



**F-MEDIA<sup>®</sup>**

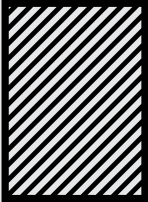
*The New Monthly*

**GAUNTLET MAGAZINE  
2017/18 MEDIA KIT**

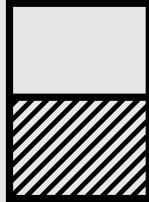


## Advertising Rates, 2017-18

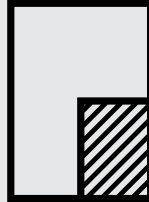
### STANDARD SIZES



**FULL PAGE**  
7" x 9.5"\*  
**\$840**



**1/2 PAGE**  
7" x 4.75"  
**\$505**

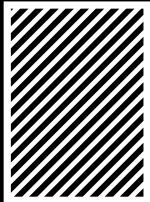


**1/4 PAGE**  
4.6" x 4.75"  
**\$295**

COLOUR INCLUDED

*\*Bleed available if desired. Please include an additional 5/8" on all sides.*

### PREMIUM SIZES



**OUTSIDE BACK COVER**  
7" x 9.5"\*  
**\$1,050**



**INSIDE FRONT COVER**  
7" x 9.5"\*  
**\$995**

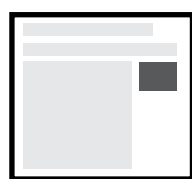
COLOUR INCLUDED

*\*Bleed available if desired. Please include an additional 5/8" on all sides.*

### WEB SIZES



**LEADERBOARD**  
728 x 90 pixels  
**\$29/CPM**  
**\$110/WEEK**



**BIG BOX**  
300 x 250 pixels  
**\$29/CPM**  
**\$110/WEEK**

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**The Gauntlet**  
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**FREQUENCY:** Monthly

**CIRCULATION:** 4,000

**CAMPUS POPULATION:** 30,550

**AD DEADLINE:** Friday prior to  
publication date

**PUBLICATION SCHEDULE:**

APR 27, 2017  
(DEADLINE: APR 19)

SEP 7, 2017  
(DEADLINE: AUG 25)

OCT 5, 2017  
(DEADLINE: SEP 22)

NOV 2, 2017  
(DEADLINE: OCT 20)

DEC 7, 2017  
(DEADLINE: NOV 24)

JAN 11, 2018  
(DEADLINE: DEC 22)

FEB 1, 2018  
(DEADLINE: JAN 19)

MAR 1, 2018  
(DEADLINE: FEB 16)

APR 5, 2018  
(DEADLINE: MAR 23)