The Dalhousie Gazette

MEDIA KIT 2020-21

PHOTO BY ANKIT BAJAJ

THE DALHOUSIE GAZETTE

DG

LOGO BY ALEX FOX

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There are over 19,000 students at Dalhousie, and they're all subscribed.

We deliver to 38 locations across Halifax including the University of King's College campus and Dalhousie's three city campuses: Studley, Carleton and Sexton.

We're in the quad. We're in the gym. We're in the library. We're in the campus buildings. We're off-campus too.

Most importantly, we're in students' hand.

13 issues released every other Friday of the school year!

Publishing Schedule

Friday Sept. 4	Friday Sept.18	Friday Oct. 02	Friday Oct. 16	Friday Oct. 30	Friday Nov. 13	Friday Nov. 27
Friday Jan. 15	Friday Jan. 29	Friday Feb. 12	Friday Feb. 26	Friday Mar. 12	Friday Mar. 26	

Book your ad.

dalgazette.com/advertising

Rates per issue

	Bulk bookings		
	x1	x2	x8
Back Cover	$350	$300	$250
Front Banner	$150	$100	$50
Full Page	$300	$250	$200
Half Page	$200	$150	$100
1/4 Page	$120	$90	$60
E-Newsletter	$180	$150	$100
Leaderboard	$180	$150	$100

*Due to COVID-19 campus closures, all issues will only be published online until further notice. Ad prices and dimensions are reduced for online-only issues. The media kit will be updated when printing resumes.

1100+ Newsletter Subscribers

1500+ Followers

1100+ Likes

6000+ Followers

For bookings email us at ads@dalgazette.com

Quarter Page - 3.75in(W) x 4.89in(H)

270px(W) x 350px (H)

Full Page - 7.5in(W) x 9.75in(H)

540px(W) x 700px (H)

Banner - 7.5in(W) x 1.25in(H)

540px(W) x 90px (H)

Half Page Tall -

3.75in(W) x 9.75in(H)

270px(W) x 700px (H)

Half Page Wide -

7.5in(W) x 4.89in(H)

540px(W) x 350px (H)