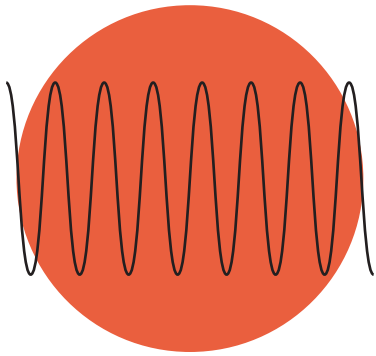
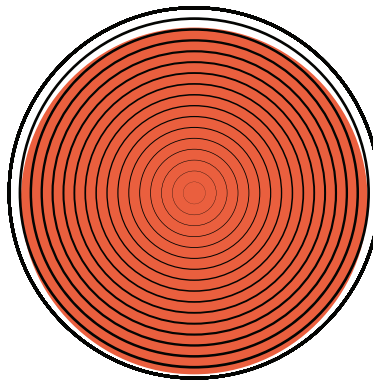


Advertise with US



RADIO

Get on our
airwaves



WEB

Flicker on
our website



PRINT

Get a spot
in the
magazine

DISCOUNTS & DEALS

2 Platforms 10% OFF | 3 Platforms 15% OFF

Discounts available for multi-month Contracts

* * * * *

3 MONTHS	...	10%
6 MONTHS	...	15%
12 MONTHS	...	20%
NON-PROFIT	...	20%

Contact:

advertising@citr.ca

Radio + Web Rates

For any questions contact:
advertising@citr.ca

Radio Advertisements

\$25 per 30 second rotation*
[minimum purchase of 10 spots]

- Please provide a script roughly 40-50 words in length.
- Cost includes production + 2 revisions.
- * we offer special pricing for non-profit, UBC Campus groups, and small local businesses. *

Program Sponsorship

\$125 for 4 episodes.
\$110 for 4 episodes (with a 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 update your message weekly.

Web Advertising

\$75 per month.

- .png, .jpg (72dpi) preferred.
- 300 pixels x 300 pixels.
- WEB FILES must be in RGB colour space/.

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



2 Pager
10.25 (X2) x13.75
\$1,000
MIND THE GAP!

Other Print Perks:

1PANTONE COLOUR INCLUDED*
PREFERENTIAL PLACEMENT + \$50
DESIGN FEE + \$50

File Delivery

For any questions contact:
advertising@citr.ca

File Types Accepted ...

- .tif (300dpi), .eps, .pdf (X1A Standard preferred).
- B+W PRINT FILES must be in **Greyscale** colour space.
- PANTONE SPOT PRINT FILES must be in **Greyscale** colour space,
OR set up with the appropriate spot as a multi-channel .eps.

Logos & Graphic Files ...

- One-color logos are preferred. We can also create a duo-tone image using black and our month's pantone spot colour.
- Please provide as an **outlined vector file** (.eps, .pdf, .ai are usually best.)
- If opting for B+W, please provide your artwork in black and label your file: **B&W_(Ad name and size)_(Month).(filetype)**
- If opting for Spot colour, please provide your artwork in black and label your file: **Spot_(Ad Name and Size)_(month).(filetype)**
- If opting for black and pantone spot ad, please separate the elements you'd like coloured in an additional layer marked "Spot Layer" on your file and label the file:
SB_(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

Pantone Spot + Black
Example

File Delivery

For any questions contact:
advertising@citr.ca

Artwork Files

Artwork (i.e. ads that are photographs or are not simple graphics such as logos) must be in a high contrast black and white, which we will then colourize ourselves (If opting to use our Pantone Colour.)

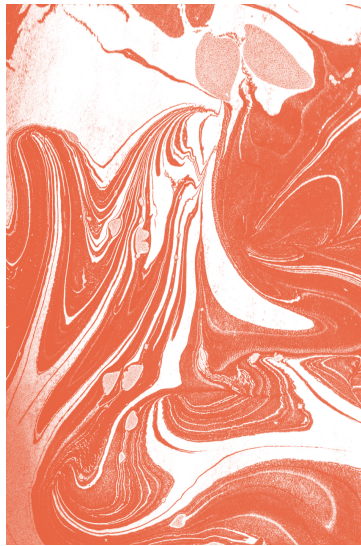
All art must be at least 300dpi (at print size). If you have a lot of line art (1-bit images) it is recommended that you deliver art at 600dpi to prevent pixellation.

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

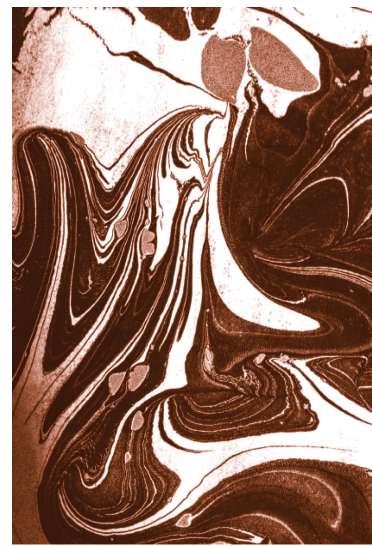
For Spot Colour Print please label file: **Spot_(Ad Name and Size)_(month).(filetype)**



B+W Example



Pantone Spot
Example



Duotone w/ Black
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.
- 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.