



▶ 2017.2018
MEDIA KIT
& RATE CARD

THESHEAF
UNIVERSITY of SASKATCHEWAN
ROOM 108 MEMORIAL UNION BUILDING, SASKATOON, SK S7N 5B2

306•966•8688
ads@thesheaf.com
thesheaf.com



2017/2018 PUBLISHING SCHEDULE

May 2017						
S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			
<i>Spring classes begin May 10</i>						

June 2017						
S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	
<i>Summer classes begin June 29</i>						

July 2017						
S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31	<i>Canada Day July 3</i>				

August 2017						
S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		
<i>SK Day Aug 7 (University closed)</i>						

September 2017						
S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
<i>Classes begin September 6</i>						

October 2017						
S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				
<i>Thanksgiving Oct 9</i>						

November 2017						
S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		
<i>Fall mid-term break Nov 13-17</i>						

December 2017						
S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
<i>Last day of classes December 7</i>						

January 2018						
S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			
<i>Classes begin January 3</i>						

February 2018						
S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28			
<i>Winter mid-term break Feb 19-23</i>						

March 2018						
S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31
<i>Good Friday March 30 (University closed)</i>						

April 2018						
S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					
<i>Last day of classes April 6</i>						

2017/2018 PRINT PRODUCTS



SIZES ARE IN W" X H" FORMAT • SIZES ARE IN INCHES

<p>\$48 1.72 x 3.25</p> <p><u>ADD ONS</u> SPOT COLOUR \$25 FULL COLOUR \$50 PAGE 3 \$15</p>	<p>\$90 1.72 x 7</p> <p><u>ADD ONS</u> SPOT COLOUR \$25 FULL COLOUR \$50 PAGE 3 \$15</p>	<p>\$105 3.63 x 3.25</p> <p><u>ADD ONS</u> SPOT COLOUR \$25 FULL COLOUR \$50 PAGE 3 \$15</p>	<p>\$150 3.63 x 6.75</p> <p><u>ADD ONS</u> SPOT COLOUR \$25 FULL COLOUR \$50 PAGE 3 \$30</p>	<p>\$145 5.55 x 3.25</p> <p><u>ADD ONS</u> SPOT COLOUR \$25 FULL COLOUR \$50 PAGE 3 \$25</p>
<p>\$195 5.55 x 4.5</p> <p><u>ADD ONS</u> SPOT COLOUR \$25 FULL COLOUR \$50 PAGE 3 \$40</p>	<p>\$265 5.55 x 7</p> <p><u>ADD ONS</u> SPOT COLOUR \$25 FULL COLOUR \$50 PAGE 3 \$100</p>	<p>\$330 5.55 x 9</p> <p><u>ADD ONS</u> SPOT COLOUR \$25 FULL COLOUR \$50 PAGE 3 \$125</p>	<p>\$310 7.46 x 3.25</p> <p><u>ADD ONS</u> SPOT COLOUR \$25 FULL COLOUR \$50 PAGE 3 \$30</p>	<p>\$360 7.46 x 6.75</p> <p><u>ADD ONS</u> SPOT COLOUR \$25 FULL COLOUR \$50 PAGE 3 \$75</p>
<p>SMALL BANNER \$150 9.375 x 2</p> <p><u>ADD ONS</u> SPOT COLOUR \$25 FULL COLOUR \$50 PAGE 3 \$40 FRONT COVER \$120</p>	<p>MEDIUM BANNER \$265 9.375 x 3</p> <p><u>ADD ONS</u> SPOT COLOUR \$25 FULL COLOUR \$50 PAGE 3 \$40 FRONT COVER \$120</p>	<p>LARGE BANNER \$330 9.375 x 4</p> <p><u>ADD ONS</u> SPOT COLOUR \$25 FULL COLOUR \$50 PAGE 3 \$40 FRONT COVER \$120</p>	<p>HALF PAGE \$445 9.375 x 7</p> <p><u>ADD ONS</u> SPOT COLOUR \$25 FULL COLOUR \$50 PAGE 3 \$150 FRONT COVER N/A</p>	<p>FULL PAGE \$740 9.375 x 14</p> <p><u>ADD ONS</u> SPOT COLOUR \$25 FULL COLOUR \$50 PAGE 3 N/A FRONT COVER N/A</p>

CONTACT US

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The Sheaf Publishing Society
Room 108 MUB, 93 Campus Drive
Saskatoon, SK S7N 5B2

ABOUT US

Day Published: Thursday
Frequency: Weekly
Circulation: 3,000 to 6,000
Campus Population: 20,000+

Ad Deadline: One week prior to publication

First Day of Publication: August 25, 2016
Last Day of Publication: April 6, 2017

Summer Publication: May 19th

BEFORE YOU BEGIN

- All rates are black and white, per issue and do not include GST
- All ads **must be** 1.85, 3.9, 6, 8 or 10 inches in width.
- Non-standard sizes will be charged \$8.25 per square inch
- The Sheaf does not accept any form of inserted media (flyers, handbills, third-party publications etc.)

COLOUR OPTIONS & PREFERRED POSITIONING

Rates for colour are listed below and are charged in addition to the standard price.

The Sheaf now offers preferred positioning on the front cover and on page 3 for most ad sizes. The rates for these preferred positioning locations are listed below and are in addition to the standard ad price.

