



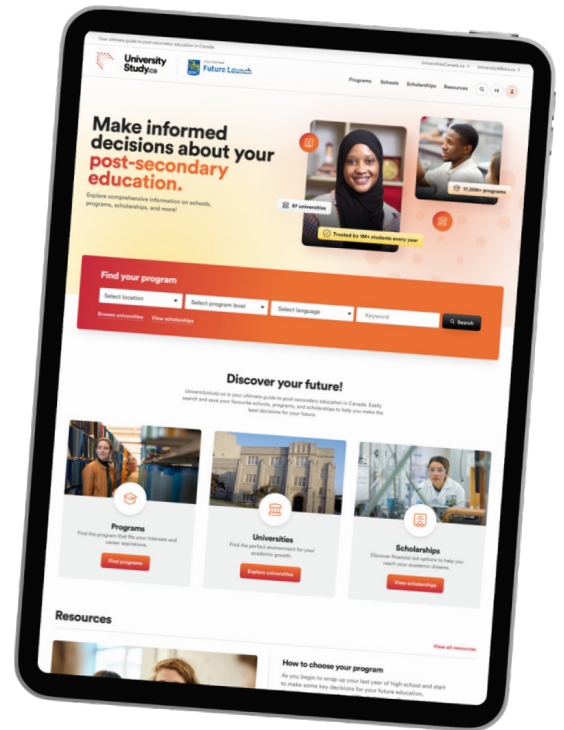
# 2025-26 Rate Card

Elevate your brand's influence with UniversityStudy.ca, your gateway to connecting with the next generation of university students, educators, and decision-makers in higher education.

By advertising with us, you'll engage a dedicated audience of high school students, parents, and educators who are actively seeking guidance on university choices, scholarships, student life, and academic resources. This is a key transition time in students lives when they will be making many first time decisions about brands they will value throughout their adult life. Seize this unique opportunity to boost your brand's visibility, build trust, and establish your organization among this next generation of customers. Start shaping the future today with UniversityStudy.ca!

## Key Features:

- 17,000+ study programs with detailed filters for personalized academic searches.
- 900+ scholarships for domestic and international students.
- Save and share search results easily.
- University profiles for 97+ universities
- Articles and resources on selecting a Canadian university, estimating costs, exploring financial aid and application tips.
- UniversityStudy.ca is relaunching this November with a friendlier design, added features, and enriched content. Special pricing in effect until July 2025.

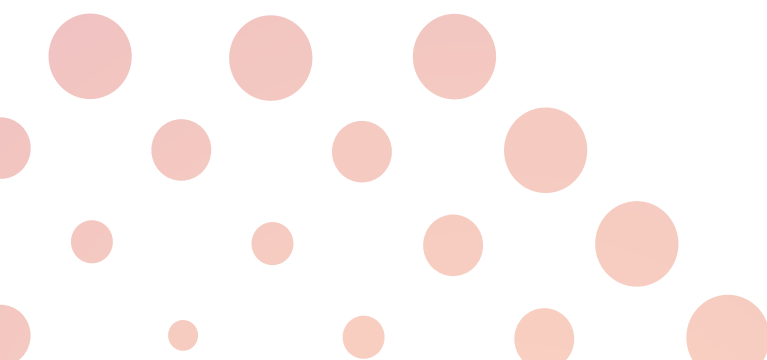


## Key advertising categories:

- Study Programs
- University Admissions
- Banking and Financial Services
- Scholarships and Financial Aid
- Computers and Technology
- Cell phones and Communications
- Academic Services and Resources
- School Supplies
- Career Planning, Internships
- Housing and Accommodations
- International Student Services
- Student Discounts and Special Offers

## Audience Overview:

- High school students aspiring to attend university and current university students
- Parents of prospective university students
- Educators and counsellors



## Geographic location:

**44%**

**Canada**

Top 5 Cities: Toronto, Montreal, Ottawa, Vancouver, Calgary

**56%**

**International**

Nigeria, United States, India, Ghana, Senegal, France, Algeria, Iran, Cameroon

## Advertising Rates

All ad rates are quoted in net dollars.

Ad formats	Dimensions	Rate	File Format	Notes
Box ads	300x250 px	\$550 per month*	GIF or JPEG	CSS (responsive) Box ads are an additional \$100 per position
Banner ads	728 x 90 px	\$550 per month*	GIF or JPEG	Require an equivalent mobile ad in 320x100 px
Newsletter ads	300x250 px ad plus 300x50 px logo	\$200 per mailout*	GIF or JPEG	Includes 100 words of promotion

*\*Launch pricing until July 2025*

*\*\*Sent monthly on the third Tuesday to 1200+ subscribers.*

## Sponsored Content

**\$825**

Build engagement and brand connection with students, parents, recruiters and guidance counsellors. Sponsored content is developed to be an educational benefit to our readers and delivered as a seamless experience with a similar look and feel as our student-voiced editorial content.

### Program details

- One (1) advertorial page on UniversityStudy.ca included on the home page editorial stream for four (4) weeks.
- Inclusion in one of the monthly newsletter linking to the online advertorial page.
- Companion ads on advertorial page (box and banner) and logo linked to your website.
- Social media (Instagram, Facebook, TikTok, LinkedIn, X) pushes to your branded story.

## Website Traffic and Performance Statistics

**501,448**

visitors annually

(January 1 2024 - December 31 2024)

**491,713**

new users

(January 1 2024 - December 31 2024)

**1.6M**

page views in a year

**2.32**

views per session

**1m52s**

average engagement time

## For additional information on advertising:

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