

# The Los Angeles LOYOLAN

YOUR HOME. YOUR VOICE. YOUR NEWS.

## 2019-2020 Advertising Guide

Loyola Marymount University  
www.LALOYOLAN.com



Advertising that reaches LMU



Online 24/7 at LALOYOLAN.com



In print weekly



On Twitter @laloyolan



On Facebook /LosAngelesLoyolan

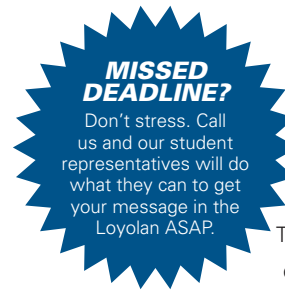


Display screens throughout campus

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

**Everywhere On Campus**

The Los Angeles Loyolan distributes 3,000 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.**



**2019-2020 Loyolan Publication Dates**

**Aug/Sep 2019**

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

**Oct 2019**

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 2019**

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 2019**

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 2020**

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	

**Feb 2020**

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	

**Mar 2020**

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 2020**

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 2020**

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

# 2019-2020 Print Rates Everywhere On Campus

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".

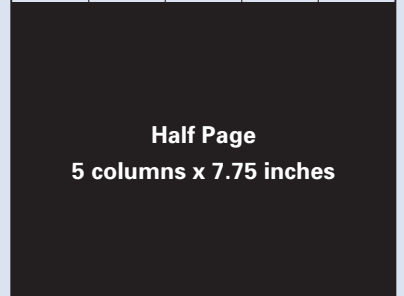
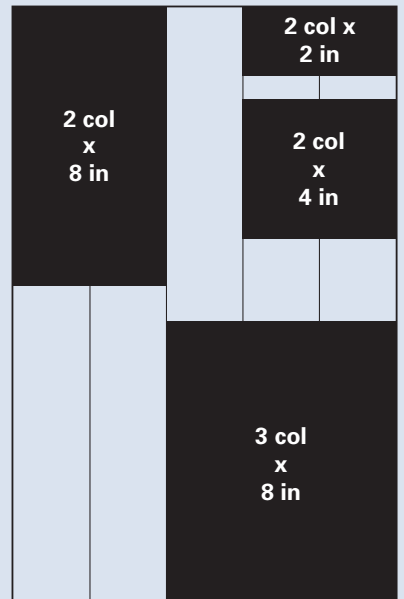
All advertisements are measured in a standard unit of measurement called a column-inch (columns across by inches tall). Use the chart to the right to determine the width of your ad:

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.

Running more than one ad?  
Ask about frequency discounts!



PHONE 310.338.7509  
EMAIL ADS@THELOYOLAN.COM

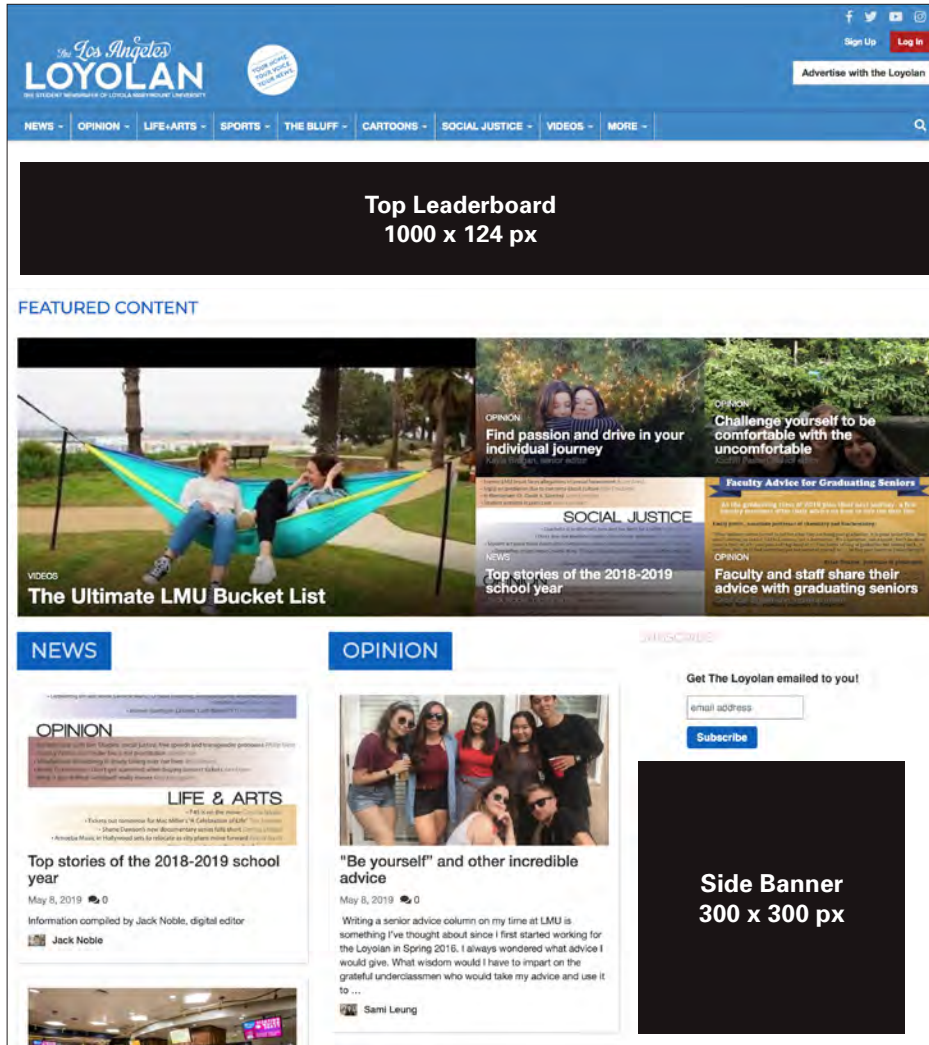
LOYOLA MARYMOUNT UNIVERSITY  
ONE LMU DRIVE NORTH HALL, MS 8470  
LOS ANGELES, CALIFORNIA 90045

