

THE gateway

2020 — 21 Media Kit



About Us

Celebrating their 110th anniversary, **The Gateway is the official student publication at the University of Alberta.** As a student-run, autonomous, apolitical, not-for-profit organization, The Gateway strives to provide a fair, reliable, and clear source of information, focused mainly on issues that directly affect students.

Reaching over 35,000 students, The Gateway publishes a monthly magazine and posts online content daily. **Advertising with The Gateway is the most effective way to reach the University of Alberta community while also supporting students.**



Why Advertise With The Gateway?

Demographic of Readership | 2019

40,061 Students



From **156** Different Countries

73%

of Students
From Alberta

200+

Undergraduate Programs

500+

Graduate Programs



290,000+

Alumni

Source: ualberta.ca/about/facts

Why Advertise With The Gateway?

Website | July 1, 2019 — July 1, 2020



369,527

Unique Web Readers

33,315

Average Unique
Monthly Web Readers



966,666

Average Monthly Impressions



654,300

Unique Page Views

37,085

Average Unique
Monthly Page Views



14.6 Million

Image Impressions



11.6 Million

Impressions For Web Links

Why Advertise With The Gateway?

Magazine | July 1, 2019 — July 1, 2020

1750

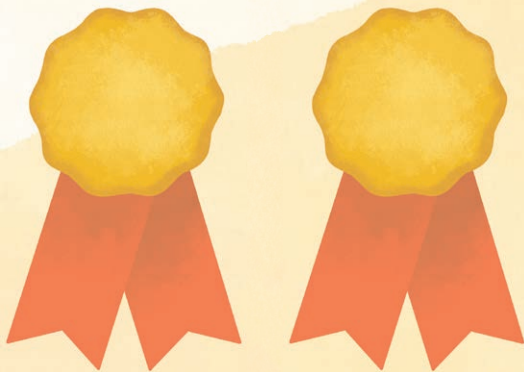


Magazines Circulated per Issue



Winner of Best
New Magazine

*Alberta Magazine
Publishers Association*



Multiple John H. McDonald
Canadian University Press
annual award wins



Five time Michigan State
University Annual Student
Design Contest award winner



Target Demographic:
Themed editions highlight
your business speciality

Publishing Dates

Fall 2020

SEPTEMBER EDITION

Theme: Hope for the Future

Deadline: August 14

OCTOBER EDITION

Theme: Sustainable You

Personal & Environmental Sustainability

Deadline: September 9

NOVEMBER EDITION

Theme: Looking Back on Legacies

Gateway 110th Anniversary Edition

Deadline: October 9

DECEMBER EDITION

Theme: Gender & Healthcare

Year of the Nurse/Midwife

Deadline: November 9

Winter 2021

JANUARY EDITION

Theme: Resilient Communities

Pride, Flight PS752

Deadline: TBA

FEBRUARY EDITION

Theme: Empowering Sex; Healthy Sexuality

Main Feature = Purity Test

Deadline: TBA

MARCH EDITION

Theme: Academia and Authenticity

Deadline: TBA

APRIL EDITION

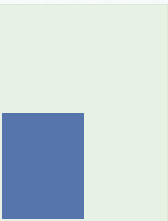
Theme: In Bloom

Late Bloomers & Celebrating Uniqueness

Deadline: TBA

Bundles

Mini Bundle



MAGAZINE

1/4 Page

Live: 3.75" x 5"
Trim: 4.25" x 5.5"
Bleed: 4.75" x 6"
(\$300 Value)



WEB

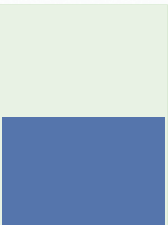
Bottom Box

300 x 250 px
(\$600 Value)

PRICE

\$550
(\$900 Value)

Extra Bundle



MAGAZINE

1/2 Page

Live: 5.75" x 4.75"
Trim: 8.5" x 5.5"
Bleed: 4.75" x 6"
(\$550 Value)



WEB

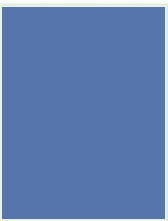
Middle Box

300 x 250 px
(\$750 Value)

PRICE

\$850
(\$1300 Value)

Plus Bundle



MAGAZINE

Full Page

Live: 7" x 9.5"
Trim: 8.5" x 11"
Bleed: 9" x 11.5"
(\$900 Value)



WEB

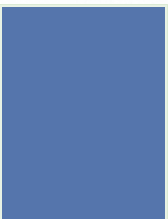
Top Box

300 x 250 px
(\$950 Value)

PRICE

\$1400
(\$1850) Value)

Premium Bundle



MAGAZINE

Full Page

Live: 7" x 9.5"
Trim: 8.5" x 11"
Bleed: 9" x 11.5"
(\$900 Value)



WEB

Top Banner

728 x 90 px
(\$1150 Value)

PRICE

\$1600
(\$2050 Value)

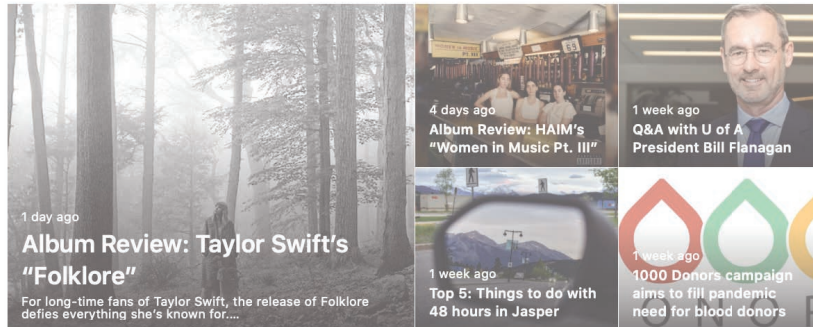
Web Ad Placements

THE gateway

PREMIUM BUNDLE

Top Banner

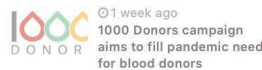
728 x 90 px



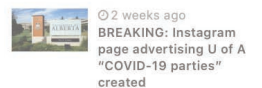
News



Adam Lachacz 1 week ago
Q&A with U of A President Bill Flanagan
While campus remains primarily online with only research and some staff working in-person, one person is there consistently hosting Zoom meetings, planning, and hoping for a campus that will return to normal. Since July 3, Bill Flanagan has assumed the role of University of Alberta president and vice-chancellor, and is...



1 week ago
1000 Donors campaign aims to fill pandemic need for blood donors



2 weeks ago
BREAKING: Instagram page advertising U of A "COVID-19 parties" created

Opinion



Tom Ndekezi 2 weeks ago
Editorial: Our institutions fail Black people
If there was any doubt as to whether the police motto "to serve and to protect" is a conditional statement, it was put to rest with the murder of George Floyd. On the evening of May 25, 2020, four Minneapolis police officers were called to a convenience store regarding an...



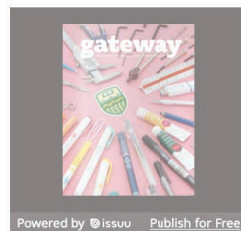
4 weeks ago
Top 5: Things I Never Thought I Would Miss About Campus



June 22, 2020
Point/Counterpoint: ThinkPad versus MacBook

Arts & Culture

Latest Issue



PLUS BUNDLE

Top Box

300 x 250 px

EXTRA BUNDLE

Middle Box

300 x 250 px

MINI BUNDLE

Bottom Box

300 x 250 px