



Durham College

Advertising with Impact



<https://durhamcollege.ca/about/advertise-with-durham-college>

July 2025



Contents

- 1 About DC
- 2 Why Advertise at DC?
- 3 Promotion Possibilities
- 4 Advertising Mediums
- 5 Pricing
- 6 Let's Connect!

About Durham College

- DC is a leading Ontario College in Durham Region, with campuses in Oshawa and Whitby.
- The Durham College Strategic Vision:
 - Future-Focused
 - Sustainable
 - People-Centred
 - Community-Connected

We want to help you get your message in front of the DC community!



Audience

Primary: Students

DC is home to 28,500 students across Oshawa and Whitby Campuses. 93% of students are under 35 years old. Students are **brand-conscious, socially connected, and actively spend money on food, fashion, technology, and products** that enhance their lives. Check out our [Student Dashboard](#) for information on our students.

Secondary: Faculty, Employees, and Campus Visitors

DC has over 2,300 staff, thousands of community members and out-of-town visitors, event attendees, prospective students, parents, contractors, alumni and more.



Why advertise with DC?

Your visibility is our priority

1 Brand Exposure

Diverse Audience: 28,500 + students, 2,300 employees and faculty, continuing education learners, community members, campus visitors, and event attendees.

2 High Impact, High Visibility

A way to reach the next generation of consumers. Post Campaign reporting will be available (depending on channel).

3 Exclusivity

With limited ad space on campus, your message will stand out from the crowd.

4 Keep your content relevant

Stay up to date by changing your messaging once per month (depending on channel).

5 Gain brand loyalty and trust

Benefit from a partnership with a trusted institution and build your network with DC.

6 Creative Outlets

Choose the method that works best for you. We are flexible!



Not sure what to promote?



Job opportunities



Events, workshops, services, and products



Product launches, social activities



Build brand awareness



Student discounts, memberships, and loyalty perks

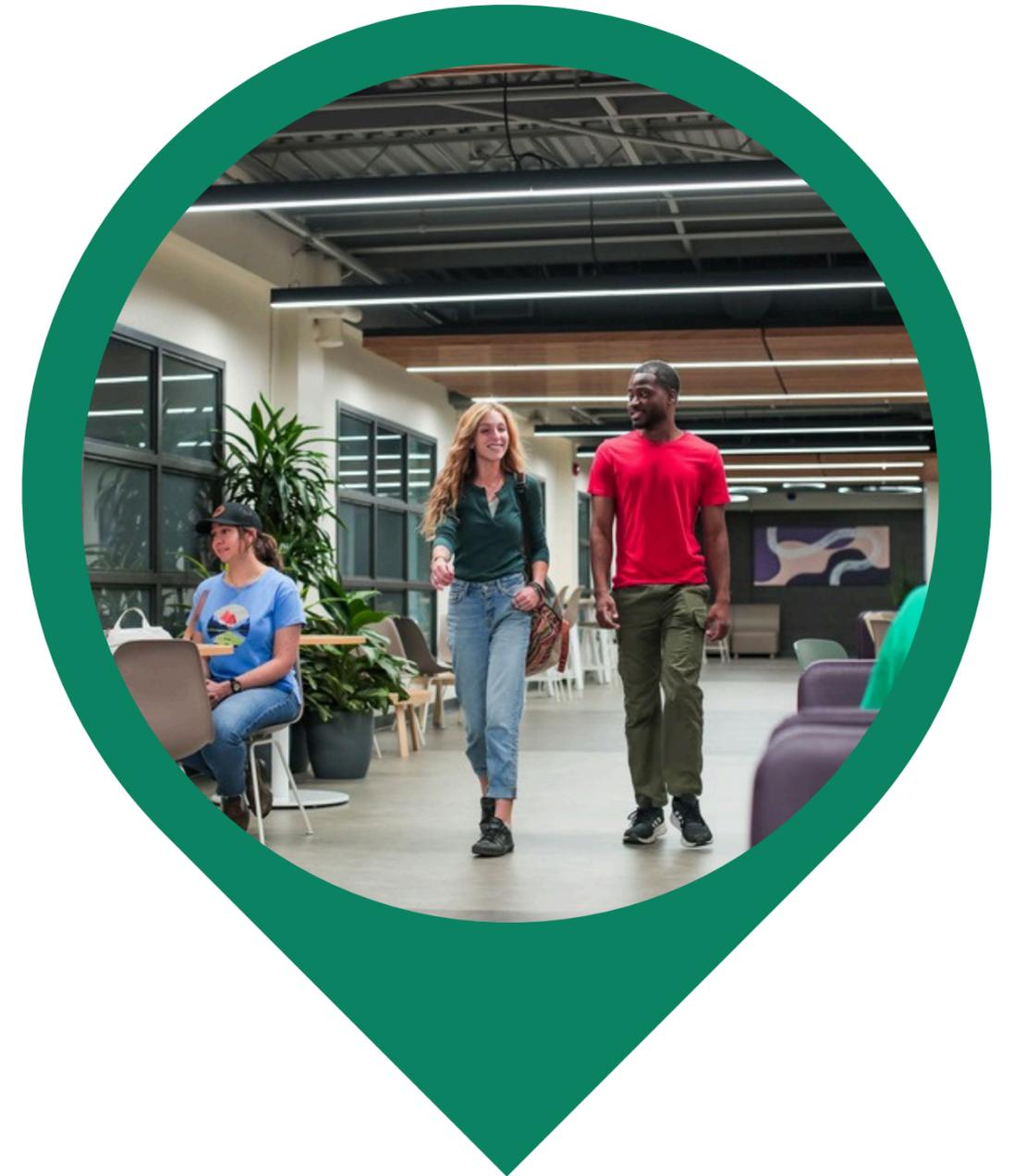
The canvas is blank, it is yours to paint!



