

MEDIA KIT 2009-2010

The Link is the independent newspaper for the 44,000 students and 5,000 professors and support staff of Concordia University. Every Tuesday the Link provides a unique forum for news, features, entertainment, sports and opinion pieces.

SOME FACTS

Concordia students have lots of buying power. They purchase food, alcohol, clothing, computers, electronics, cars and other durable goods. They are developing brand and company loyalties which will last a lifetime. The Link's high pick-up and campus profile make advertising with us a cost effective way to get your message to Montreal students.

86% of all university students read their campus newspaper.

91% of students like to try something new and different.

68% consider themselves health and nutrition conscious.

Students are informed consumers with a full 66% willing to shop around in order to take advantage of sales or discount.

57% of students prefer to pay cash for their purchases.

ADVERTISE WITH US

University newspapers reach a very exclusive and hard to reach market with far more success than competing media.

Students like to spend money, in fact the average student has over \$200 per month in disposable income.

Student papers are smaller, meaning your advertisement has to compete with fewer competitors per issue.

* Statistical information derived from the Print Measurement Bureau and Canadian Campus Marketing research (2000)

ADVERTISE IN GOOD COMPANY

In 2008, two of our advertisers won awards for the ad campaigns they ran in *The Link*: Ubisoft (2008 Media Innovation Awards: Newspaper Gold Award) and the International Soccer Students Association (2008 Best in Show EXTRA Awards)

MONTREAL LOVES THE LINK



In 2008 *The Link* was voted Best Student Newspaper in *The Mirror's* Best of Montreal poll

DISTRIBUTION

Every Tuesday, 10,000 copies of each issue are distributed everywhere on the Concordia campus, as well as in 70 distribution points off campus including bars & restaurants near Loyola Campus, on St-Laurent street, Mont-Royal, and St-Denis. 85 per cent of the Concordia community reads *The Link*. By advertising with us, you are sure that your ad will be seen by a diverse and larger group of possible clientele.

OUR CURRENT OFF-CAMPUS DISTRIBUTION PARTNERS INCLUDE

Sonik 4050 Berri Kafein 1429 Bishop Hurley's 1225 Crescent Madhatter's Pub 1220 Crescent Brutopia 1219 Crescent Tiende Santé & Végétarienne 279 Duluth E. Maison du Tibet 129 Duluth E. Galerie Fokus 68 Duluth E. Café Vienne 2155 Guy Second Cup 2002 Mackay Resto Bale 2148 Mackay Al-Dar Resto Café 1221 Mackay St. Java U Maisonneuve & Guy Second Cup 5550 Monkland George's Souvlaki 6995 Monkland Freeson Rock 1477 Mont-Royal E. MEM Business Records 1379 Mont-Royal E. Café Van Houtte 1337 Mont-Royal E Folies En Vrac 1307 Mont-Royal E. Boutique le Saint-Urbain 1281 Mont-Royal E. Le Gourmand 1235 Mont-Royal E. Dépanneur Elie 1207 Mont-Royal E. Sport Dépôt 1153 Mont-Royal E. Platô 1031 Mont-Royal E. Mont-Royal Hot Dog 1001 Mont-Royal E. Le 940 Restaurant 940 Mont-Royal E. Mets Chinois de Montréal 961 Mont-Royal E. Misto 929 Mont-Royal E. Erotim 723 Mont-Royal E. Frites Alors! 5235 Parc Avenue Vova 5225 Parc Avenue Tech PC Experts 5171-B Parc Avenue Librairie Renaud-Bray 5117 Parc Avenue Le Coin Grec 4903 Parc Avenue l'Oblique 4333 Rivard Yuan Vegetarian Resto 400 Sherbrooke E. Maz Bar 5617 Sherbrooke W. D.A.D.'s Bagels 5732 Sherbrooke W Coop Maison Verte 5785 Sherbrooke W. Head & Hands 5833 Sherbrooke W. New Moon 7363 Sherbrooke W. Folies En Vrac 1254 St-Catherine E. Cock'n'Bull 1944 Ste-Catherine W. Pub Jacques-Cartier 1702 Ontario Restaurant Indira 4295 St-Denis Café Bistro Cote Soleil 3979 St-Denis Beatnick 3770 St-Denis Resto l'Evidence 3619 St-Denis Piqué 3482 St-Denis Shambala Tibetan Resto 3439 St-Denis Duke of Amsterdam 2080-B St-Denis Le Saint Bock 1749 St-Denis Bee-Bop Lounge 1738 St-Denis Frites Alors! 1710 St-Denis Café-Bar le Saint-Sulpice 1680 St-Denis Juliette et Chocolat 1615 St-Denis Om Restaurant 4382 St-Laurent Le Divan Orange 4234 St-Laurent Bica Café Bistro 3991 St-Laurent Frappé St-Laurent 3900 St-Laurent Inbeat Recordstore 3814 St-Laurent Libreria Espagnola 3811 St-Laurent Café Santropol 3990 St-Urbain Batory Euro-Deli 115 St-Viateur W. Café-Bar l'Amandier 100 St-Viateur W.

FOR MORE ADVERTISING INFO (514) 848-2424 Ext. 8682

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