

THE gateway

THE UNIVERSITY OF ALBERTA'S STUDENT JOURNALISM SOCIETY

Media Kit, 2019/20



The Gateway is the University of Alberta's official student journalism society. Established in 1910, The Gateway is the premier source of U of A campus news to students & faculty.

Reaching over **35,000 students***, The Gateway publishes a monthly magazine and posts online content daily. Advertising with us is the **most effective way** to reach the U of A community.

Why should you advertise with The Gateway?

Audience Reach:

35,000+ students on campus & online



Circulation:

3500** print magazine monthly on campus & in local businesses

Target Demographic
Themed editions highlight your business speciality



Online presence:

607,813 unique page views in 2018-2019 alone

Publishing Dates:

September Edition

Frosh Month

Deadline: July 31

Creative Due: August 7

October Edition

The Fear Issue

Deadline: September 4

Creative Due: September 11

November Edition

Deadline: October 7

Creative Due: October 14

December Edition

The Mental Health Issue

Deadline: November 8

Creative Due: November 15

January Edition

Deadline: December 6

Creative Due: December 13

February Edition

The Love/Sex Issue

Deadline: January 7

Creative Due: January 14

March Edition

The Pride Issue

Deadline: February 3

Creative Due: February 10

April Edition

Deadline: March 3

Creative Due: March 10

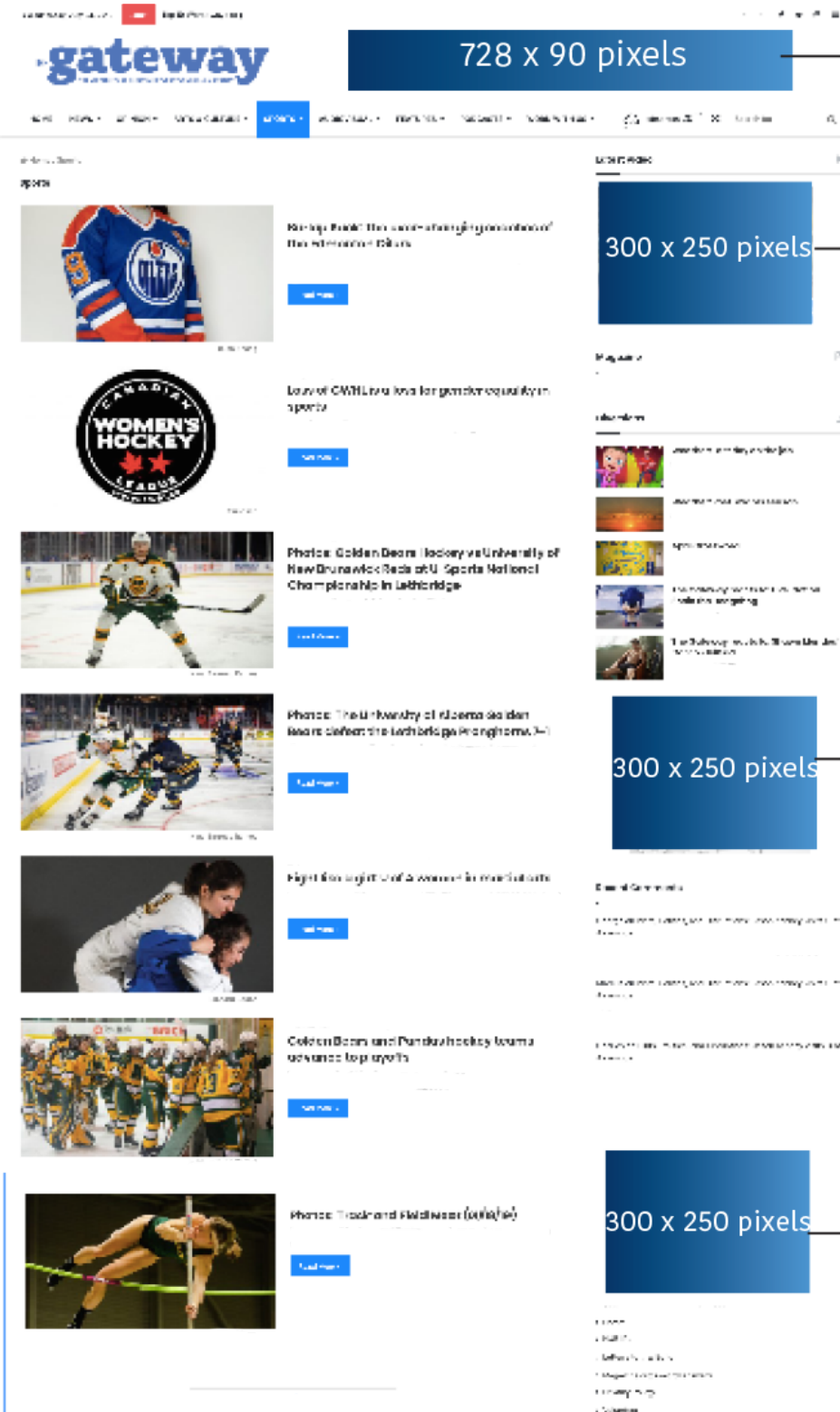
* As of 2018

** 4500 in September

Online Rate Card, 2019/20

thegatewayonline.ca

Contact us:
ads@gateway.ualberta.ca



Top Banner
\$29 CPM
\$255 / week

Top Box
\$29 CPM
\$255 / week

Middle Box
\$215 / week

Bottom Box
\$170 / week

Bottom Banner
\$175 / week



Magazine Rate Card

2019/20

Circulation: 3500*

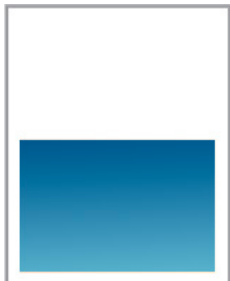


STANDARD ADS



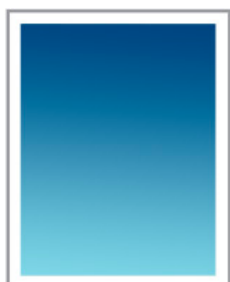
1/4 Page
\$350

Live: 3.75" x 5"
Trim: 4.25" x 5.5"
Bleed: 4.75" x 6"



1/2 Page
\$590

Live: 5.75" x 4.75"
Trim: 8.5" x 5.5"
Bleed: 4.75" x 6"



Full Page
\$990

Live: 7" x 9.5"
Trim: 8.5" x 11"
Bleed: 9" x 11.5"

PREMIUM ADS



Outside Back
\$1250

Live: 7" x 9.5"
Trim: 8.5" x 11"
Bleed: 9" x 11.5"



Inside Front Cover
\$1175

Live: 7" x 9.5"
Trim: 8.5" x 11"
Bleed: 9" x 11.5"

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Note: All creative must be submitted at the "Bleed" specs. "Trim" is the final size the ad will be when the bleed area is trimmed off during printing. All important information must be in the "Live" area to ensure it is not cut off during print.

* 4500 in September