

2022 ADVERTISING PACKAGE AND RATE CARD

GEORGIANVIEW

FOR ALUMNI, DONORS AND FRIENDS OF GEORGIAN COLLEGE

A PROUD HISTORY OF EXCELLENCE

GeorgianView is the college's signature alumni publication, produced by the Georgian College Alumni Association.

GeorgianView's mission is to capture the innovation, passion and success of our students, faculty, and alumni, and to chronicle the impact that they are having at Georgian and around the world. The magazine highlights campus developments and events, and features the impact that donors and community partners have on ensuring successful student outcomes.

The College will publish the magazine twice during each year. The Winter issue (distributed in April) is printed and mailed to alumni and friends, and our new digital edition (available online and distributed by email) is published in November.

The magazine connects alumni and friends with the college through compelling content highlighting innovation, growth, success and achievement across the Georgian ecosystem.

EXPANSIVE REACH

GeorgianView has significant global reach. The magazine is promoted and available for download digitally by the Georgian alumni community, as well as available to the public via the Georgian website.

The winter issue's print distribution reaches a guaranteed circulation of approximately 60,000 alumni, donors and community partners through traditional hardcopy mail, and also has a digital distribution of 40,000. The November digital edition of *GeorgianView*, is designed to provide our readers with a mid-year update of exclusive content and is distributed to more than 40,000 electronically.

TARGET NEW MARKETS AND GAIN VISIBILITY

GeorgianView magazine is an ideal way to reach an exclusive group of loyal and educated audiences. With global circulation, and a very strong regional market audience, *GeorgianView* offers advertising options that deliver brand-building and measurable results.

PRINT EDITION (APRIL)

Over 60,000 annual readers



DIGITAL EDITION (NOV.)

Digital distribution to over 40,000



Visit the [alumni stories](#) page online to see all editions of *GeorgianView* magazine.

WIDE CIRCULATION AND EXPANDED REACH IN 2022

At time of publication, the magazine's launch is promoted through a comprehensive social campaign which includes Facebook, Twitter, Instagram and LinkedIn, as well cross-promoted in The Loop, the monthly e-newsletter, delivered to college alumni. The magazine is also cross-posted to the Georgian Alumni Network – a secure and exclusive online community for Georgian alumni.

Our readers, a loyal group of alumni and friends, display *GeorgianView* in their homes and offices and also share it with family and friends.

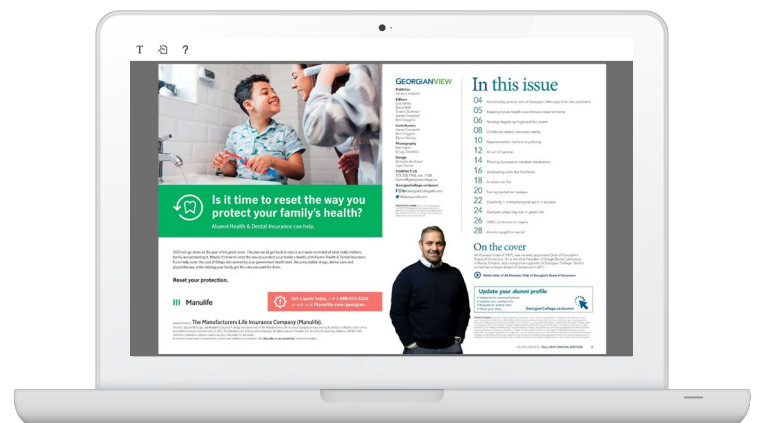
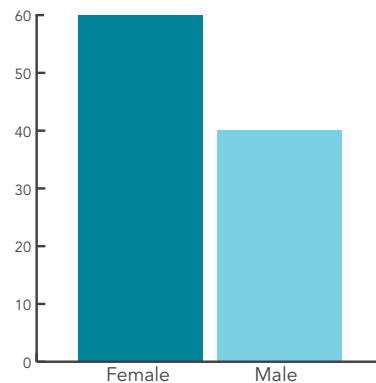
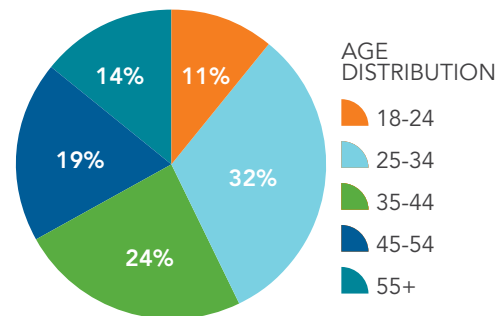
In addition, print copies of *GeorgianView* are made available at each of the college's seven campuses: Barrie, Midland, Muskoka (Bracebridge), Orangeville, Orillia, Owen Sound and South Georgian Bay (Collingwood), in addition to special displays in in the Rotary Community Health and Wellness Clinics and Athletic and Fitness Centre – both located at the Barrie campus.

