

Want to reach students?

6,000 agendas are given to students each August at the school year's start. There are only a limited number of ways to advertise to students, and this is one of the very best.

Want to get more bang for your advertising buck?

These agendas are used day-in, day-out. Amortized over the year, the cost of an ad is pennies giving your ads a chance to make an impression each and every day, not just for a day or week like with newspapers.

McGill Student Handbook & Agenda 2021-2013

A Students' Guide to McGill and Montreal



Reach Students. Day-in, day-out.

AD Sizes and Rates

Ad Type	Cost*	Dimensions
Full page color divider:	\$2500.00	(5" x 8" plus ½" x 1 ½" for tab)
Full page (B&W):	\$1100.00	(5" x 8")
Half page (B&W):	\$650.00	(5" x 4")
Quarter page (B&W):	\$400.00	(5" x 2")
Calendar Corners (B&W):	\$100.00 (each)	(2" x 1")

*All prices are listed excluding taxes.

To see the book and examples of ads, visit
<http://ssmu.mcgill.ca/about/publications/student-handbook-agenda/>



Students' Society of
McGill University

We would like to take this opportunity to invite you to advertise in the McGill University Student Handbook for 2012-2013.

McGill University has a well deserved reputation as one of the best universities in the world, and our graduates are some of the best and brightest innovators in their fields. Among the almost 200,000 McGill alumni worldwide are three astronauts, four Nobel Prize recipients, nine Oscar winners and scores of leaders who have helped to shape our world. In the *Times Higher Education Survey of 2007* McGill ranked 12th in the world for quality of overall education, and was the only Canadian University in the top 30 rankings.

**McGill Student
Handbook & Agenda
2012-2013**

A Students' Guide to
McGill and Montreal

The Student Handbook is published every year and distributed throughout the month of August across campus, through many different orientation events. The book is chock-full of useful information for 1st year students just arriving in the city, or students from abroad coming to do an exchange at McGill. Some examples include a section on University Structure and Representation, an introduction to Montreal life through extensive restaurant and club reviews as well as an exhaustive list of student services available on and off campus. Basically it is a survival guide for every student on campus. This provides advertisers with the perfect opportunity to familiarize students with their companies.

We hope that you will join our team by including your company in this year's publication.

To place an advertisement, please contact one of our sales agent:

TBD in March 2012

Ad placement deadline:	June 10, 2012
Ad artwork deadline:	June 17, 2012

I would like to thank you in advance for your consideration and support of the Students' Society.

Corina Sferdensch
Communications and Publications Manager
Students' Society of McGill University
P :: 514-398-6835
F :: 514-398-7490
E :: cpm@ssmu.mcgill.ca