CIRCULATION PER ISSUE

4,000
TO
6,000

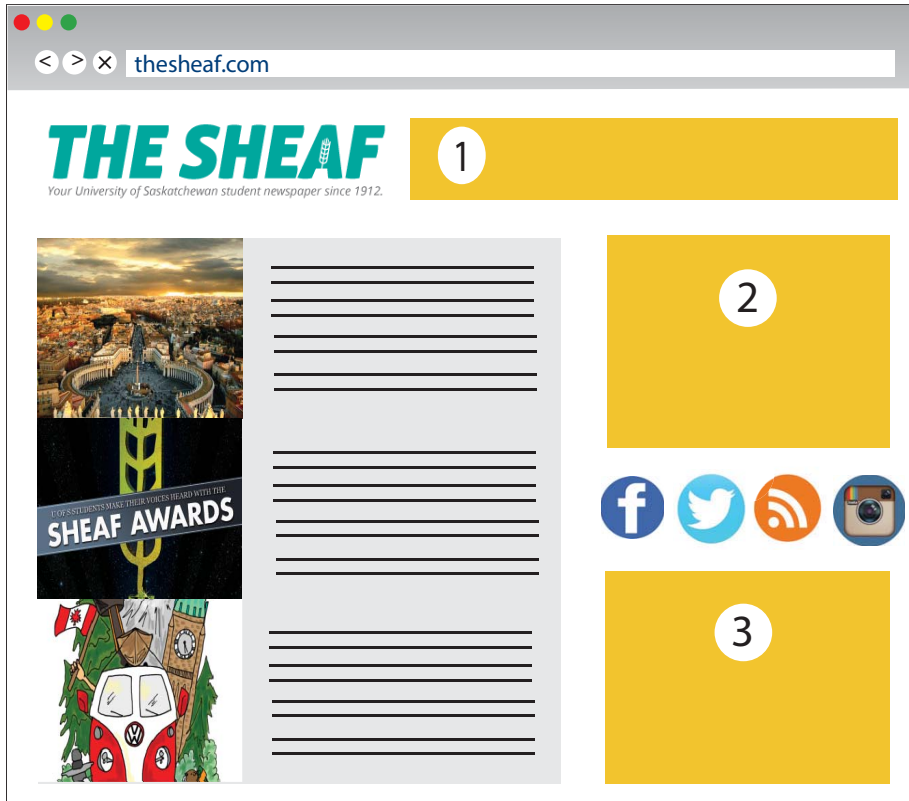
Frequency Discount

5 - 9 ISSUES = 5%
10 - 14 ISSUES = 10%
15 + ISSUES = 15%

Let's talk Ads online ads

Campus media gets social - Tweet it, retweet it, like it or favorite it - however you want to spin it, social media is proving to be a game changer in student media.

There are three ad types available



1 TOP BANNER

\$225/WK • 728X90 PIXELS
Displayed horizontally on all pages across the top of the page.

2 TOP BOX

\$175/WK • 300X250 PIXELS
Displayed on all pages in the right column.

3 BOTTOM BOX

\$125/WK • 300X250 PIXELS
Displayed on all pages in the right column

THESHEAF.COM IS AN ESSENTIAL PART OF THE NEWSPAPER

WITH A PAPER ONCE A WEEK THE WEBSITE IS USED TO SUPPLEMENT PRINT ISSUES

Online @
THESHEAF.COM



Important Dates & Themed Papers

★ The August 31st "Back to School" Issue will stay on the stands for 2 weeks - there will be no paper on September 7th

August 31st - Back to School Issue

October 26th - Halloween/Horror Issue

December 7th - Holiday Issue

January 4th - New Year/Welcome Back Issue

February 8th - Love & Sex Issue

April 5th - Last Issue

Important Ad Info

Local Ad Bookings

The final deadline for booking ad space is one week prior to the publication date. It is preferred if all ad copy could be submitted as soon as possible. Late artwork will not be accepted. Finished artwork must be formatted in an acceptable digital format (PDF, EPS, or PNG).

Basic ad design services are included in any order, up to a maximum of one hour. If additional design time is required to complete the artwork, charges are billed at \$35 per hour, at a minimum of one hour. The Sheaf will notify you if any additional design time is necessary.

The Sheaf reserves the right to refuse any advertising copy submitted.

Should you request any changes to the order after the deadline that would reduce the cost, the Sheaf reserves the right to charge the originally quoted price.

Cancellations and changes may be requested prior to the deadline. Should you wish to cancel after the deadline, The Sheaf reserves the right to charge the quoted price of the order.

Ad Billing Visa and MasterCard accepted.

New accounts may be required to pay in advance if credit is not established. Accounts 30 days overdue will be charged interest 2% per month.

Invoices are due net 30 days from their date of issue.

The Sheaf shall not be liable for slight changes or typographic errors that do not lessen the clarity of an advertisement.

National Ad Bookings

If you are booking in multiple campus newspapers across Canada, please contact FREE Media at the address below. FREE Media is a multi-market media planning and buying agency specializing in campus media and marketing towards students and the academic community. Visit www.f-media.ca to learn more.

FREE MEDIA CONTACT:

Justin Kuchmak
National Account Executive
justin@f-media.ca
780.421.1000 ext124



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CONTACT THEM

Companies wishing to advertise in multiple student newspapers across Canada should contact FREE Media:

advertise@free-media.ca
780.421.1000

Visit them online at
www.f-media.ca

FREE MEDIA



QUICK FACTS

Globe and Mail Editorial Cartoonist Brian Gable got his start at The Sheaf.

An effort is made to make 'The Sheaf' a real newspaper and any who are interested in journalism will find it provides training of some value.

—University of Saskatchewan Handbook 1921-22, p. 25.

Terms and prices subject to change.