WHY ADVERTISE IN GEORGIANVIEW?

- Georgian alumni represent a successful, educated audience who are loyal to their alma mater and the region. Advertising can help you tap into this unique market.
- Georgian alumni are leaders, changemakers and community-minded people. Advertising in the magazine offers strategic reach into a unique market for talent promotion, new customer generation, brand alignment and re-positioning opportunities.
- The full-color print edition of *GeorgianView* has a long shelf life with readers and is certain to attract multiple viewing opportunities and referrals to secondary readership – a strategic and powerful tool to consider for your marketing endeavours.
- *GeorgianView* is archived and available online at GeorgianCollege.ca/GeorgianView, providing further viewing, reading opportunities, and extended reach and impact of your advertising investment.
- Showcase your business' support of education and student success.
- Celebrate your commitment and connection to Georgian College.

GEORGIAN COLLEGE ALUMNI ASSOCIATION BY THE NUMBERS

LOCATION	%
Central Ontario	55
Eastern Ontario	4
GTA	11
Northern Ontario	7
Other Provinces	3
Outside Canada	1
Southern Ontario	3
Southwestern Ontario	16



2022 ADVERTISING RATES AND SPECIFICATIONS*

EARLY BIRD SPECIAL

Book ad space by Feb. 14 to receive a 10 per cent discount on the cost of your ad.

AD BOOKING DUE DATE

Book ad space by Feb. 28

AD MATERIAL DUE DATE

Submit ads by March 18

AD SIZE AND PLACEMENT

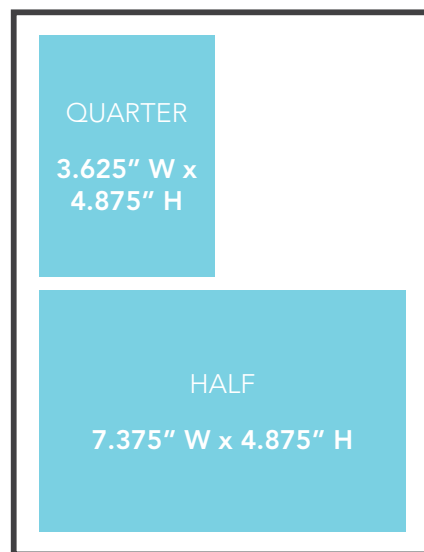
Front inside cover	SOLD	Full page interior	\$2,250
Inside back cover	\$3,250	Half page	\$1,450
Outside back cover	SOLD	Quarter page	\$750

All ads purchased by Feb. 28 will be given the option to be included in the Fall 2022 digital issue of GeorgianView magazine at no additional cost.

BOOKING AND SUBMITTING YOUR AD

Please contact Kim Goggins, Communications Specialist at 705.249.7540 or [email](#) to discuss the ad size you'd like to reserve and your preferred method of payment.

[Email](#) your press-ready PDF to Michelle Al-Jbouri, Graphic Designer.



■ 0.125" bleed

□ Trim size

■ Safe area

SUBMITTING YOUR AD

Publication size is 8.375" w x 10.875" h plus 0.125" bleed for full page ads. High resolution PDF (X1A) preferred.

Visit the [alumni stories](#) page online to see all editions of GeorgianView magazine.

GeorgianView magazine reserves the right to determine the suitability of all advertisements and to reject or return for modification any ad that does not meet minimum quality or production standards. GeorgianView does not accept advertising that is in conflict with the mission of Georgian College or is in competition for programs and services offered by the college. GeorgianView cannot accept advertising for credit cards, home and auto insurance, or life insurance. Advertising rates are tentative and subject to change.*Prices do not include HST.