

THE MAROON

LOYOLA UNIVERSITY NEW ORLEANS

RATE CARD 2015 - 2016

LOYOLA STUDENT MEDIA
THE MAROON NEWSPAPER
THE WOLF MAGAZINE
LOYOLA MAROON ONLINE
ON-CAMPUS EVENTS

DID YOU KNOW...

... Loyola students will spend more than **\$71 MILLION** this year?

... the typical Loyola student spends close to what an entire **ORLEANS PARISH FAMILY OF FOUR** spends on many consumer product categories every month?

... 83 percent of Loyola students read The Maroon **EVERY MONTH?**

... The Maroon, Loyola's **AWARD-WINNING CAMPUS NEWSPAPER**, has served Uptown students for more than 90 years?

Advertising in student media is one of the best ways to reach the coveted 18-to-24-year-old demographic.

NO OTHER MEDIA EVEN COMES CLOSE.

Students rely on their college newspapers to learn about businesses and to decide what to buy.

Let us help you capture some of that student buying power this year and connect with our students today.

WE ARE 18-24

Undergraduate Students	3,255
Graduate Students	1,830
Faculty & Staff	2,455
Entire Loyola Community	7,329

Average age	20
21 or older	36%

OUR LIVING SITUATION

From out of state	48%
With parents	27%
On campus	25%
In an apartment	48%
Men	39%
Women	61%
Greek life	20%

SHOPPING & FOOD DRAW STUDENTS OFF-CAMPUS

Gone to a grocery store	92%
Gone shopping at a large retail store	89%
Gone to a quick service restaurant/coffee bar	88%
Gone to a sit-down restaurant	83%
Used a convenience store	81%
Gone to an apparel/clothing store	80%
Gone to a drug store	79%
Used a gym/fitness center	54%

ON AVERAGE,
STUDENTS
SPEND ABOUT
\$447.25 ON
DISCRETIONARY
PURCHASES
EVERY MONTH.

THE MAROON

OUR NEWSPAPER

Weekly newspaper circulation	2,750
Distribution method	Newsbin
Frequency	Weekly, Fridays
Format	Tabloid (11"x15")
Per Column Inch Pricing	\$5.00/inch
Upgrade to color	\$50 flat rate
Pre-printed inserts	\$375



THE WOLF

OUR MAGAZINE

Weekly newspaper circulation	2,750
Distribution method	Newsstand
Frequency	6x a year
Format	Magazine
Modular pricing	Full page (8 x 10.5) \$350
	1/2 page (8 x 5.25) \$175
	3rd Vert. (2.4 x 10) \$120
	3rd Horiz. (4.95 x 5) \$120



LOYOLAMAROON.COM

DIGITAL MEDIA

Web host	WordPress
Web impressions per week	4,731
Unique visits per week	1,770
Run of site CPM	\$150/9,000 impressions
E-mail Blast	\$150 • 728x180 px/month



MAROON MINUTE

DIGITAL MEDIA

Distribution method	Web on demand
Frequency	Daily
Format	One minute news cast
Per 10-second preroll	\$40/week
Weekly loads	1,350



THE MOBILE APP

Format	Apple and Android
Home page ad (exclusive)	\$500/semester
Banner ad (display ads)	\$150/month
Interstitial	\$150/month



NEWSSTAND

We offer you a refuge from the clutter of campus billboard advertising. We print your message in color on 17-inch by 11-inch card stock poster. Your message is the only one competing for the eye of each passing student. We locate our 20 bins in our highest-traffic locations, guaranteeing your message will get the attention it deserves. **\$375/wk**



THE EXPO

The Loyola Expo is an exciting event hosted each semester by the Wolf Magazine. You will have the opportunity to reserve a booth for the event during the lunchtime "window" where no classes are scheduled. This will let you connect with the people who will become your next best customers. **\$100**



STREET TEAM

Getting product into the hands of Loyola students is our specialty. We do it every Friday when we distribute our paper. Let our distribution team do the same thing with your products. We can hand out samples throughout campus, giving you the chance to get in the hands of your next new customer.

Sample distribution **\$50/100 samples distributed**

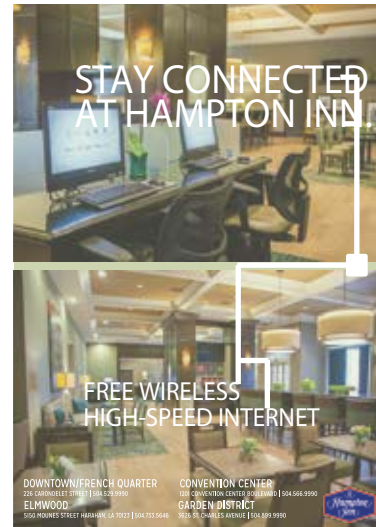
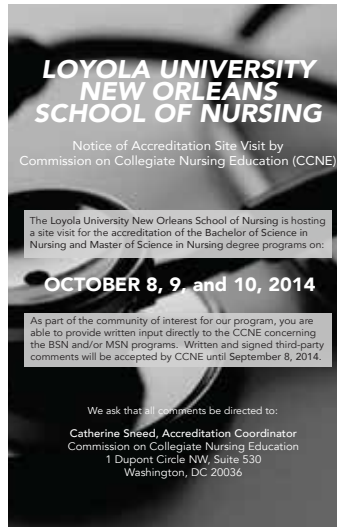
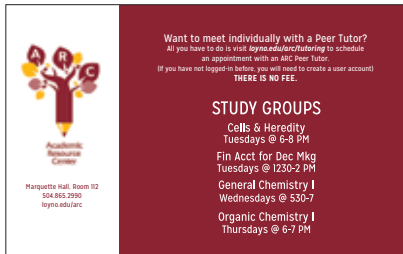


