

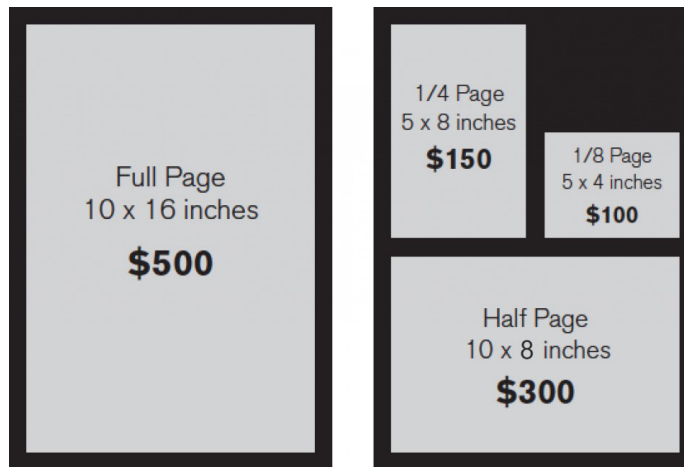
# Advertising with **f**newsmagazine

F Newsmagazine is the award-winning student publication of the School of the Art Institute of Chicago, with both print and web editions. For more than 25 years the staff at F has published a provocative journal focused on arts and culture in Chicago and beyond, bringing a fresh voice to the vibrant local print scene.

## Distribution

With 5,000 copies distributed to over 190 drop-off points, F is one of the most widely circulated college publications in the Chicago area. F Newsmagazine is distributed at galleries, cafés and night clubs, book and record stores, as well as our school and other colleges. Our audience includes not only students and faculty at SAIC, but also other readers interested in F Newsmagazine’s trademark style — lively coverage of the arts and culture.

## Print Ads — Size and Rates



Print ad sizes		Price	Additional cost for color
Full page	10" x 16"	\$500	\$100
Half page	10" x 8"	\$300	\$50
Quarter page	5" x 8"	\$150	\$25
Eighth page	5" x 4"	\$100	\$25

Purchasing more than one ad at a time comes with a discount: 10% for two ads, 20% for three ads, 30% for four ads, 40% for six ads. Discounts apply to black and white prices only and must be prepaid. Full color processing is available for an additional charge. A premium placement charge of \$100 is applied to back cover and page 2 ads. Inquire about our substantial discounts for bundling print and web ads. Materials submitted must be at 300 DPI. Our award-winning designers can also design your ad for an additional charge.

## Deadlines for Submission

2017-2018 Issue	Reservation Deadline	Art Deadline	Publication Date
September	Aug. 10	Aug. 15	Aug. 24
October	Sept. 14	Sept. 19	Sept. 28
November	Oct. 12	Oct. 17	Oct. 26
December	Nov. 9	Nov. 14	Nov. 26
February	Jan. 18	Jan. 23	Feb. 1
March	Feb. 15	Feb. 20	Mar. 1
April	Mar. 15	Mar. 20	Mar. 29
May	Apr. 12	Apr. 17	Apr. 26

## Web Ads — Sizes and Rates

Web ad size	Price / Month	Size
Leaderboard	\$400	728 x 90 pixels
Footer (home page only)	\$300	728 x 90 pixels
Sidebar	Small: \$100	300 x 100 pixels
	Large: \$200	300 x 260 pixels
	Extra-large: \$400	300 x 600 pixels

**Leaderboard (728 x 90) — \$400**

**fnewsmagazine**

Arts · Entertainment · News · SAIC · Comics · Fe ·

SAIC  
School of the Art Institute of Chicago

Extra Large  
(300 x 600)  
\$400

Large  
(300 x 300)  
\$200

Small  
(300 x 100)  
\$100

**Leaderboard (Footer) (728 x 90) — \$300**

About  
fnewsmagazine is a journal of arts, culture, and politics  
edited and designed by students at the School of the Art  
Institute of Chicago.  
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Ad \$50 for a click-through link.

Ad \$50 for an animated GIF.

Web ads must be submitted as *double the sizes* listed above to display correctly on all screens.

Inquire for discounts for frequency and for bundling print and web ads.

## Policy

F Newsmagazine reserves the right to reject any ad deemed inappropriate by the F Newsmagazine staff.

## Contact

[fnewsmagazine.com](http://fnewsmagazine.com) is published year round.

F Newsmagazine print edition is published eight months/year.

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