

1962

University of Regina student newspaper since



**INTERESTED IN ADVERTISING WITH US?**

contact us at [ads@carillonregina.com](mailto:ads@carillonregina.com)

**MEDIA KIT 2025-2026**

## ABOUT US:

**The Carillon** is the student-run newspaper at the **University of Regina**, and offers a platform for student voices and covering stories that matter to the campus and alumni community. We publish **2-3 issues** per month from **September to April**, and we distribute over **2,000 copies** per month across campus and the wider Regina community. Our online presence further amplifies your ad reach.



## WHY ADVERTISE WITH US?

Over **15,000 readership capacity**, Reach students, faculty, and staff at the University of Regina, as well as local community members.



**High Engagement:** Readers spend an average of **5-10 minutes** per issue, engaging with articles and ads.



**Online Presence:** Our website attracts monthly visitors, with readers spending an average of **3-5 minutes per visit**.



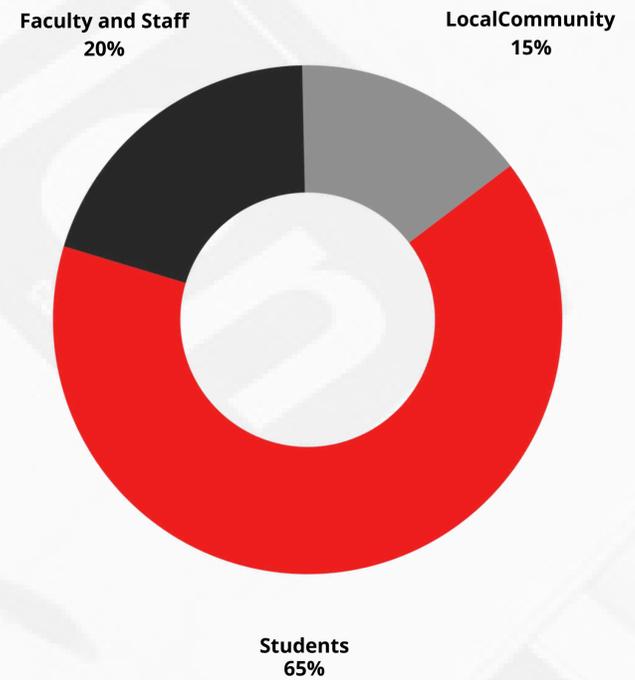
**Cross-Platform Reach:** Print and digital ads ensure visibility both in **print editions and online**



**2,000+**  
monthly distribution

# READER DEMOGRAPHICS:

- **Students (65%):** University of Regina students make up the majority of our readers. They are active on campus, engaged in student life, and interested in local events, services, and businesses.
- **Faculty and Staff (20%):** Faculty members and university staff read The Carillon to stay informed about campus news and initiatives.
- **Local Community (15%):** The Carillon reaches beyond campus, with copies distributed in Regina's key locations, attracting residents interested in university and community news.



# ADVERTISING OPTIONS & RATES:

All rates include both **Print and Online Ad** publishing. Ad placements are subject to editorial board approval.

AD Size	1 Issue (Colour)	2 Issues (Colour)	1 Issue (B&W)	2 Issues (B&W)
Full Page	\$200	\$350	\$160	\$280
Half Page	\$150	\$130	\$80	\$140
Quarter Page	\$100	\$80	\$40	\$60
Eighth Page	\$50	\$40	\$20	\$30

Premium Full-Color Back Cover Page: \$250 per issue

For **custom ad packages or long-term ad commitments** please reach out to discuss pricing options.

# AD-DEADLINES 2025-2026:

OUR **ARTWORK & PUBLICATION** DUE DATES FOR CONTRIBUTORS

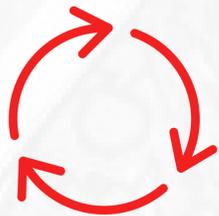
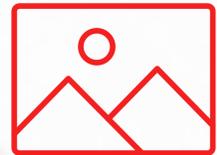
Issue 1 (Sep 4, 2025)	Deadline: Aug 28, 2025
Issue 3 (Sep 18, 2025)	Deadline: Sep 11, 2025
Issue 4 (Oct 2, 2025)	Deadline: Sep 25, 2025
Issue 5 (Oct 16, 2025)	Deadline: Oct 9, 2025
Issue 6 (Oct 30, 2025)	Deadline: Oct 23, 2025
Issue 8 (Nov 27, 2025)	Deadline: Nov 20, 2025
Issue 10 (Jan 15, 2026)	Deadline: Jan 11, 2025
Issue 12 (Jan 29, 2026)	Deadline: Jan 25, 2026
Issue 13 (Feb 12, 2026)	Deadline: Feb 8, 2026
Issue 14 (Feb 26, 2026)	Deadline: Feb 19, 2026
Issue 15 (Mar 12, 2026)	Deadline: Mar 12, 2026
Issue 16 (Mar 26, 2026)	Deadline: Mar 26, 2026
Issue 18 (Apr 9, 2026)	Deadline: Apr 9, 2026

Plan your ad placement to align with key campus events for **maximum engagement**.

# AD SUBMISSION GUIDELINES:

## Image Format:

We accept high-resolution files (**JPG,PNG,PDF**). For digital ads, recommended sizes are 728x90px or 300x250px for banner ads.



**Image Rotation:** We can **rotate** up to three images for digital campaigns.

**QR Code Integration:** QR codes can be incorporated into your ad for easy access to your **website** or **promotional materials**.



**Traffic and Analytics:** For digital ads, we provide **reports on impressions & clicks** to help you track your campaign's effectiveness.

## DISTRIBUTION:

**26 Distribution Sites** at the University of Regina

- Stone's Throw Coffee House
- Path Cowork
- Victoria Square Shopping Centre
- Second Cup Café (East)
- Aware House Books
- Elle's Cafe
- Le Macaron
- The Mercury Cafe & Grill
- O'Hanlon's
- Pause Coffee Shop
- Cafe DRIP
- Country Corner Donuts
- CozyHaus Desserts & Coffee
- IHADay Bubble Tea Cafe

**CONTACT US:**



For inquiries, bookings, and additional details,  
[ads@carillonregina.com](mailto:ads@carillonregina.com)

***the carillon***