



2014-2015

PARTNERSHIP
OPPORTUNITIES

GLOBAL HEALTH MAGAZINE
JUXTA|POSITION
UNIVERSITY OF TORONTO



A WORD FROM THE EDITORS

Juxtaposition seeks to publish articles that are unique, current, and multidisciplinary in nature and that challenge traditional boundaries by juxtaposing different angles on local and global health issues. We publish articles that highlight the relationship of health and disease, social inequalities, and vulnerable populations in both developing and developed countries.

With this mandate, Juxtaposition has become an important arena for University of Toronto students and their peers to get involved in writing, editing, and publishing global health content and engage with the global health community through our many events and activities.

This year promises to be an exciting one for our publication as it is our 10th year anniversary. Juxtaposition will be available both in print format, for distribution across the University of Toronto's three campuses, as well as electronically, accessible to anyone with an interest in the subject matter presented. We are constantly expanding our online content to engage readers through our website and have an active presence on social media.

Through active participation in our initiatives, students are able to apply classroom knowledge to novel situations. Last year Juxtaposition created the Toronto Thinks: Global Health Innovations & Solutions case competition, which was met with much interest, and rewarded the ULEAD award for Best Initiative or New Idea award. We are continuing this initiative this year along with an official launch event and the JuxtaTalks speaker series throughout the year.

To fulfill our distribution objectives and reach as many readers as possible, Juxtaposition is currently seeking financial sponsors as both short- and long-term sustainable partners. 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 and would very much like you to be a part of our magazine.

Thank you immensely for your consideration,

Gail Robson

Editor-in-Chief, 2014-2015
Executive Division

Jerico Espinas

Editor-in-Chief, 2014-2015
Editorial Division

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2014-2015 Partnership Opportunities | [Juxtaposition](#)

VISION

Juxtaposition is University of Toronto's (U of T's) premier global health magazine. With a special emphasis on topics that particularly impact the vulnerable and marginalized globally, Juxtaposition provides an interactive forum to explore the essential health issues of our time. Using a multidisciplinary approach, Juxtaposition seeks to include contrasting perspectives on global health issues from a wider socio-cultural, political, economic, and legal context. Juxtaposition aims to be recognized as a current, credible, and compelling publication on global health. As a result, we intend for the magazine to act as a forum for sharing ideas, promoting discussion and action on global health topics.

Since its inception in 2004, Juxtaposition has consistently demonstrated commitment to this mandate and 10 years later, Juxtaposition has evolved into a well-established role in the global health community, hosting thought-provoking events, creating the flagship Toronto Thinks Case Competition, and providing a well-crafted social media platform to engage and educate our community.

With your support, we will continue to evolve and provide a publication and forum that responds to the dynamic global health community.



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OUR PUBLICATION

Juxtaposition seeks to provide on-going, engaging content for our readers by expanding the magazine from the original print publication to include online content. On our website, www.juxtamagazine.com, you will find multimedia pieces, blog-style updates, and themed series like our JuxtaCuisine and JuxtaLife series. We also consistently update our social media and use this space for dialogue with our audience.



JUXTAPOSITION ISSUE 7.1

SOCIAL MEDIA

@JUXTAMAGAZINE

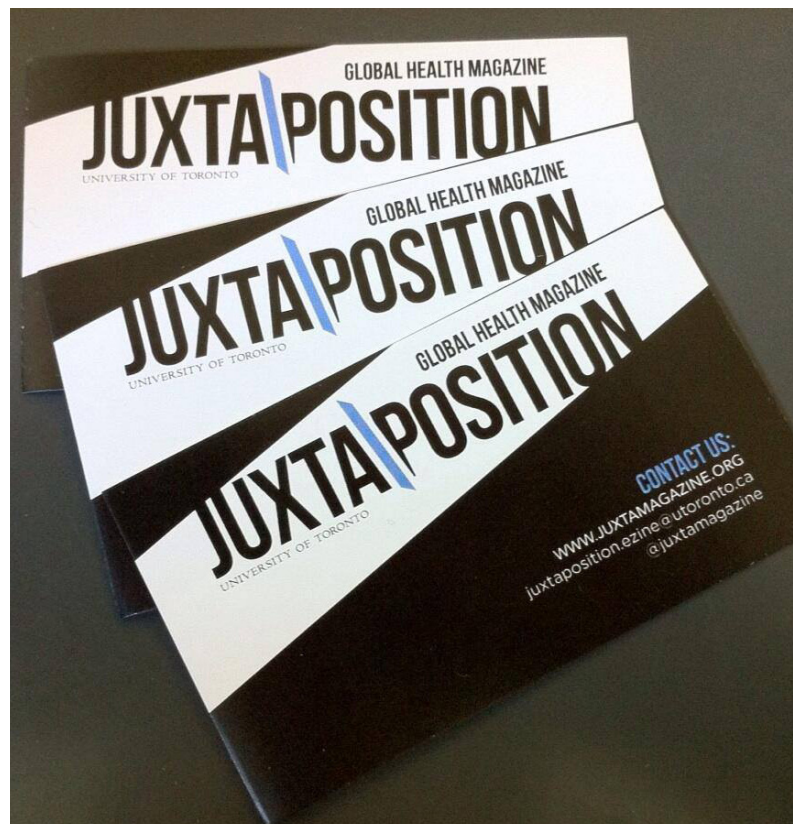


- » Updated daily
- » More than 5000 tweets
- » More than 650 followers
- » Global Reach

