

JUXTA • position  
Global Health Magazine

# PARTNERSHIP OPPORTUNITIES





***Kadia Petricca***

*Founding Editor-in-Chief*

“ We sought to create a medium for increasing student awareness and dialogue on controversial and essential global health issues. The name "*Juxtaposition*" best epitomized the essence of the interdisciplinary nature of global health, where we are required to analyze issues from every angle possible.”

***Michelle Chakkalackal***  
*Founding Editor-in-Chief*

“ We realized the absence of opportunities for students to engage in global health unless one was a medical student or a doctor. This absence was the motivator for us to start *Juxtaposition*, which we hoped would be a forum for awareness, discussion and debate across the various disciplines.”



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# A WORD FROM THE EDITORS

In 2004, two students at the University of Toronto noticed the absence of a medium for students to express their opinion and ideas in issues of global health. Kadia Petricca and Michelle Chakalackal went on to lay the groundwork for *Juxtaposition*, a web-based magazine on issues surrounding international health. Today, *Juxtaposition* has become one of Canada's few global health magazines written, edited and published entirely by students. By engaging students, alumni and faculty from a variety of disciplines to discuss global health issues, *Juxtaposition* provides a forum for student dialogue that converges into one insightful and thought-provoking discussion of international health challenges and possible solutions.

This year promises to be an exciting and breakthrough year for our publication. For the first time, *Juxtaposition* will be available in print format and distributed at major universities throughout Canada. Our next issue, scheduled to be released in November 2007, is focused on *Fear and Empowerment in Global Health*.

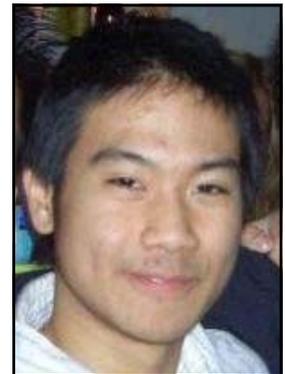
To fulfill our distribution objectives to reach over 3000 Canadian readers, *Juxtaposition* is currently seeking financial sponsors and long-term sustained partnerships. We invite you to make use of this unique opportunity to advertise your global health projects, programs and opportunities to thousands of undergraduate and graduate students, alumni and faculty. Whether you represent a university department, a humanitarian organization or an academic institute, we have customized partnership opportunities to meet your aims, objectives and budgets.

We are very excited to welcome you to be part of our magazine.



**Manisha Pahwa**

Editor-in-Chief, 2007-2008  
Editorial Division



**Shane Wong**

Editor-in-Chief, 2007-2008  
Publicity, Sponsorship & Production Division

# GLOBAL HEALTH AT U OF T...

**G**lobal health education and activism has increased greatly since the opening of the Centre for International Health (CIH) at the University of Toronto in 2001.

Along with its director, Dr. David Zakus, the CIH has been one of our initial supporters both financially and through its networks. A key element at CIH is the large degree of student involvement in all its programming. Led by the CIH students committee, students get to take part in the organization of a large number of events held all over the city. When the idea of *Juxtaposition* was proposed, the staff and faculty welcomed it with open arms.

The University of Toronto was the site of the discovery of insulin, and the origination of Iron Sprinkles. The Hospital for Sick Children, St. Michaels Hospital, Mount Sinai Hospital and the MaRS center are but a few examples of the affiliated centers that have international scope and recognition for global health research. The Munk Centre, the UofT Faculty of Law, and the Joint Center of Bioethics are just a few of the university departments that have gained international reputation for their academic programs and co-curricular projects. Within this environment, undergraduate students have access to an unprecedented number of opportunities in international development.

*Juxtaposition* represents one of these exceptional opportunities for University of Toronto students to learn and contribute to global health initiatives. As sponsors and advertisers, you have the chance to reach out to these students, and the ability to encourage others onto this path towards creating a global impact.

The context and environment within which *Juxtaposition* is based has already contributed to enormous growth in just 3 years.

With your help and support, we hope to raise the bar even higher.



UNIVERSITY OF  
TORONTO



## ...AND IN TORONTO

**H**ome to the likes of Stephen Lewis, the city of Toronto offers a perfect environment for the development of future world leaders on issues of poverty, human rights, social inequities and social justice. There are three universities and more than a dozen colleges all over Toronto that participate in community and international activism in great numbers.

*Juxtaposition* aims to infuse into this community and harness the potential of the students. We seek to broaden our mandate and work with on- and off-campus partners so as to reach out to many other members of the community and engage them in issues of global injustices. Toronto's diverse population permits the integration of a variety of international perspectives that come together for particular causes at the plethora of events that occur here. These events bring in a considerable amount of international expertise and attention to Toronto, raising the city's profile as a major international centre for global health even more.

Home to the head office of MSF Canada, and the host of the XVI International HIV/AIDS Conference, Toronto continues to provide global opportunities to students living and studying here.

