

# THE gateway

THE UNIVERSITY OF ALBERTA'S STUDENT JOURNALISM SOCIETY

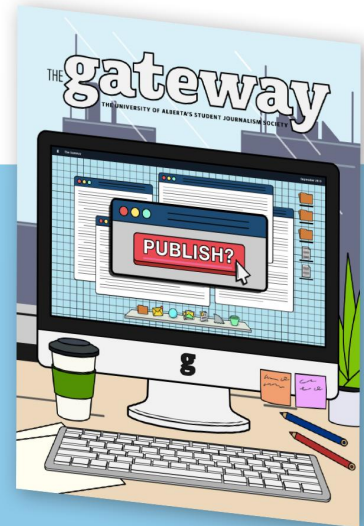
## Frosh Issue Rate Card 2019/20

**Publishing Date:**  
August 26

**Booking Deadline:** July 31  
**Creative Due:** August 7  
**Circulation:** 4500

### Unique Benefits

- One of the most read issues of the year
- Content geared specifically to acclimatize new students to the campus community
- Reach students when they're most receptive to local offerings



### STANDARD ADS



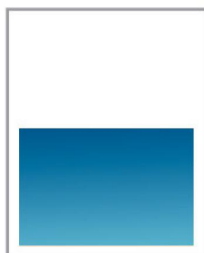
**1/4 Page**  
\$350

Live: 3.75" x 5"  
Trim: 4.25" 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"



**1/2 Page**  
\$590

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

### PREMIUM



**Outside Back**  
\$1250

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



**Inside Front Cover**  
\$1250

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

**Contact us:**

[ads@gateway.ualberta.ca](mailto:ads@gateway.ualberta.ca)

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.