

2013 Advertising Information / Specifications

Print-ready Requirements

Impressions: Journal of Culture and Communications is a student-run undergraduate academic journal produced by the Communication Studies department at York University. Published annually under the mentorship of Professor Anne MacLennan, the journal showcases engaging, thought-provoking opinion pieces, essays, book reviews, photographs, short stories, and poems that are reflective of both the subject of Communication Studies and of the world around us. Practical, yet personal: the perfect impression. Make yours today!

Trim Size of Journal: 7.5" width x 9.8" height (Black & White)			
AD FORMAT	TRIM SIZE <small>(PLEASE BUILD AD TO THIS SIZE)</small>	COST	CIRCULATION
FRONT COVER	7.5" x 9.8"	\$300	1,000
BACK COVER	7.5" x 9.8"	\$250	
FULL PAGE	7.5" x 9.8"	\$200	
1/2 PAGE VERTICAL	3.025" x 8.15"	\$100	
1/2 PAGE HORIZONTAL	6.275" x 4.075"	\$100	
1/4 PAGE VERTICAL	3.025" x 4.075"	\$50	

Note: Ad files may be submitted electronically, or on disc in Adobe Indesign or Illustrator format. All high resolution images & fonts must be included. Files can also be submitted as a high-resolution PDF file, or high quality JPEGs measuring 300 DPI. Rates quoted herein do not include applicable taxes nor creation of advertisement. Circulation calculated via digital subscription rates and print. Rates subject to change.

Digital Submissions

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Sales Contact

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