# SAMPLE ARTICLES

## ISSUE 1

*Health and Human Rights*,  
Fall 2005

- 46 pages of content
- 10 feature articles
- “Global Tidbits”
- 14 contributors



## Rights TO LIFE/continued

protected genes in such tests means increased healthcare costs. And the scope of patents is particularly worrying. Companies often claim not only a particular test or use for a gene but any use that might be made of it, effectively tying it up for the next 20 years.

In developing countries, excessive patenting doesn't just threaten the future of healthcare, it threatens the resources they have today. Farmers and NGOs accuse multinational biotech companies of “biopiracy” — theft of their genetic wealth. They allege that companies are taking samples from crops that have been cultivated for centuries, investigating their genomes and patenting them. The companies then



National centre for genetic engineering and biotechnology In Thailand.

charge farmers to plant the crops. In India and Thailand, for example, there has been a series of conflicts over the ownership of rice varieties, with seed companies claiming monopolies and protesting farmers demanding their stolen heritage.

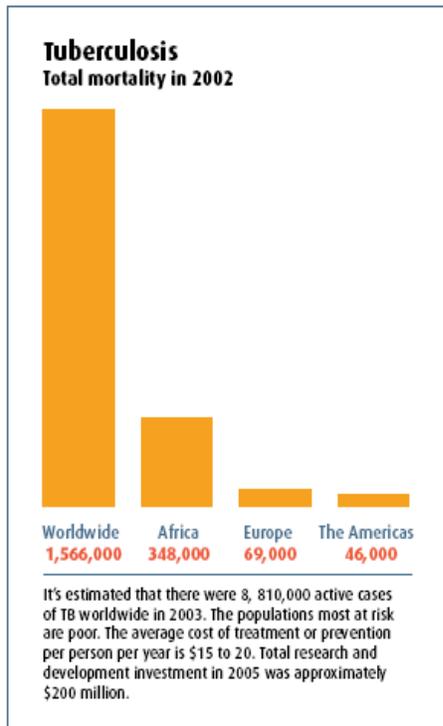
The implementation of the Trade-related Aspects of Intellectual Property Rights (TRIPS) agreement, which is designed to harmonize the patent laws of the World Trade Organization (WTO) members, is removing protectionist barriers, effectively legitimizing this “biopiracy.” Following TRIPS, legislation in India is bringing its agriculture into line with the demands of big business. The 2004 Seeds Act and amendments to the Indian Patent Act will prohibit seed saving and exchange between farmers, making them dependent on agriculture companies for their annual seed supplies.

### The problem of patenting

All of this prompts a question: How can genes be patented anyway? For a patent to be granted an invention must meet criteria of novelty, inventiveness, and usefulness. Naturally occurring phenomena don't get invented, and can't be patented. Doesn't it sound like this should apply to genes, too? We're all already making use of our genes, so how can someone invent them? The answer, according to court

# BEYOND THE 10/90 GAP

We already have the means to prevent and cure the main causes of death in the developing world. Then why are so many people dying?



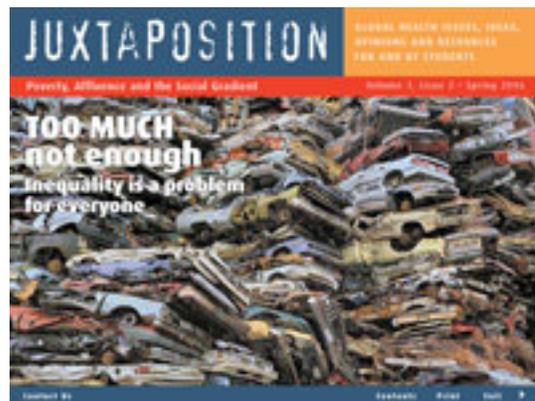
A

Article by Jingjing Liu, Infographics by Joseph Millum

According to a 1990 report commissioned by the Global Forum for Health Research (GFHR), ten percent of global health research expenditure is spent on health problems that affect developing countries that account for 90 percent of the world's disease burden. This imbalance is known as the 10/90 gap.

Current research by the World Health Organization (WHO) proposed that the 10/90 gap persists despite the increase in health research spending to \$105 billion in 2001. The report suggested that pharmaceutical companies

*Continues...*



## ISSUE 2

*Poverty, Affluence and the Social Gradient*, Spring 2006

- 81 pages of content
- 14 feature articles
- "Global Tidbits"
- 31 contributors

# JUXTAPOSITION, THE STUDENTS



Name: Neill Mears  
Position: Administrative Director 2007-2008  
Concentration: Biochemistry and Human Biology (Maj.), French Cultural Studies (Min.)  
Year of Study: 3

*"Juxtaposition, to me, represents my opportunity to interact with a curious and willing public, hopefully allowing them to re-evaluate their own notions on the global human conditions of today."*

Name: Manisha Pahwa  
Position: Editor-in-Chief 2007-2008.  
Concentration: HBSc, Toxicology; currently works for a non-profit environmental organization.

