

1962

University of Regina student newspaper since



INTERESTED IN ADVERTISING WITH
US?

contact us at ads@carillonregina.com

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.



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



Our readership spans the University of Regina campus and surrounding community. The majority of our readers are undergraduate and graduate students aged 18-30, actively engaged in campus life. Faculty, staff, and local community members make up the remaining readership, providing advertisers access to a diverse, educated audience with strong purchasing power.

ADVERTISING OPTIONS & RATES

National Corporate Rates 26-27	
1/4 page	\$292.50 + Tax
1/2 page	\$487.50 + Tax
Full page	\$780.00 + Tax
Outside Back Cover	\$1,040.00 + Tax

Local Business Rates 26-27	
1/8th page	\$185.00 + Tax
1/4 page	\$225.00 + Tax
1/2 page	\$375.00 + Tax
Full page	\$600.00 + Tax

AD-DEADLINES 2026-2027:

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

Issue 1 (2026-09-10)	Deadline: 2026-09-02
Issue 3 (2026-10-08)	Deadline: 2026-10-02
Issue 4 (2026-10-22)	Deadline: 2026-10-15
Issue 5 (2026-11-05)	Deadline: 2026-10-28
Issue 7 (2026-12-03)	Deadline: 2026-11-25
Issue 9 (2027-01-07)	Deadline: 2027-01-02
Issue 11 (2027-02-04)	Deadline: 2027-01-27
Issue 13 (2027-03-11)	Deadline: 2027-03-18
Issue 15 (2027-04-08)	Deadline: 2027-04-01
Issue 16 (2027-04-15)	Deadline: 2027-04-05

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.

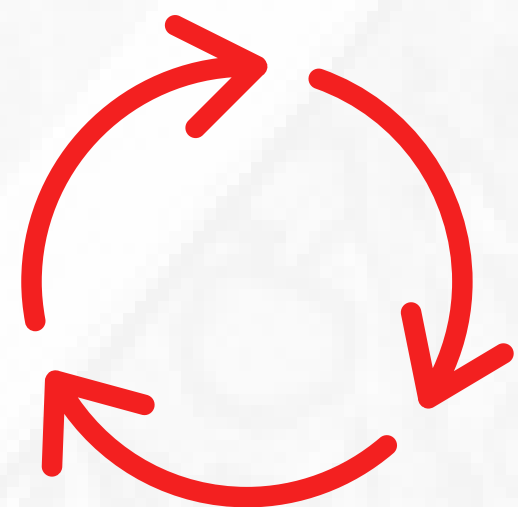
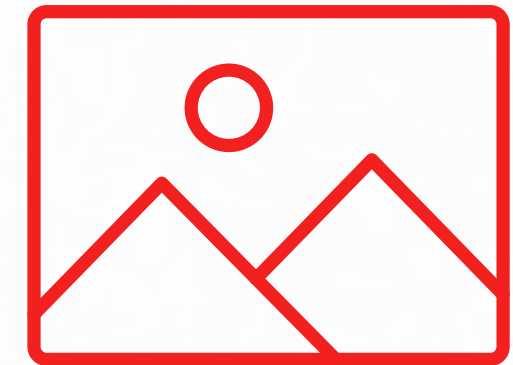


Image Rotation: We can **rotate** up to three images for digital campaigns.

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:

24 Distribution Sites at the University of Regina

16 Community Distribution Sites:

- 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
- Cafe DRIP
- Art Gallery of Regina
- CozyHaus Desserts & Coffee
- IHADay Bubble Tea Cafe
- Brewtopia Coffeehouse
- Marokena Coffee & Taste
- Crème Café and Pâtisserie
- Pause Coffee Shop

CONTACT US:



For inquiries, bookings, and additional details,
ads@carillonregina.com

the carillon