Advertising Mediums

Get in front of thousands of students where they study, train, socialize and compete. Durham College's vibrant campus is your canvas. Choose from:

- Digital screens
- Online ads on the student portal
- Campus activations
- Commuter bus benches
- Athletics Centre/Gym signs
- Varsity field sideline signs
- Varsity social media campaigns
- and more...



Your message. Your choice.

DC Campus

50 On-Campus Digital Screens

The details:

- Full screen exposure of 1 image
- 15 second rotation
- Both horizontal and landscape formats in high traffic areas
- Ads can be switched out monthly
- Videos can be played at additional fee
- Located at Whitby and Oshawa Campuses

Audience and reach:

- In one day (24 hour period), your ad plays:
 - 2,500+ times (across all screens)
 - 90-110 times per screen
 - Approx. 10.5 hours of play time per day





MyDC

Student Website and Portal

The details:

- Advertise at: <https://durhamcollege.ca/mydc/>
- Homescreen placement includes:
 - top slider position (split with DC message) and below the important messages
 - can be linked to your website
 - ads can be switched out monthly

Audience and reach:

- 2 million + page views annually
- 260,000 total users
- Portal is exclusive to DC students, employees, and faculty
- Students use this portal daily to check grades, fees, and announcements

My DC placement

Find your pathway to further education
Join us on Tuesday, February 4 (Oshawa Campus) and Wednesday, February 5 (Whitby Campus) and connect with partner institutions. Learn how you can further your education by applying your credit from Durham College to earn a degree.



[LEARN MORE](#)

POST-SECONDARY DATES AND DEADLINES

- JAN 27** **OVERCOMING PROCRASTINATION WORKSHOP**
Discuss procrastination and recognize how and why you procrastinate. Learn strategies for minimizing procrastination and work through activities that...
[LEARN MORE](#)
 - JAN 28** **GRAMMAR MATTERS WORKSHOP**
Review grammar terminology, sentence structure, and common grammatical errors. Please note that you must currently be registered for classes...
[LEARN MORE](#)
 - JAN 28** **CRITICAL THINKING STRATEGIES WORKSHOP**
Learn strategies and complementary habits for tackling difficult problems both inside and outside the classroom. See how these strategies...
[LEARN MORE](#)
 - JAN 29** **ACADEMIC INTEGRITY WORKSHOP**
Learn about Durham College's Academic Integrity policy, what plagiarism is and how it is detected, the basics of referencing...
[LEARN MORE](#)
- [VIEW MORE](#)

HELPFUL LINKS

- [DOMESTIC APPLICANTS](#)
- [REQUEST A TRANSCRIPT](#)
- [PROFESSIONAL & PART-TIME LEARNING STUDENTS](#)
- [INTERNATIONAL STUDENTS](#)
- [MAKE A PAYMENT](#)
- [PROGRAM FEE CALCULATOR](#)
- [ACCOUNT SUMMARY](#)
- [TIMETABLE OPTIONS](#)

Full-time Registration Information [Read more](#)

ENROLMENT SERVICES 01/10/2025
January 17, 2025 - last day to withdraw with a refund* [Read more](#)

IMPORTANT MESSAGES 01/09/2025
Mark your calendar for Job Fair 2025! [Read more](#)

IMPORTANT MESSAGES 01/06/2025
Celebrating Data Privacy at Durham College (DC)! [Read more](#)

