A blood-borne illness was making millions sick, but no one could find the culprit. Inside the seven-year search to identify a mystery virus.

HEP C HUNT

And what it takes to earn a Nobel Prize.
Before healing. Before reconciliation.

Why we still need to come to terms with the devastating legacy of residential schools.

TRUTH FIRST

UNIVERSITY OF ALBERTA
ALUMNI MAGAZINE
SPRING  2017

Reaching Alberta and Beyond

New Trail is the award-winning magazine for University of Alberta alumni. Twice per year it reaches more than 135,000 readers in Alberta and across the world. Our readers are innovators and problem-solvers, entrepreneurs and neighbours, volunteers and leaders. As the publication that reconnects them with the curiosity and excitement they felt when they were students, New Trail is uniquely positioned to help you engage with this group of readers.

A Few Words From the Editor

One hundred years ago, U of A alumni created this publication as a way to stay connected with each other and the university. New Trail looks a lot different than it did back in 1920, but it retains that trusted place in our readers’ lives.

Our 135,000-plus readers are curious and passionate and bring to their worlds the uplifting and daring spirit that has been part of this university since it was founded more than 100 years ago. New Trail offers stories that appeal to our readers as thinkers and as doers, and helps them maintain a connection to that same passion that brought them to the university in the first place.

New Trail reaches a valuable audience of influential Albertans. Our grads are CEOs, entrepreneurs, policy-makers, educators, a former prime minister, a former supreme court justice and your neighbour up the street. By advertising in New Trail, your message can reach this unique audience through a vehicle that they have trusted for nearly a century.

We thank you for your consideration.

Regards,
Karen Sherlock
Editor, New Trail

The high-performing team at New Trail sets the standard for what an alumni magazine can achieve. The content is smart, confident and intelligently playful. New Trail is at once educational and entertaining.”

Suzanne Trudel, executive director, Alberta Magazine Publishers Association (AMPA)
78% OF OUR READERS CALL ALBERTA HOME
55% Edmonton and surrounding area
16% Calgary
29% Rest of Alberta

THEY READ NEW TRAIL
In surveys, 86 per cent of respondents say they read the magazine regularly and nearly 90 per cent cite New Trail as their top source of information about the University of Alberta.

THEY LOVE ALBERTA
More than half of our alumni have chosen to stay in Alberta and help build this province. In fact, a 2013 survey found that one in five Albertans was employed in an alumni-founded organization.

THEY GIVE BACK
1 in 3 alumni-founded organizations has a primary cultural, environmental or social mission, and U of A alumni give back at a rate even higher than the provincial average: 77 per cent of our grads have volunteered locally.

THEY HAVE A GLOBAL IMPACT
Worldwide, our grads have founded more than 70,000 organizations and created 1.5 million jobs. We have strong alumni communities around Canada and the world, including in Vancouver, Toronto, New York, California and Hong Kong.

I'm a bit of a magazine junky. I buy and subscribe to too many, but one that I consistently open with a glass of wine the day it arrives is New Trail. Both as a reader and as a past contributor, I love how it is a challenging, well-designed, beautifully edited magazine of ideas that surprises me with every issue.

Todd Babiak, founder/CEO of Story Engine
Features
New Trail features are designed to provoke thought, prompt discussion and ignite creativity. We examine current issues, innovations and events through the expertise of U of A researchers and alumni. Recent topics include artificial intelligence, energy, mental health and our how-to guide. We also publish profiles of notable alumni that offer useful, timely information to readers.

Thesis
How many different ways can you look at one subject? This deep dive into a single topic taps into U of A expertise to spark new ideas in everyday conversations.

Notes
News, discoveries and current happenings from around the U of A

Continuing Education
Columnist Curtis Gillespie reflects on the continuing opportunities for education that life throws our way, sometimes when we least expect them.

In Memoriam
A well-read section of the magazine, celebrating the lives of deceased alumni

Class Notes
Keeps former classmates up-to-date

Books
A roundup of recent books written by alumni

New Trail has won five National Magazine awards and has twice been named Magazine of the Year by the Alberta Magazine Publishers Association. The magazine also stands out among post-secondary publications. New Trail has been named the best university publication in Canada by the Canadian Council for the Advancement of Education.
ADVERTISING POLICY
Acceptance of any advertisement in New Trail magazine is at the sole discretion of the publisher. All copy and graphics require the publisher’s approval.

ARTWORK REQUIREMENTS
Ad material must be submitted as a press-ready high-resolution PDF. Convert all RGB and spot colours to CMYK, embed all fonts, minimum resolution of 300 dpi for all images at 100% size.

*FULL, DOUBLE-PAGE SPREAD AND OUTSIDE BACK COVER ADS
Full, double-page spread and outside back cover ads should be built to trim size and include a minimum 1/8” bleed on all sides with crop marks (offset crop marks by 12 pt).

**LIVE AREA
Live area constitutes the “safe zone” for text and images as recommended by our printer (1/4” within the trim size on all sides). All text and images should appear within this area, with the exception of images or backgrounds that are intended to bleed off the page.

SEND ADVERTISEMENTS TO:
Lisa Szabo
newtrail@ualberta.ca
Please identify your client name and run date in the subject line. Please compress your files.

Advertising Rates

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<tr>
<td>Outside Back Cover</td>
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<td>Inside Covers</td>
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<td>Full Page</td>
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<td>1/3 Page</td>
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All ads are full colour. 5% GST not included. University of Alberta advertisers will receive 10% off.

BOOKING DEADLINES

<table>
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<tr>
<th>ISSUE</th>
<th>DISTRIBUTION</th>
<th>BOOKING</th>
<th>ARTWORK</th>
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<td>Autumn/Winter 2022</td>
<td>December</td>
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<tr>
<td>Spring/Summer 2024</td>
<td>June</td>
<td>March 8</td>
<td>March 29</td>
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New Trail sends a digital publication 10 times a year to more than 90,000 alumni. It delivers the same mix of thought-provoking, fun and inspiring content as the print magazine straight to their inboxes.

**AD PRICES**
Leaderboard: $975  
Big box: $850

**DIGITAL ADD-ON**
With the purchase of any half-page or larger print ad, add on the following digital options at these discounted rates:
Leaderboard: $575  
Big box: $450

**NEW GRAD ISSUE**
Twice a year, New Trail sends a digital welcome issue to new graduates. Digital ads in these issues will reach a more targeted demographic, with 75 to 85 per cent of recipients under the age of 31.

**AD SIZES**
Leaderboard: 728 px wide x 90 px high  
Big box: 300 px wide x 250 px high

**ARTWORK REQUIREMENTS**
JPEG or GIF format, RGB colour space, 72 dpi

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**Booking Deadlines**
New Trail’s digital publication is published on the fourth Tuesday of every month, except August and December. Booking deadlines are approximately six weeks before the publication date. Artwork deadlines are four weeks before the publication date.

<table>
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<td>March 31</td>
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*No digital publication sent out in August or December.