI, .pdf or .tiff

DISCOUNTS AVAILABLE FOR THREE, SIX AND TWELVE MONTH CONTRACTS

# Discorder Ad Rates + Sizes

FOR ANY QUESTIONS CONTACT:

ADVERTISING@CITR.CA



**Full Pg.**  
10.25x13.75  
\$550



**Horizontal  
Half Pg.**  
10.25x6.875  
\$350



**Vertical  
Half Pg.**  
13.75x5.125  
\$350



**Third Pg.**  
7.25x6  
4.75x9  
\$280



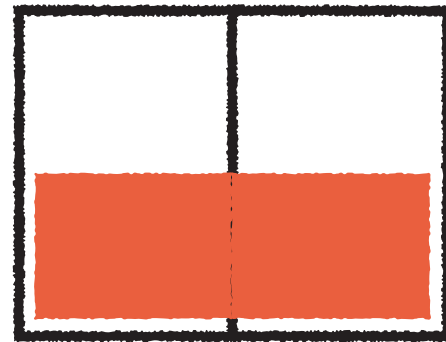
**Quarter Pg.**  
5.125x6.875  
2.5x13.75  
\$225



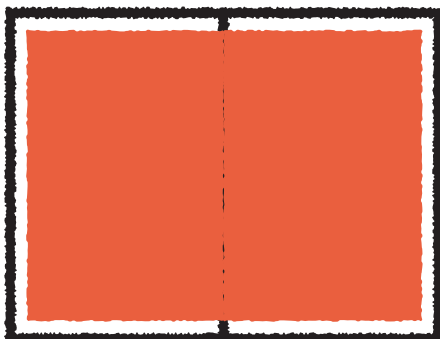
**Sixth Pg.**  
2.25x9  
4.75x4.375  
\$175



**Eighth Pg.**  
4.75x3.25  
2.25x6.625  
\$145



**2pg. Half Spread**  
21.25x6.875  
\$550



**2 Payer**  
21.25x13.75  
\$1,000

1PANTONE COLOUR INCLUDED\*

FULL COLOUR UPGRADE:

1/3 page and under + \$100

Over 1/3 page + \$200

DISCOUNTS:

3 months - 10%

6 months - 15%

12 months - 20%

Non-profit - 20%

PREFERENTIAL PLACEMENT + \$50

DESIGN FEE + \$50

# FILE DELIVERY

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## File Types Accepted

.jpg (300dpi) or .tif (300dpi), .eps, .pdf (X1A Standard preferred).

B+W Print files must be **Greyscale** colour space.

Spot Print files must be **Greyscale** colour space.

Colour Print files must be in **CMYK** colour space.

Web files must be **RGB** color space.

## Vector / Graphic Files

One-color files are preferred. We can also create a duo-tone ad using black and our month's spot colour.

Please provide as an **outlined vector file** (.eps, .pdf, .ai are usually best).

If opting for B+W, please provide your file in black and label your file:

**B&W\_(Ad name and size)\_(Month).(filetype)**

If opting for Spot colour, please provide your file in black and label your file: **Spot\_(Ad Name and Size)\_(month).(filetype)**

If opting for black and a spot ad, please separate the elements you'd like coloured in a separate layer marked "Spot Layer" on your file and label the file:

**SB\_(Ad Name and size)\_(month).(filetype)**

If upgrading to Full colour please provide your file fully coloured, in the CMYK colour space and label the file:

**Colour\_(Ad Name and size)\_(month).(filetype)**

**DISCORDER**  
m a g a z i n e

Black Logo Example

**DISCORDER**  
m a g a z i n e

Spot Colour Example

**DISCORDER**  
m a g a z i n e

Pantone Spot + Black  
Example

**DISCORDER**  
m a g a z i n e

Full Colour Example

## Photo/Non-Vector Files

Ads that are or include photographs or aren't line vector or one colour graphic files must be in a high contrast black and white, which we will then colourize ourselves (If opting to use our Spot Colour.)

All art must be at least 300dpi (at print size). If you have a lot of line art (1-bit images) it is recommended that you deliver art at 600dpi to prevent pixellation.

For B+W please label file: **B&W\_(Ad name and size)\_(Month).(filetype)**

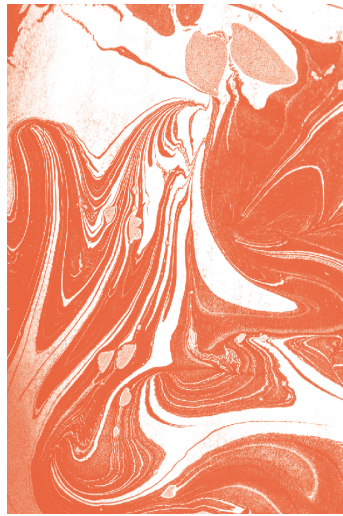
For Spot Colour Print please label file: **Spot\_(Ad Name and Size)\_(month).(filetype)**

If upgrading to Full colour please provide your file fully coloured, in the CMYK colour space and label the file:

**Colour\_(Ad Name and size)\_(month).(filetype)**



B+W Example



Pantone Spot  
Example



Full Colour  
Example

## Misc. Information

- Discorder is printed entirely in B+W with 1, and only one, spot colour. This spot colour is decided upon by Discorder every issue.
- Colour Ads are available only after having paid the Upgrade to colour fee.
- Discorder is press finished on uncoated stock. Our printable area is 10.25 x 13.75 and we cannot provide full bleed ads. Please bear this in mind with larger ad sizes.
- In spreads please mind a gutter space of 0.75 inches on the fold. Do not place any important graphics or text in this gutter space.