

WHAT WE OFFER

The **Los Angeles Loyolan** is the award-winning student-run news source at Loyola Marymount University. For more than 100 years, the Loyolan has been ... *Your Home. Your Voice. Your News.*

Loyola Marymount University in Los Angeles offers rigorous undergraduate, graduate, and professional programs to academically ambitious students committed to lives of meaning and purpose.



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The Los Angeles
LOYOLAN

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

THE LOYOLAN BY THE NUMBERS

REACH
12,000+

STUDENTS,
FACULTY & STAFF

7,100+

INSTAGRAM
FOLLOWERS
@laloyolan

3,700+

FACEBOOK
FOLLOWERS
/LosAngelesLoyolan

1,600+

AVG. UNIQUE
WEBSITE
VISITORS/DAY

2,200+

X/TWITTER
FOLLOWERS
@laloyolan

1,900+

E-NEWSLETTER
SUBSCRIBERS
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WEBSITE

Our Website package includes a Leaderboard Ad, which is located at the top of our website and visible from all tabs, and/or a Side Banner Ad, which is located at the middle, right-side of our website and visible from all tabs.

Leaderboard
(1000 x 124 pixels)
\$150/week

Side Banner
(300 x 300 pixels)
\$75/week

All leaderboard and side banner placements guaranteed no fewer than 24 placements/day.

The screenshot displays the homepage of The Los Angeles Loyolan, the student newspaper of Loyola Marymount University. At the top, a teal banner contains the text "Top Leaderboard 1000 x 124 px" and a yellow starburst graphic with the text "Your Message Here". Below the banner, the website's header includes the "The Los Angeles LOYOLAN" logo, the tagline "STUDENT NEWSPAPER OF LOYOLA MARYMOUNT UNIVERSITY", and social media icons for Facebook, Twitter, YouTube, Instagram, and TikTok. A navigation bar lists various sections: NEWS, LIFE+ARTS, SPORTS, OPINION, THE BLUFF, VIDEOS, AUDIO, PHOTOS, CARTOONS, SPECIAL REPORTS, NEWSLETTERS, EVENTS, ABOUT US, and CONTACT. The main content area features a "TOP STORIES" section with three large article thumbnails. The first thumbnail shows a man with the headline "BREAKING: Ahmir 'Questlove' Thompson to speak at LMU undergraduate commencement". The second thumbnail shows a group of people with the headline "A true ambassador: How Carol Costello developed the role of LMU's first spouse". The third thumbnail shows a building with the headline "An LMU senior's final farewell". Below the "TOP STORIES" section is a "NEWS" section with three article thumbnails. The first thumbnail shows a man with the headline "BREAKING: Ahmir 'Questlove' Thompson to speak at LMU undergraduate commencement". The second thumbnail shows a woman with the headline "Meet Elizabeth Drummond, Ph.D.: The new leader of the Marymount Institute". The third thumbnail shows a group of people with the headline "Kappa Alpha Theta philanthropy faces roadblocks after federal grant award termination". To the right of the "NEWS" section is a teal sidebar with the text "Side Banner 300 x 300 px" and a yellow starburst graphic with the text "Direct Clickthrough to Your Site". Below the sidebar is an "EDITOR'S PICK" section featuring a thumbnail of a person with the headline "Why I don't cringe at college memories".

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E-NEWSLETTERS

Our E-Newsletter package has two options: a Leaderboard Position and a Standard Ad. **These newsletters are sent weekly to more than 1,700 recipients!** We can also include a clickthrough link on the ad that could lead readers directly to your company, service, or event.

**Standard
E-Newsletter Ad**
(1000 x 124 pixels)
\$75/week

Leaderboard E-Newsletter Ad
(1000 x 124 pixels)
\$150/week

E-Newsletter Title Sponsorship \$895/semester

**ACT NOW: THERE WILL BE ONLY ONE
TITLE SPONSOR PER SEMESTER!**

Become the sole title sponsor featuring your department or organization's name each and every week of the semester.

Think: *The Los Angeles Loyolan Weekly E-Newsletter, brought to you by [INSERT YOUR NAME HERE].*

Leaderboard 1000 x 124 px

LOYOLAN
WRAPPED



Hi readers,

It's hard to believe the year is already coming to a close! This past semester has been a whirlwind of heartwarming, innovative and impactful stories, and it's been a joy sharing them with you. In bittersweet news, this will be my final Loyolan Wrapped — but I'm thrilled to introduce Assistant Audience Engagement Producer Maria Cranston, who will be taking the reins as your new Wrapped writer!

Don't worry, though — you'll still hear from me every other week through Loyolan Rewind, our brand-new audiovisual newsletter you may have spotted in your inbox this Wednesday.

Stay tuned for one final special edition of Loyolan Wrapped next Friday, highlighting our senior columns. Wishing all the graduating seniors a wonderful commencement, and best of luck to everyone wrapping up finals.

