

2018-2019 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".

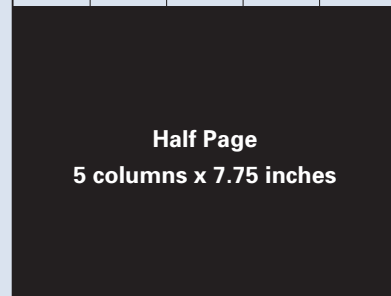
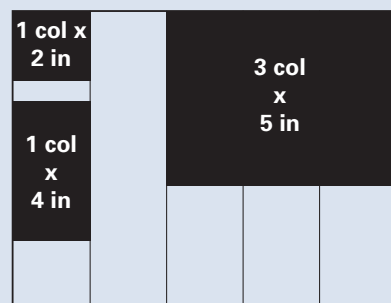
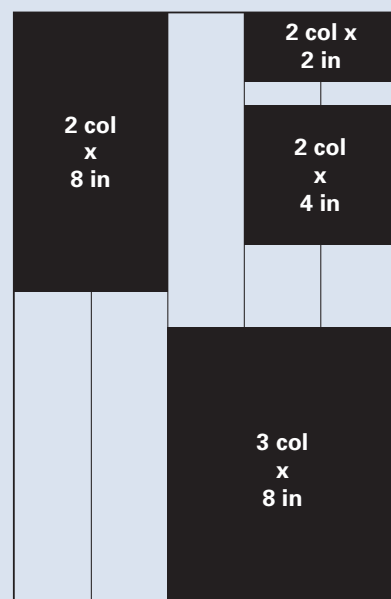
All advertisements are measured in a standard unit of measurement called a column-inch (columns across by inches tall). Use the chart to the right to determine the width of your ad:

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!



Los Angeles **LOYOLAN** and **ASLAW** present

FULL PAGE

1ST FEB 10-11 AMENDMENT 20 WEEK 14

KEYNOTE SPEAKER

JON LOVETT
Speechwriter for President Barack Obama and then-Senator Hillary Clinton
February 11, 6 p.m.
Burns Back Court

Get a preview of Jon's slide by following him on Twitter @jonlovett

HALF PAGE

We Are LMU Lions.
THE COUNTDOWN BEGINS
Madness at Midnight
Friday, Oct. 18 • 8 pm
#LMULIONS

Tickets: (310) 338-LOON www.800PHOTOS.com

Get Around Town! with Yellow Cab Co.

3COL X 8IN

Your OneCard! will take you places this holiday season!

Yellow Cab Accepts LMU OneCard

PHONE **310.338.7509**
EMAIL **ADS@THELOYOLAN.COM**

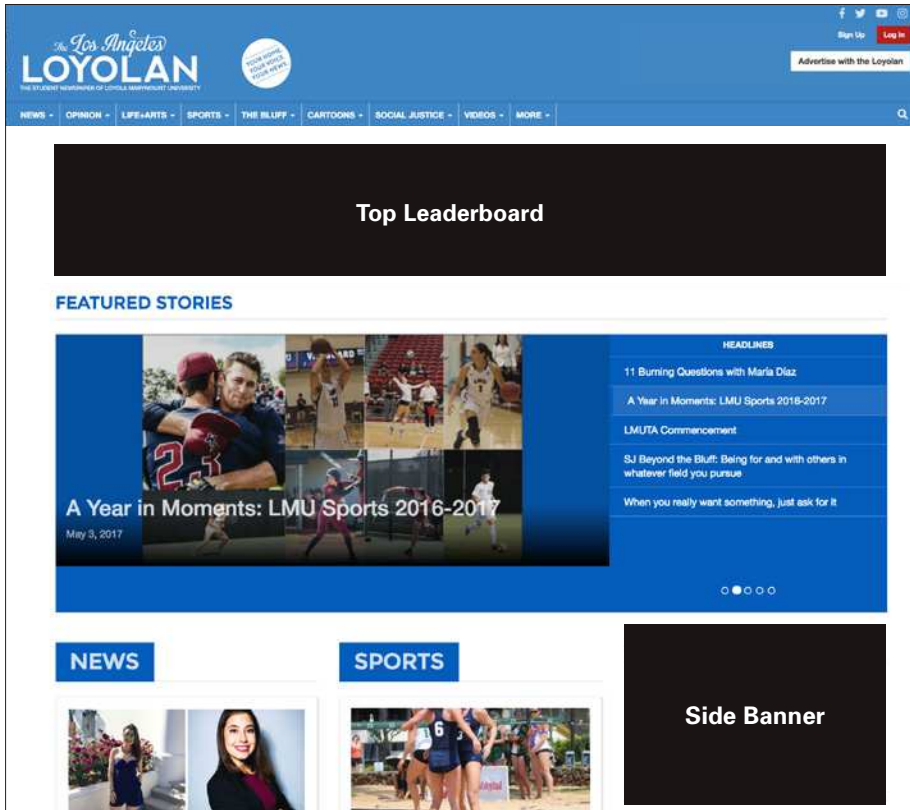
LOYOLA MARYMOUNT UNIVERSITY
ONE LMU DRIVE NORTH HALL, MS 8470
LOS ANGELES, CALIFORNIA 90045
www.LALOYOLAN.com

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

2018-2019 Digital Rates

Everywhere
Online

Web (www.laloyolan.com)



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.

\$125 / one week

\$200 / two weeks

\$350 / four weeks

\$995 / entire semester



WEBSITE

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



SOCIAL

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



EMAIL

Two e-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!