IMPORTANT MESSAGES 01/06/2025
Social Justice Week, January 20 to 24: How to be an Accomplice for Social J... [Read more](#)

ENROLMENT SERVICES 01/01/2025
January 10, 2025 - last day to register [Read more](#)

ENROLMENT SERVICES 12/19/2024
Know Before You Go! [Read more](#)



SPACE FOR RENT OR LEASE
RENT/ LEASE THE WHOLE BUILDING OR ROOMS
1 MCGRIGOR STREET, OSHAWA (NEAR GIBB AND SIMCOE)
[LEARN MORE](#)

IMPORTANT MESSAGES [VIEW ALL](#)

IMPORTANT MESSAGES 01/23/2025
Get ready for Job Fair 2025! [Read more](#)

IMPORTANT MESSAGES 01/23/2025
Commemorating International Holocaust Remembrance Day on January 27 July 2025 [Read more](#)

- [GRADES](#)
- [VERIFICATION LETTERS](#)
- [RESET YOUR PASSWORD](#)
- [PERSONAL INFORMATION](#)
- [LEARNING RESOURCES](#)
- [INTERNATIONAL APPLICANTS](#)
- [AWARDS & BURSARIES](#)
- [BOOKS FOR TERM](#)
- [ALUMNI SELF-SERVICE](#)
- [STUDENT JOBS](#)
- [HEALTH & WELLNESS](#)
- [ONLINE FORMS](#)

DC Campus Activations

The details:

- Have an idea? We are all ears.
- Get your brand in front of the crowd:
 - DC campus cup and pep rally
 - Orientation week
 - In-game brand activations/or giveaways
 - Sponsored halftime contests
 - Branded merchandise giveaways
 - Concession takeover
 - and more...

Audience and reach:

- Over 100 varsity games per season
- Some events drawing over 1000 students
- Orientation week programming



DC Campus Commuter Bus Benches

Your message, their daily commute

The details:

- 2 benches available*
- DC will take care of the printing and installation
- Ads can be switched out monthly (recommended in winter months)

Audience and reach:

- **2,428,680 total riders to campus annually** between Durham Region Transit (DRT) and GO Bus
- Prime location at the main entrance to DC
- This total includes DC and Ontario Tech students and employees, general public, and community riders

* subject to availability



Athletics and Recreation Digital Screens

The details:

- 3 digital screens in the Campus Recreation and Wellness Centre (CRWC) and entrance to the FLEX/campus gyms (10,000 sq. ft. gym floor + gym classes)
- Full screen exposure of 1 image
- 15 second rotation
- Ads can be switched out monthly
- Videos can be played at additional fee

Audience and reach:

- Align your brand with **teamwork**, and **health conscious, active** DC students and community members
- Annual users in recent years:
 - CRWC: 295,654
 - FLEX/ campus gyms: 208,238





Athletics and Recreation Sideline Signs

The details:

- Available for entire varsity season (covering soccer, rugby, basketball, volleyball, softball, and baseball)
- Varsity season typically runs August/September until March
- Up to 10 signs available
- DC will take care of printing and installation

Audience and reach:

- DC hosts over 100 home games each year
- Your sign will be put out at each varsity game, in select facilities* Check them out!



*Campus Recreation and Wellness Centre(Basketball/Volleyball), Babcock Field (Softball), Kinsmen Stadium (Baseball), Thompson Field (Rugby), Vaso's field (Soccer/Rugby)