REC PLEX

Rec Plex Banners **\$2750**

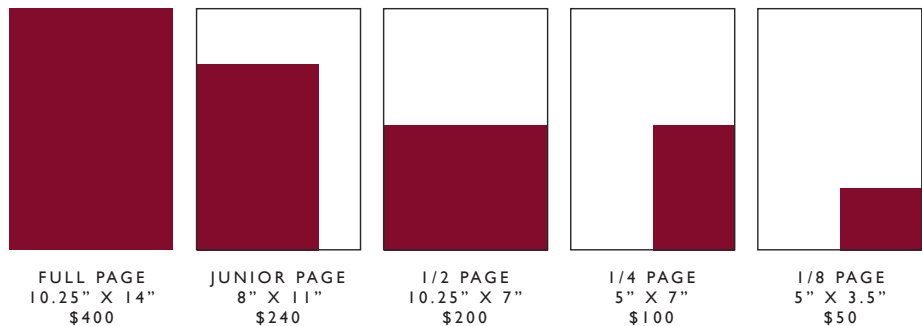
PRODUCTION SERVICES

Ad production and design	\$50/display ad
	\$25 animation charge
	\$150/video ad

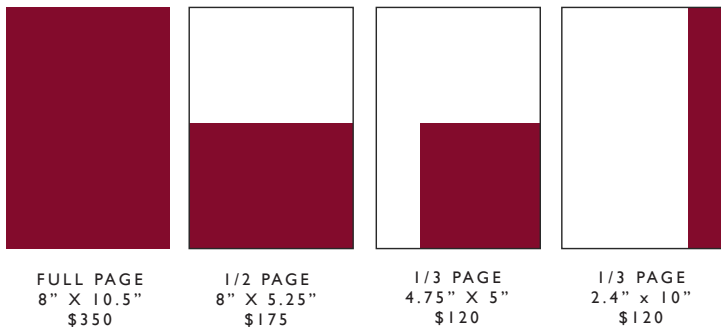


THE MAROON

AD SIZES

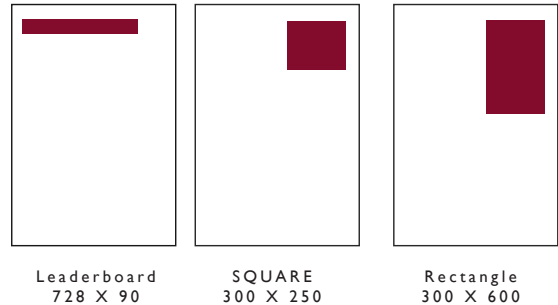


THE WOLF



*All ads in The Wolf get FREE COLOR

THE MAROON ONLINE



* All online ads are \$150 per 9,000 impressions
Your run includes each size

MOBILE APP

Home page ad (exclusive)	\$500/semester	1272 x 404 px
Banner ad (display ads)	\$150/month	640 x 100 640 x 200 600 x 500 (include one of each 3 sizes)
Interstitial	\$150/month	640 x 960 1536 x 1536 (include one of each 2 sizes)

AUGUST

						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	M	22
23	24	25	26	27	M	29
30	31					

SEPTEMBER

		1	2	3	M	5
6	7	8	9	10	MS	12
13	14	15	16	17	M	19
20	21	22	23	24	M	26
27	28	29	30			

GUIDE

- M The Maroon
- W The Wolf
- S Newsprint Wolf supplement
- EX The Expo

OCTOBER

				1	M	3
4	5	6	7	EX	W	10
11	FALL					17
18	19	20	21	22	M	24
25	26	27	28	29	M	31

NOVEMBER

1	2	3	4	5	MS	7
8	9	10	11	12	M	14
15	16	17	18	19	M	21
22	THANKSGIVING					28
29	30					

- SEPT 11 Nightlife (supplement)
- OCT 9 Foods and Favorites (Stand Alone)
- NOV 6 Grad School Guide(supplement)
- FEB 26 Health and Wellness (supplement)
- March 18 Housing Guide (Stand Alone)
- MAY 13 Finals puzzles (supplement)

DEADLINES

THE MAROON

Space: 7 days before publication
Art: 4 days before publication

THE WOLF

Space: 21 days before publication
Art: 14 days before publication

BINS & THE MAROON ONLINE

Space: 7 days before publication
Art: 4 days before publication

DECEMBER

		1	2	3	M	5
6	7	8	9	10	M	12
13	FINALS					

JANUARY

10	CLASSES RESUME					16
17	18	19	20	21	M	23
24	25	26	27	28	M	30
31						

FEBRUARY

	1	2	3	4	M	6
7	MARDI GRAS					13
14	15	16	17	18	M	20
21	22	23	24	25	MS	27
28	29					

DISCOUNTS

All discounts are cumulative.

- 2 or more media 2.5% DISCOUNT
- 2 or more weeks 2.5% DISCOUNT
- \$1,000 or more 5% DISCOUNT
- \$2,500 or more 5% DISCOUNT
- \$5,000 or more 10% DISCOUNT
- \$10,000 or more 15% DISCOUNT

MARCH

		1	2	3	M	5
6	7	8	9	10	M	12
13	14	15	16	EX	W	19
20	SPRING BREAK					26
27	28	29	30	31		

APRIL

					M	2
3	4	5	6	7	M	9
10	11	12	13	14	M	16
17	18	19	20	21	M	23
24	25	26	27	28	M	30

AD POLICIES

Please visit the link below for our policies:
<http://loyno.edu/student-media/policies>

MAY

1	2	3	4	5	M	7
8	9	10	11	12	MS	14
	FINALS					

JUNE

	SUMMER SCHOOL					11
12	13	14	15	16	M	18

CONTACT US

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