/JUXTAMAGAZINE



- » Updated daily
- » Close to 500 followers
- » Engaging content
- » Global Reach



SAMPLE ARTICLE: *WHA66: Through The Eyes Of A Global Health Student*



Delegates listening to a lecture at a WHA66 side event

As the 68th United Nations General Assembly came to a close last summer, it was the perfect time for me to reflect on the amazing things that had happened in the field of global health policy last year. From debates on disabilities in the post-2015 agenda to rising concerns over the Middle East respiratory syndrome coronavirus (MERS-CoV), it has been a year of unprecedented transformations in public health and marked an exciting era to be an aspiring young professional in this field.

Last year, I had the privilege of attending the 66th World Health Assembly (WHA) in Geneva, Swit-

zerland, as a student member of the coalition of NGOs working to promote the Global Non-Communicable Disease (NCD) Framework Campaign and the adoption of the Omnibus Resolution on NCDs. The resolution, which was officially adopted by Member States on May 27, 2013, encompasses major recommendations on tackling non-communicable diseases around the world and includes an action plan, monitoring framework, and a global coordinating mechanism. Specifically, the resolution set nine comprehensive global voluntary targets, including the “25 by 25” mortality reduction target. These targets, which focus on both prevention and treatment, are the final destination on the roadmap outlined in the global action plan. To

ensure that these goals are met in an efficient and timely manner, a global coordinating mechanism will be set in place to unite all critical stakeholders working to deliver the action plan.

It was an unprecedented personal experience to find myself sitting in the largest conference room at the World Health Organization (WHO) headquarters, surrounded by some of the most influential figures in healthcare, all brought together by a collective commitment to a burgeoning global health movement.

Walking into the building on the first day of WHA66 was surreal. The fact of the matter was that



OUR EVENTS

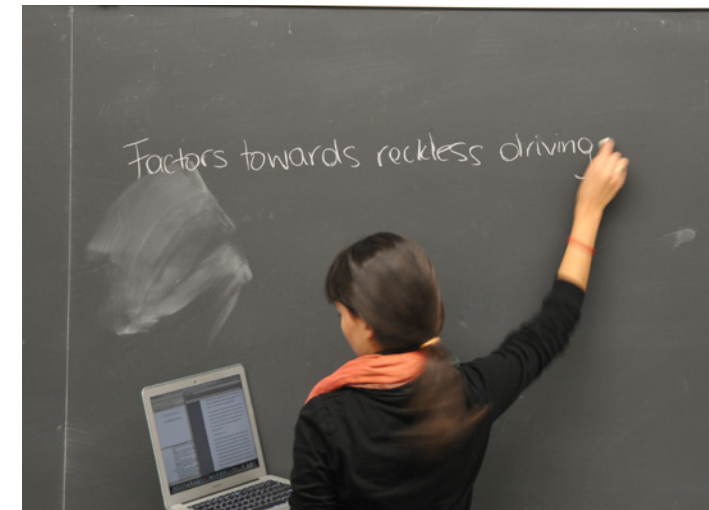
JuxtaTalks is a speaker series which brings together students, faculty, and experts to discuss hot topic global health issues. Last year's events included a comprehensive discussion of diseases of poverty. In 2012, we brought together young students to discuss their contribution to the achievement of the millennium developmental goals.



TORONTO THINKS

Toronto Thinks is a global health Case competition that provides an innovative student learning experience and brings students together from multiple disciplines to critically think about global health issues.

For more information about Toronto Thinks and specific information on sponsorship packages for the case competition itself, please contact Toronto Thinks Co-Directors at codirectors.torontothinks@gmail.com



PARTNERSHIP OPPORTUNITIES

This year, Juxtaposition will release one print issue in the spring, along with rolling online content through our website. In addition to our magazine content, we will be holding a launch event in September and two Juxta Talks speaker series events throughout the year. 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 \$6000. The sponsorship packages listed below present 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 through our social media presence on Twitter and Facebook, to reach out to our diverse audience. We will actively promote our sponsors at all our events and provide them with prime advertising space in our magazine and on our website. 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.



	Acknowledgment In All Publications	Logos and Links on Website	Social Media Promotion
Platinum Package \$2500	✓	✓	✓
Gold Package \$1500	✓	✓	✓
Silver Package \$1000	✓	✓	✓
Bronze Package \$500	✓	✓	✗

	Logo On All Publicity Material	Half-Page Advertisement in Magazine	Table and Distribu- tion of Materials at all Events
Platinum Package \$2500	✓	✓	✓
Gold Package \$1500	✓	✗	✗
Silver Package \$1000	✗	✗	✗
Bronze Package \$500	✗	✗	✗



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