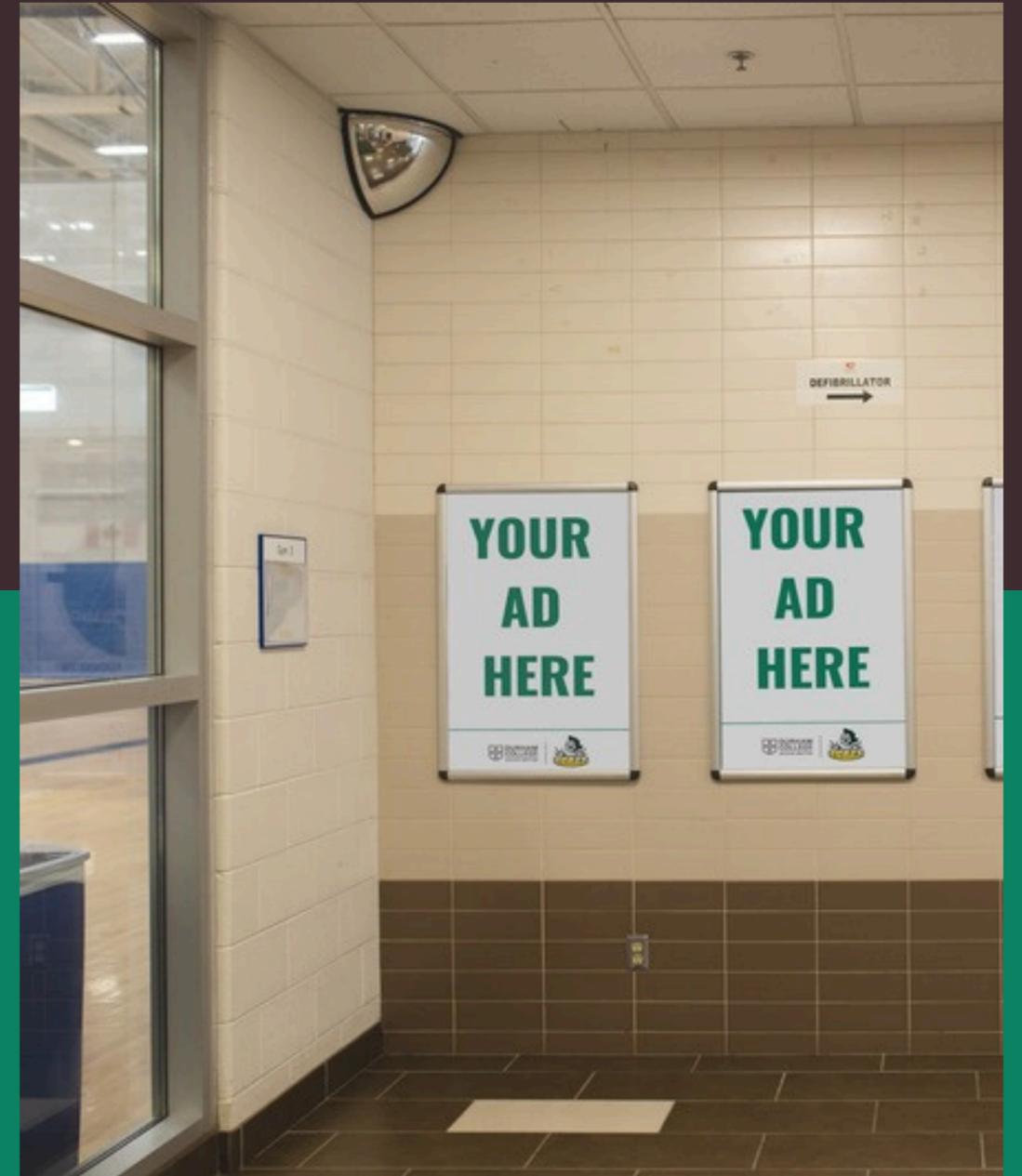
Athletics and Recreation Stationary Signs

The details:

- Up to 4 signs in main lobby (24" x 36") and 1 outside gym (48" x 48")
- DC will take care of the printing and installation
- Ads can be switched out monthly

Audience and reach:

- Align your brand with teamwork, and health conscious, active DC students and community members
- Annual users in recent years:
 - CRWC: 295,654
 - FLEX (on campus gym): 208,238



Athletics and Recreation Social Media

The details:

- Sponsor a game of the week, athlete of the week, fan of the game, commercials, game day graphics, etc.
- Varsity season typically runs August/September-March

Audience and reach:

- Primarily **young, healthy and sports minded**
- In 2025:
 - DC athletics reached over 5 million viewers across social platforms
 - 341,000+ Instagram reach
 - 135,000+ content interactions across IG and Facebook
 - Contact us for detailed stats



[Durham Lords IG](#) [DC/Ontario Tech IG](#)



[Durham Lords FB](#)



[Durham Lords Youtube](#)

Pricing: DC Campus

Advertising Channel	Monthly	4 Months/1 semester (Discount available)	12 Months/1 year (Further discount available)
50 Digital Screens (Whitby & Oshawa) includes static image or Video	Contact us for Pricing		
Bus loop benches (price per bench)			
My DC Web Portal			





Pricing: DC Athletics

Advertising Channel	Monthly	4 Months/1 semester (Discount available)	12 Months/1 year (Further discount available)
Digital Signs (Athletics Centre Oshawa and FLEX gyms Whitby and Oshawa)	Contact us for Pricing		
Stationary Signs (price per sign)			
Sideline Signs (available for 1 full varsity year)			
Social Media and Activations			



Ready to spotlight your brand?

Schedule a tour and explore what's possible!



Amber Moores, CMP

Assistant Manager, Business Development
Corporate Training Services



905-622-6450



amber.moores@durhamcollege.ca



<https://durhamcollege.ca/about/advertise-with-durham-college>

