

The Los Angeles
LOYOLAN
— YOUR HOME. YOUR VOICE. YOUR NEWS. —

2015-2016
Advertising Guide

LOYOLA MARYMOUNT UNIVERSITY
www.LALOYOLAN.com



ADVERTISING THAT REACHES LMU



ONLINE 24/7 AT LALOYOLAN.COM



IN PRINT ONCE A WEEK



ON TWITTER @[LALOYOLAN](https://twitter.com/LALOYOLAN)



ON OUR APP FOR MOBILE & TABLETS



ON FACEBOOK /[LOSANGELESLOYOLAN](https://www.facebook.com/LOSANGELESLOYOLAN)

THE LOYOLAN IS EVERYWHERE AT LMU EVERYWHERE ON CAMPUS. EVERYWHERE ONLINE.

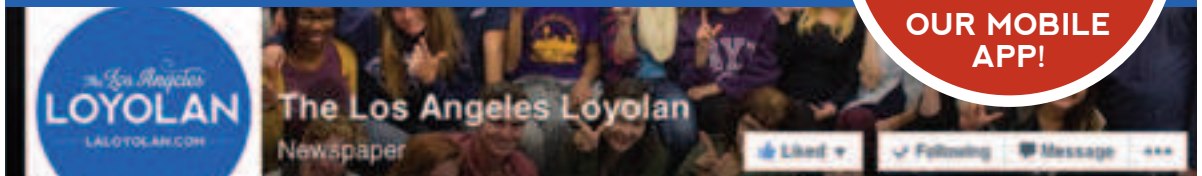
MORE THAN 5,000 WEEKLY PRINT READERS



MORE THAN 30 PRINT DISTRIBUTION POINTS ON CAMPUS



2,500+ FACEBOOK FOLLOWERS



1,200+ TWITTER FOLLOWERS



30,000 UNIQUE WEBSITE VISITORS PER MONTH



The Los Angeles
LOYOLAN
YOUR HOME. YOUR VOICE. YOUR NEWS.

CONTACT US!

PHONE 310.338.7509
FAX 310.338.7887
EMAIL ADS@THELOYOLAN.COM

LOYOLA MARYMOUNT UNIVERSITY
ONE LMU DRIVE
DAUM HALL, MS 8470
LOS ANGELES, CALIFORNIA 90045

www.LALOYOLAN.com

The Loyolan is a tabloid (11" by 17") sized newspaper published weekly during the school year. It is online at www.laloyolan.com.

EVERYWHERE ON CAMPUS

The Los Angeles Loyolan distributes 3,500 print editions weekly during the school year at more than 30 locations across the Loyola Marymount University campus.



ADVERTISING DEADLINES

The Loyolan will be published on the dates highlighted below. **The space reservation deadline is the Friday previous of each publication date.**



2015-2016 LOYOLAN PUBLICATION DATES

AUG/SEP 2015

S	M	T	W	T	F	S
30	31	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			

OCT 2015

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

NOV 2015

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					

DEC 2015

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		

JAN 2016

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 / ₃₁	25	26	27	28	29	30

FEB 2016

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					

MAR 2016

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		

APR 2016

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

MAY 2016

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				

2015-2016 PRINT RATES

EVERYWHERE
ON CAMPUS

Running more than one ad?
Ask about frequency discounts!

Size	Open Rate	Open Rate Color	Non-Profit*	Non-Profit Color*
per col/in	\$11	N/A	\$9	N/A
1 col x 2 in	\$22	N/A	\$18	N/A
1 col x 4 in	\$44	N/A	\$36	N/A
2 col x 2 in	\$44	N/A	\$36	N/A
2 col x 4 in	\$88	N/A	\$72	N/A
2 col x 8 in	\$176	\$376	\$144	\$344
3 col x 5 in	\$165	\$365	\$135	\$335
3 col x 8 in	\$264	\$464	\$216	\$416
Half Page	\$440	\$640	\$360	\$560
Full Page	\$880	\$1080	\$720	\$920
Center Spread (FREE COLOR!)	\$1500	\$1500	\$1250	\$1250

CUSTOM SIZES ALSO AVAILABLE

*Proof of status may be required to qualify for non-profit rates.