— Audrey Glass, asst. managing editor; Maria Cranston, asst. audience engagement producer

EDITOR'S PICK



[A true ambassador: How Carol Costello developed the role of LMU's first spouse](#)

by Ava Zuerlein, asst. managing editor

This week, Loyolan assistant managing editor, Ava Zuerlein, sat down with Carol Costello, the second person to ever hold the role of first spouse. As an award-winning journalist with over 30 years of experience in the industry, Costello made contributions to the University far beyond just being the wife of retiring president, Timothy Law Snyder, Ph.D. Her influences include the creation of Climate360 News, Election 2020 and Election 2024 — three collaborations with the Loyolan.

— Maria Cranston, asst. audience engagement producer

[Read the full story](#)

Standard 1000 x 124 px

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SOCIAL MEDIA

Our Social Media package provides you **one Instagram story per week, one Facebook post per week, and two X/Twitter posts per week**. We currently have over 3,700 followers on our Facebook page, and over 2,200 followers on our X/Twitter page – combined with our over 7,100 Instagram followers, this package could expose your job posting to over 13,000 accounts.

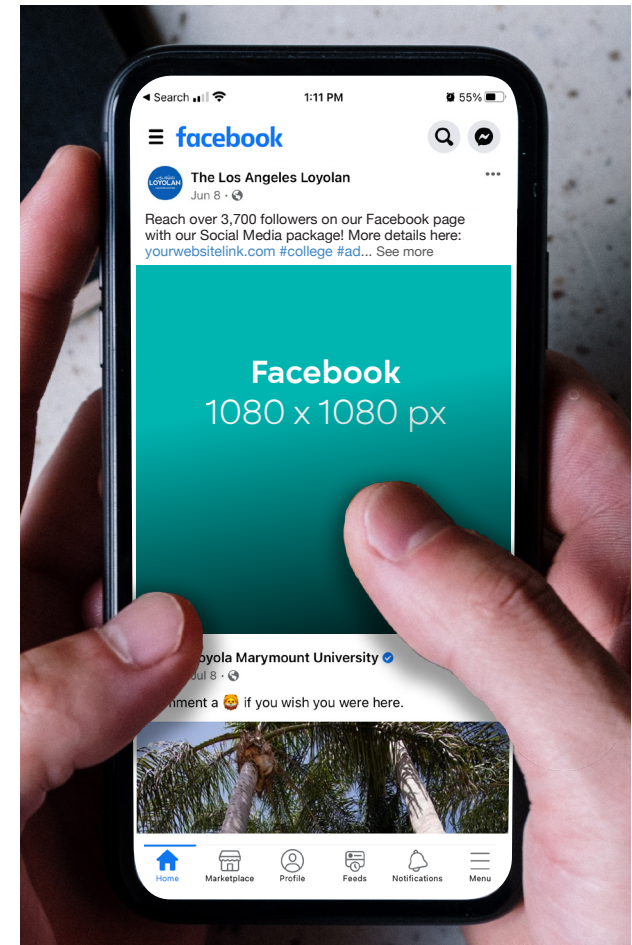
Social Media Package \$75/week

Facebook (1080 x 1080 pixels)

X/Twitter (1080 x 1080 pixels)

Instagram Story (1080 x 1920 pixels)

Upgrade your message to video for just \$50.



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DIGITAL SCREENS

Our Digital Signage package increases on-campus awareness of your company/service/event. Your static image message will run on two screens in the Malone Student Center – one next to the dining hall, and one next to the student-run coffee shop – essentially, areas of high traffic student activity. Your ad would be shown 48 times a day on each screen!

Weekly

\$125/week

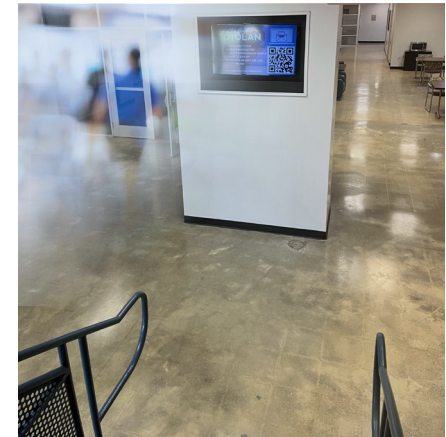
Monthly

\$350/month

Semester

\$995 for an entire semester *Four full months!*

(1920 x 1080 pixels) *Upgrade your message to video for just \$50.*



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STREET TEAMS

Want to get your name top-of-mind all over campus? The Loyolan now can arrange for students to serve as your brand ambassadors, getting your marketing materials (such as flyers and coupons) directly into the hands of students.

Prices vary based of quantity of materials. **Street Teams start at \$150/activation.**
Inquire today for details!



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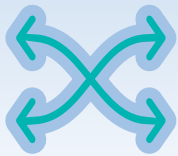
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PACKAGES

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NEXT STEPS



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