



2022
& 2023

Medias Rit

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Hello

LET'S TALK ABOUT ADVERTISING



PRINT ADVERTISEMENTS

We publish approximately 3,000 print issues distributed to over 25 locations across campus. Each print issue is approximately 24 full colour, semi-gloss pages and is digitally posted online.

Rates listed are per publication

1/8 Page \$130
(6.25" h x 2.47" w)
(3.12" h x 4.9" w)

1/4 Page \$275
(6.25" h x 4.9" w)

1/2 Page \$400
(6.25" h x 9.8" w)
(12.5" h x 4.9" w)

Full Page Inside \$750
(12.5" h x 9.87" w)

ONLINE ADVERTISEMENTS

The Sheaf hosts a modern news website with over 5,000 articles published. 16 new articles are published each week. We advertise all articles on Facebook, Instagram and Twitter.

The Sheaf offers digital advertising on its website and social media platforms. Advertisements are posted for one week.

Leaderboard \$300
(728 pixels x 90 pixels)

SideBar/Box Ads \$250
(300 pixels x 250 pixels)

Social Media Post \$250
(300 pixels x 300 pixels)

• Rates listed are per ad, per publication/social media post



PRODUCTION SCHEDULE AND ADVERTISING DEADLINES

ISSUE DATE	ISSUE TYPE	AD/BOOKING DEADLINE
September 15	Online	September 8
September 22	Print	September 15
September 29	Online	September 22
October 6	Online	September 29
October 13	Print	October 6
October 20	Online	October 13
October 27	Online	October 20
November 3	Print	October 27
November 10	University Break - No Publication	November 3
November 17	Online	November 10
November 24	Online	November 17
December 1	Print	November 24
December 8	Online	December 1
January 5	Online	December 8
January 12	Print	January 5
January 19	Online	January 12
January 26	Online	January 19
February 2	Print	January 26
February 9	Online	February 2
February 16	Online	February 9
February 23	University Break - No Publication	February 16
March 2	Print	February 23
March 9	Online	March 2
March 16	Online	March 9
March 23	Print	March 16
March 30	Online	March 23
April 6	Online	March 30