*"My aspirations for a career in public health draw a lot from my two years of experience working with Juxtaposition. As Editor-in-Chief, I have a direct role in encouraging students in developing their skills towards making an impact."*



Name: Gabriel Fung  
Position: Sponsorship Committee Member  
Concentration: Physiology (Spec.)  
Year of Study: 2

*"Juxtaposition is a great opportunity to learn a lot outside the classroom, from designing a magazine to raising awareness about international health issues. There's nothing like working with such a diverse and enthusiastic group of students and faculty towards a shared cause."*

Name: Justine Chen  
Position: Editor-in-Chief, 2007 Issue  
Concentration: Political Science

*"In an era of globalization, climate change and international turmoil, where health issues are no longer just about science, Juxtaposition interdisciplinary agenda and approach have made the magazine a splendid and refreshing addition to the university community."*



# PARTNERSHIP OPPORTUNITIES

This year, *Juxtaposition* will release two issues, the 2007 issue this winter and the 2008 issue next spring. Our debut print edition will feature a nation-wide publicity campaign and distribution strategy to be able to reach out to at least 3000 readers. We are currently seeking sponsorships, but hope to attract enough advertisers to sustain itself in the future. To undertake these tasks, we require a financial input of more than \$20,000.

The sponsorship packages listed below present limited opportunities for your organization to partner with us as financial contributors. You are also invited to advertise your events, programs or opportunities in our magazine, and reach out to a diverse, yet specific audience. We will actively promote our sponsors at all our events, as well as give them prime advertisement space in our magazine. As our partners, our sponsors will also be invited to our events to publicize their organizations. **Please note that we are open to customize any package in order to meet your needs better.**

## 1. PLATINUM PACKAGE: \$4000

- Full-page advertisement on the back outside cover (*exclusive to platinum sponsor*)
- Acknowledgement on front cover (*exclusive to platinum sponsor*)
- 2.5" x 2.5" logo on Table of Content page and Acknowledgement section
- Quarter-page advertisement between two featured articles
- Option to include an insert in all our magazines (*exclusive to platinum sponsor*)
- 400 x 75 pixels banner and link on our home page, <http://www.juxtapose.ca>
- Acknowledgement at launch party, bake sales, class speaks and all other events
- 3-5 minutes presentation at launch party (*exclusive to platinum sponsor*)
- 1 booth at our launch party and opportunity to hand out fliers
- 2 slides on our rolling MS Powerpoint presentation at our events
- Logo on Sponsors Appreciation slide on our MS Powerpoint presentation
- Acknowledgement on all our publicity material

## 2. GOLD PACKAGE: \$2500

- Full-page advertisement on the inside-cover
- 1.5" x 1.5" on Table of Contents page and in Acknowledgement section
- Quarter-page advertisement between two featured articles
- 200 x 50 pixels logo and link on our home page, <http://www.juxtapose.ca>
- Acknowledgement at launch party, bake sales, class speaks and all other events
- 1 booth at our launch party
- 1 slide on rolling MS Powerpoint presentation at our events
- Logo on Sponsors Appreciation slide on our MS Powerpoint presentation
- Acknowledgement on all our publicity material

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### 3. SILVER PACKAGE: \$1500

- Half-page advertisement on the inside-cover
- 1.5" x 1.5" on Table of Contents page and in Acknowledgement section
- 50 x 50 pixels logo and link on our home page, <http://www.juxtapose.ca>
- Acknowledgement at launch party, bake sales and all other events
- Opportunity to table at our launch party
- Logo on Sponsors Appreciation slide on our MS Powerpoint presentation
- Acknowledgement on all our publicity material

## ADVERTISING OPPORTUNITIES

**P**rices are subject to change in consultation with potential advertisers. All magazine pages are in full color. Sponsors will be given priority over advertisers for publicity on covers. Advertisements on regular pages are at the end or beginning of feature articles, in order to allow maximum attention.

	Full Page	Half Page	Quarter Page
Regular pages	\$800	\$450	\$250
Centerfold	\$900	\$525	\$300
Inside Back Cover	\$1000	\$600	\$350
Outside Back Cover	\$1700	\$1000	\$600
Global Health Opportunity blurbs (50-word limit; "classified ads" sections)	Color/Image: \$40	Monochrome/Text only: \$25	

# FINAL COMMENTS AND CONTACTS

**J**uxtaposition appeals to a general audience—the only requirement is an interest in the subject matter. Our student contributors and authors are able to deliver a clear and concise commentary and thought-provoking discussion to appeal to all readers. Through its on-line accessibility and growing readership, Juxtaposition is also in a unique position to further expand beyond the University of Toronto community. Our readers have provided us positive feedback from as far away as the University of Ottawa and University of British Columbia.

There is a great potential available in students that we at Juxtaposition hope to harness and streamline through positive contributions and education. Our primary mandate of raising the awareness of global health issues among the University of Toronto community and beyond from a variety of perspectives is further today than it has ever been before. From the continued support of the Centre of International Health to winning the inaugural Dean's Student Initiative Award, Juxtaposition continues to grow in terms of campus involvement and community recognition.

We look forward to hearing from you. Thank you!



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