



Canadian Undergraduate Physics Journal

media kit



Why advertise in CUPJ?

The *Canadian Undergraduate Physics Journal (CUPJ)* is read by thousands of Canada's top young physicists. We offer you a focused and specialized audience, an audience that our market research shows is eager for information on research and employment opportunities as well as software, lab equipment, and other products to make physics research and education easier. Ads in *CUPJ* get readers, and they get results.

mission

CUPJ began as an initiative of undergraduate students from across the country to promote physics research and education nationwide. *CUPJ* constantly strives to accomplish the following aims:

- To recognize and document undergraduate student research;
- To promote an early understanding of the process of refereed scientific publication;
- To stimulate an interest in all areas of physics and astronomy;
- To provide a forum for discussion of issues significant to undergraduate physics students;
- To raise awareness of the latest cutting-edge developments in physics.

CUPJ features submissions written by undergraduate or recently graduated students in both English and French, in both a paper and an on-line format. In addition to refereed research articles, the *Journal* also includes a section devoted to features, reviews, news, and commentaries relevant to students.

CUPJ is published by the Canadian Undergraduate Physics Journalism Society, a not-for-profit group, and is edited and compiled by a dedicated team of student volunteers.

circulation & audience

3000 copies of each issue of *CUPJ* are printed and distributed free of charge to 53 institutions across Canada. All Canadian physics departments offering undergraduate programs automatically receive shipments of up to 125 copies.

CUPJ's audience includes undergraduate and graduate students, as well as faculty members. Our market research reveals that roughly 46% of our readers are female, giving *CUPJ* a well-balanced demographic. 58% of our readers are in their upper years of undergraduate studies (3rd year and up) and 72% of them plan to do graduate school following graduation, while 46% have already undertaken physics research. Over 66% of our readers would like to see more ads and content for graduate school, summer and co-op job opportunities, non-research postgraduate options and scholarships.

ad rates

CUPJ operates on a sliding scale:

An amount of support in the range of	will buy
\$150 to \$350	A logo in <i>CUPJ</i> and a link on the website
\$351 to \$500	A 1/4-page ad in <i>CUPJ</i> and a link on the website
\$501 to \$750	A 1/2-page ad in <i>CUPJ</i> and a link on the website
\$751 and up	A full-page ad in <i>CUPJ</i> and a link on the website

- Prices are in Canadian funds and include 7% Goods & Services Tax (GST).
- The advertiser committing the largest amount of support beyond \$751 by our ad insertion deadline for a particular issue will receive a full-page, full-colour ad on the back cover of *CUPJ*.
- A 10% discount is offered to advertisers committing to three or more consecutive issues of *CUPJ*.

ad guidelines

- E-mail the editorial board (*CUPJ* contact information is given below) by the ad insertion commitment deadline to indicate your intent to advertise in a given issue, and specify the amount of support you would like to commit. An invoice will be issued.
- You may send a fully designed ad or have *CUPJ* design the ad for you. E-mail the ad material as an attachment by the ad submission deadline. Particularly large files may be burned onto CD and sent to the *CUPJ* mailing address below.
- Send a cheque for the invoiced amount payable to the *Canadian Undergraduate Physics Journal* by the payment deadline to the *CUPJ* mailing address.

For designed ads and logos:

Fully designed ads and logos should be sent to *CUPJ* in EPS, PDF, TIFF or JPEG format at a resolution of no less than 300 dpi. Ads should adhere to the following guidelines:

Ad size	Ad width	Ad height	Ad colour
Quarter-page	3.75"	5"	Greyscale
Half-page	7.5"	5"	Greyscale
Full-page	8.5"	11"	Greyscale
Back cover	8.5" with 0.125" bleed on each side	11" with 0.125" bleed on each side	Full-colour, CMYK

For ads to be designed:

The text to appear in the ad to be designed must be e-mailed to *CUPJ* as a text-only or Microsoft Word document. The accompanying graphics must be sent to *CUPJ* in EPS, PDF, TIFF or JPEG format at a resolution of 300 dpi. If desired, send a general outline of how you would like the ad arranged. Ads will be designed to adhere to the above guidelines. A PDF proof will be e-mailed to you once the ad has been fully designed. Revisions proposed following the payment deadline for a given issue may not be accepted.

production specs

Bindery	Saddle-stitched
Book trim	8.5" x 11"
Printing method	Offset
Cover paper	80# coated (glossy) stock
Interior paper	60# uncoated stock
Linescreen	133 lpi

ad deadlines

Issue	Ad insertion commitment due	Ad material for ads designed by <i>CUPJ</i> due	Fully designed ads due	Payment due	Classified ad text and payment due
1 September	15 July	15 July	1 August	15 August	15 August
15 January	1 December	1 December	15 December	1 January	1 January
1 April	15 February	15 February	1 March	15 March	15 March

classified advertising

CUPJ welcomes classified ads in any of the following categories:

- Employment
- Graduate School Opportunities
- Volunteer Opportunities
- Scholarships and Competitions
- Events

Each *CUPJ* classified ad costs \$50 per appearance and has a limit of 75 words. We will format your text and include a crest or logo if it accompanies your submission.

Cheques may be made payable to the *Canadian Undergraduate Physics Journal* and sent to the *CUPJ* mailing address by the deadline specified above. Please notify the editorial board if you require an invoice for your records.

Classified ad submissions should be sent via e-mail by the classified ad deadline. You will be consulted if your text requires editing for length or clarity.

contact

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