www.LALOYOLAN.com

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



# 2019-2020 Digital Rates Everywhere Online



## DIGITAL SIGNAGE

Advertise throughout LMU's campus with digital signage. Have your message seen by students, staff, faculty and guests in high-traffic areas. Includes 12 screens in the residence halls and two screens in the Malone Student Center.

1920x1080 px

\$125 / one week

\$200 / two weeks

\$350 / four weeks

\$995 / entire semester

Side Banner  
300 x 300 px



### WEBSITE

Top leaderboard: \$150 / week  
Side banner: \$100 / week



### SOCIAL

Two sponsored tweets  
and one Facebook update  
\$75 / week



### EMAIL NEWSLETTER

Newsletter sponsorships  
\$75 / week

## Premium Digital Bundle

All of the above (for one week) \$395 / week

Get it all! The digital signage, website, all social and email (a \$525+ value) and save 25 percent!



# College Students: Your Customers for Life!

98% of advertisers say reaching college students is critical/important to their business

## WHY THE LOYOLAN?

91% of advertisers say college media "reaches my target audience best"

Source: Borrell 2016

## Spending Habits of College Students

The nation's 21.5 million-plus college students make up a market that spend **\$560 billion** annually.

Percentage of students that spend money each month on:

### Is the LMU demographic right for you?

Loyola Marymount University, founded in 1911, is the largest Catholic university on the West Coast. 6,557 undergraduate students, 2,018 graduate students, and 1,120 law school students attend LMU. LMU employs 2,000+ faculty and staff members.



BARS  
70%



BEAUTY  
75%



RESTAURANTS  
99%



FASHION  
70%



MEDIA  
57%



ELECTRONICS  
60%



GYMS & FITNESS  
38%



LIVE MUSIC  
60%

Source: College Explorer Market Research (2017) and collegemedia.com (2014)

6,557 UNDERGRADUATES  
+2,018 GRADUATE STUDENTS  
+1,120 LAW SCHOOL STUDENTS  
+2,000+ FACULTY/STAFF  
+???? PARENTS, ALUMNI, GUESTS

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

CONTACT US! PHONE: 310.338.7509 EMAIL: ADS@THELOYOLAN.COM

# THE LOYOLAN IS EVERYWHERE AT LMU

Everywhere On Campus. Everywhere Online.

More than 3,000 weekly print readers



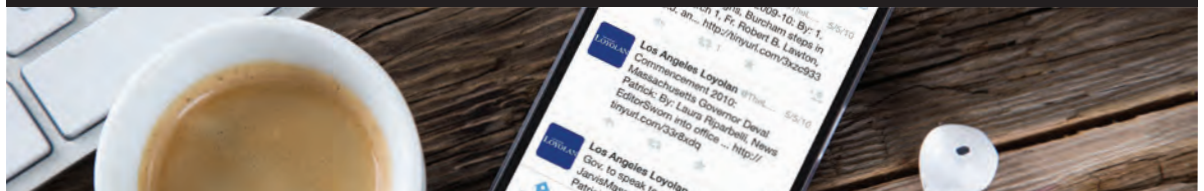
More than 30 print distribution points on campus



3,800+ Facebook followers



2,000+ Twitter followers



7,000+ average unique website visitors per week



*The Los Angeles*  
**LOYOLAN**  
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## CONTACT US!

PHONE 310.338.7509  
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