AD DIMENSIONS

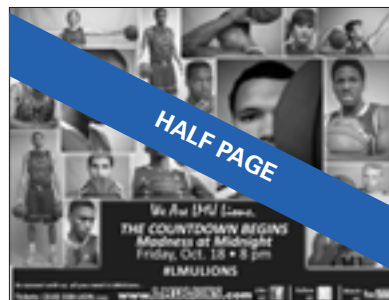
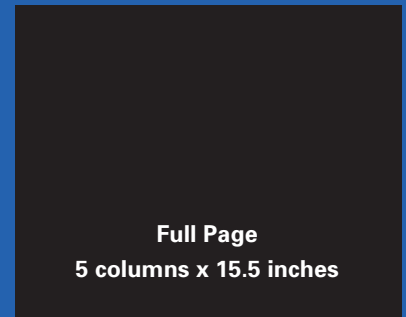
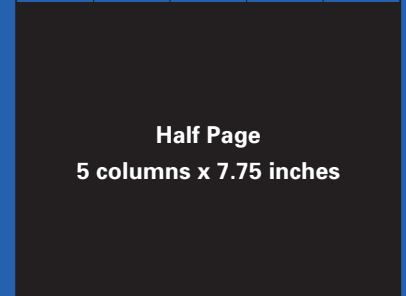
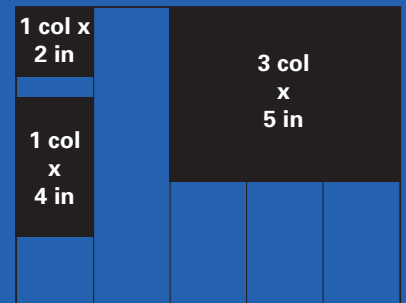
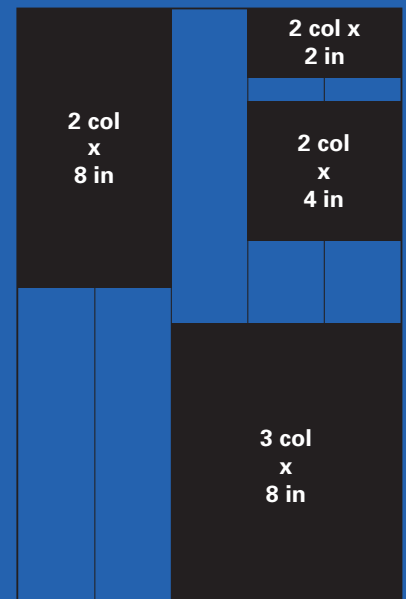
The Loyolan is five (5) columns across and has a printable area of 9 3/4" by 15 1/2".

All advertisements are measured in a standard unit of measurement called a column-inch (columns across by inches tall). Use the chart to the right to determine the width of your ad:

1 column	=	1 13/16" wide
2 columns	=	3 3/4" wide
3 columns	=	5 13/16" wide
4 columns	=	7 3/4" wide
5 columns	=	9 3/4" wide
center spread	=	20 1/4" wide x 15 1/2"

DETERMINING YOUR AD RATE

To determine your ad rate, multiply the number of columns by the height (in inches) of your ad. Multiply that number by your column inch price. Ask one of our friendly sales representatives for more details.



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WWW.LALOYOLAN.COM

Let our design consultant help you design your ad at NO CHARGE!

2015-2016 DIGITAL RATES

EVERYWHERE
ONLINE

WEB (WWW.LALOYOLAN.COM)

Top leaderboard: \$150/week

Side banner: \$100/week



MOBILE APP

Home screen tile: \$100/week
Home screen banner: \$50/week



SOCIAL

Two sponsored tweets
and one Facebook update
\$50/week



EMAIL

Two e-newsletter
sponsorships
\$50/week

PREMIUM DIGITAL BUNDLE

All of the above (for one week) \$300/week

Get it all! The website, the mobile app,
all social and email (a \$500+ value)
just \$300 for a full week.



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COLLEGE STUDENTS: YOUR CUSTOMERS FOR LIFE!

IS THE LMU
DEMOGRAPHIC
RIGHT FOR
YOU?

Loyola Marymount University, founded in 1911, is the largest Catholic university on the West Coast. 5,951 undergraduate students, 1,968 graduate students, and 1,315 law school students attend LMU. LMU employs 1,500+ faculty and staff members.

5,951 UNDERGRADUATES
+1,968 GRADUATE STUDENTS
+1,315 LAW SCHOOL STUDENTS
+1,500+ EMPLOYEES
+???? PARENTS, ALUMNI, GUESTS

>10,000 POTENTIAL CUSTOMERS
YOU CAN REACH
VIA THE LOYOLAN!

A NATIONAL SURVEY
OF COLLEGE STUDENTS
FOUND THAT:

**82% OF
COLLEGE
STUDENTS
REGULARLY
READ THEIR
COLLEGE
NEWSPAPER**

**80% OF
COLLEGE
STUDENTS
REPORTED
REACTING
TO AN AD
OR ARTICLE**

Source: Alloy/MORI Research College
Newspaper Audience Study

THE LOYOLAN WILL HELP YOU
REACH A YOUNG, EDUCATED
AUDIENCE WITH LEISURE TIME
AND DISPOSABLE INCOME
THESE STUDENT CONSUMERS:

BUY 79% *go off campus
to shop for clothing and retail
items at least once a month.*

TRAVEL 73% *take
at least two overnight trips
each school year.*

EAT OUT 94% *go off
campus to purchase food
(take-out, dine-in, delivery)
at least once a week.*

GO OUT 93% *go off
campus for entertainment
(concerts, clubs, shows,
movies, events, bars) at
least once a month.*

Source: A 2012 survey of 233 Loyola Marymount
University students and staff members.

**COLLEGE STUDENTS' SPENDING
POWER IS ON THE RISE!
DISCRETIONARY SPENDING BY COLLEGE
STUDENTS NATIONWIDE HAS JUMPED
30 PERCENT OVER THE PAST
FIVE YEARS TO \$117 BILLION.**

Source: re:fuel 2013 College Explorer study

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