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.

Contact: execdirector@gateway.ualberta.ca
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

Multiple John H. McDonald
Canadian University Press
annual award wins

Winner of Best
New Magazine
Alberta Magazine
Publishers Association

Target Demographic:
Themed editions highlight your business speciality

Five time Michigan State
University Annual Student
Design Contest award winner
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

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**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)

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# Web Ad Placements

## PREMIUM BUNDLE

**Top Banner**

728 x 90 px

## MINI BUNDLE

**Bottom Box**

300 x 250 px

## PLUS BUNDLE

**Top Box**

300 x 250 px

## EXTRA BUNDLE

**Middle Box**

300 x 250 px

## MINI BUNDLE

**Bottom Box**

300 x 250 px

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