

# National ads dry up for Campus papers

by Paul Egan and Ken Burke

Bleak job prospects and plummeting corporate recruitment on Canadian university campuses is hitting another area of university hard - the student newspaper.

A host of recruiters, from oil companies looking for engineers to insurance companies looking for commerce whiz kids, usually tour universities every fall and advertise their presence in the campus rag. But not so this year.

Campus Plus, the Dal Gazette's national ad agency, has reported a \$95,000 drop in recruitment advertising over 1981. Revenues from recruitment advertising for September and October were \$20,000 compared to \$115,000 last year, says Matt Adamson, campus liaison for the agency. Campus Plus is wholly-owned by Canadian University Press (CUP), of which the Dalhousie Gazette is a member.

Bev Young, manager of the Canada Employment Centre at Dalhousie, said recruitment on campus is down approximately 36 per cent over last year. "It's a general thing across all industries," she said.

Adamson described the recruitment ad market as "very minimal" this year.

Oil and mineral companies show the most dramatic drops in advertising, Adamson said. He called this "a direct reflection of the economy". These companies were recruiting last year for mega-projects that have now been put off, he said.

He said engineering firms are not advertising either.

As a result, national advertising in the Gazette has dropped more

than three full pages over last year. This translates into a \$891 drop from last year's level.

The loss of ad revenue to the Gazette coupled with the Campus Plus's weakened financial state has caused the Gazette to expect a \$2,250 shortfall in National ad revenue this year. As well, surplus revenue expected from last year disappeared with the ad slump, giving the Gazette a \$1,900 deficit to carry over.

Explaining the drop, Adamson said companies recruiting last year each held interviews at an average of 17 campuses while this year they are only visiting about seven.

Young said companies generally have a list of campuses to recruit, and Dalhousie is being crossed off this year for several reasons. "Dal's relatively large by Atlantic standards, but not by national standards," she said.

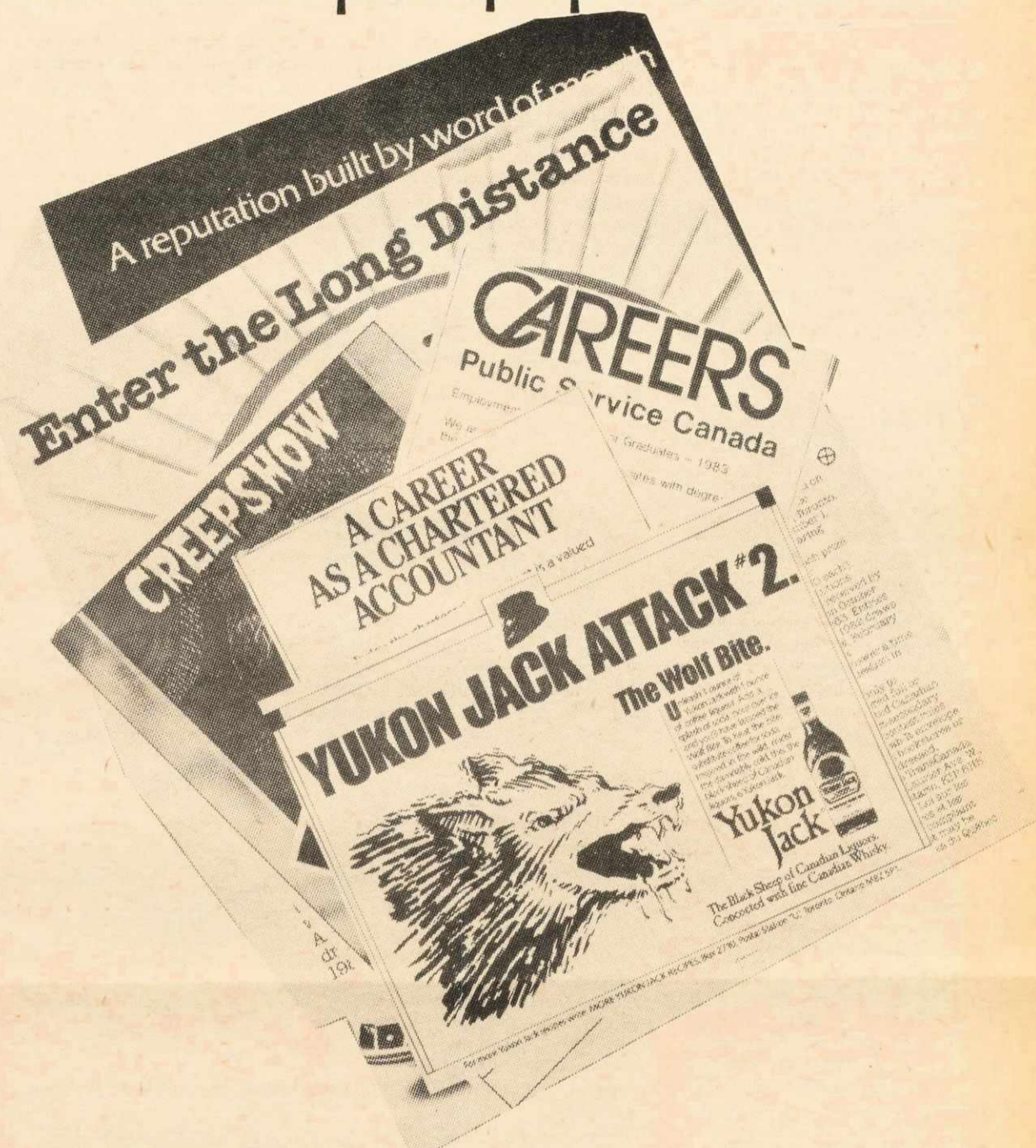
Some companies also would choose to stay away from the Atlantic region in favour of central and western Canada, she added.

The Gazette is running below last year's level of local ads although this is a lesser problem as the paper had planned for a drop in that area.

"There's a potential for local ads to be down 20 per cent this year," says Judy Steele, the Gazette's advertising and business manager.

Steele explained that although the paper was not losing customers, regular advertisers were spending less money this year. "We're not getting doors slammed in our faces," she said.

(Paul Egan is a staff writer for the University of Carleton Charlatan.)



**General Meeting of the Dal Commerce Society**

Subject: Society Fee Increase

Tuesday, January 18, 11:30 a.m.  
Council Chambers, 4th Floor, S.U.B.  
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