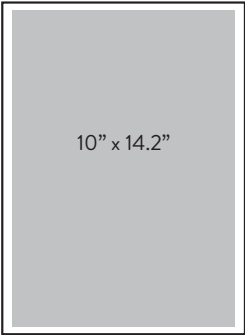
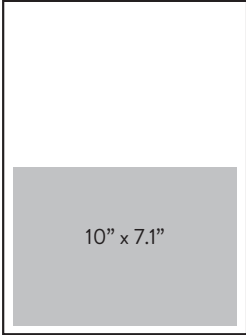
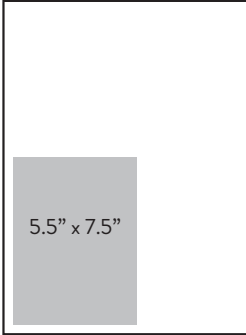
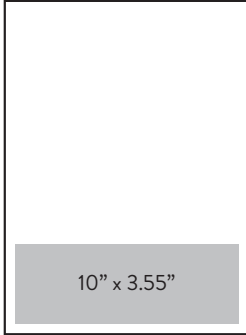



THE CORD

The Cord has been proud to serve WLU and the Waterloo community for the past 90 years as Laurier's official campus newspaper.

The publication prints and distributes 2,500 copies of each issue, covering timely news events, local arts, WLU athletics and student life from the unique perspective of students. Distributed to locations on campus and across Waterloo Region, The Cord continues to grow, innovate and improve to meet the needs of its diverse readership.

PRINT ADVERTISING OPTIONS

FULL PAGE	HALF PAGE	QUARTER PAGE (VERTICAL)	QUARTER PAGE (HORIZONTAL)	BUSINESS CARD
				
B/W: \$635.00 COL: \$750.00	B/W: \$350.00 COL: \$465.00	B/W: \$225.00 COL: \$340.00	B/W: \$225.00 COL: \$340.00	B/W: \$80.00 COL: \$130.00
BACK PAGE COL: \$900.00				

Discounted rates on orders of 3+ advertisements. Special rates for NFP and charitable organizations. Please inquire for more info.

WEB ADVERTISING OPTIONS

Content published online by The Cord reaches roughly 15,000 users each month, with some fluctuation in the spring and summer when students are not enrolled in full time studies.

On average, up to 70% of these users are acquired organically via search engine. More than 1700 users a month are travelling directly to our website, most of which are students, faculty or the parents of students at Wilfrid Laurier University.



LEADERBOARD—Rotating—Globally Displayed
DIMENSIONS: 960px w x 119px h
\$675.00/MONTH—\$2350.00/TERM—\$6145.00/YEAR



SIDEBAR—Rotating—Globally Displayed
DIMENSIONS: 300px w x 250px h
\$250.00/MONTH—\$875.00/TERM—\$2500.00/YEAR

Print advertisements must be submitted as PDF (300dpi, CMYK). Web advertisements must be GIF, PNG or JPEG. All listed prices are exclusive of tax. 13% GST will be added at the point of sale.