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Loyola Marymount University

One LMU Drive | North Hall, MS 8470 | Los Angeles, California 90045

www.laloyolan.com

WHAT WE OFFER

The **Los Angeles Loyolan** is the award-winning student-run newspaper 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.



WEBSITE
page 4



E-NEWSLETTER
page 5



SOCIAL MEDIA
page 6



DIGITAL SCREENS
page 7



STREET TEAMS
page 8



PACKAGES
page 9

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THE LOYOLAN BY THE NUMBERS

**REACH
12,000+**

**STUDENTS,
FACULTY & STAFF**

3,600+

**FACEBOOK
FOLLOWERS**
/LosAngelesLoyolan

2,200+

**TWITTER
FOLLOWERS**
@laloyolan

1,000+

**AVG. UNIQUE
WEBSITE
VISITORS/DAY**

2,900+

**INSTAGRAM
FOLLOWERS**
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1,000+

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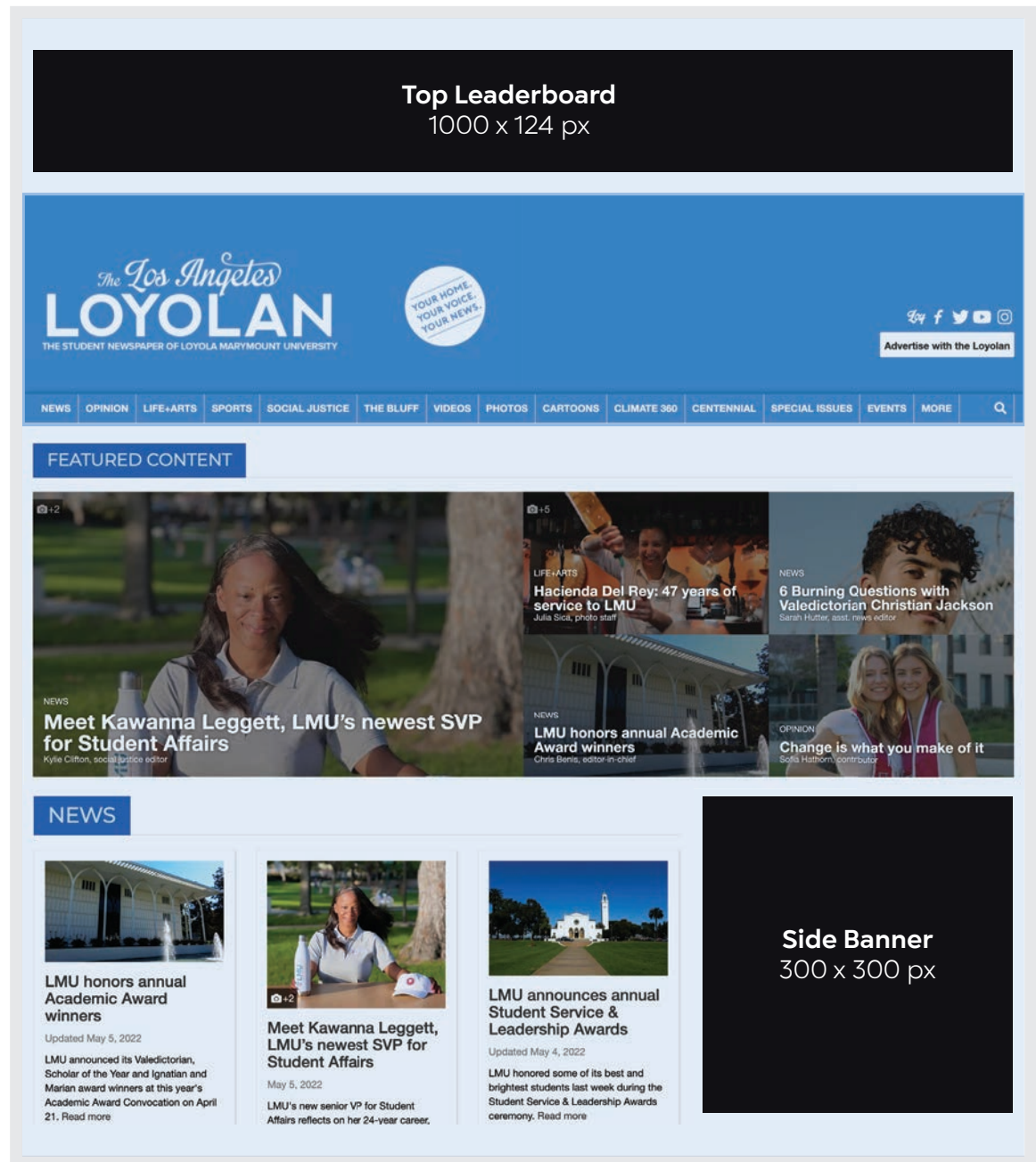


WEBSITE

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



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E-NEWSLETTER

Our E-Newsletter package has two options: a Leaderboard Position and a Standard Ad. **These newsletters are sent weekly to more than 1,000 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].**

The Los Angeles
LOYOLAN

Leaderboard 1000 x 124 px

THIS WEEK'S BEST STORIES

Hi readers,

This is sadly the last newsletter of the academic year and the last newsletter I will be writing ahead of graduation. However, I am excited to share new content on the student-led demonstration supporting fair wages for FM workers, Denim Day, LMU Esports and more. See our featured stories below and keep an eye out for our weekly newsletters starting back up in the fall!

— Haley LaHa, managing editor

Social Justice



Student-led demonstration fights for fair wages on behalf of FM employees

Blake Marquez, social justice staff

The LMU community marched across campus to President Timothy Law Snyder's, Ph.D., office demanding increased wages for FM employees

[Read more](#)

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 Twitter posts per week**. We currently have over 3,600 followers on our Facebook page, and over 2,200 followers on our Twitter page – combined with our over 2,900 Instagram followers, this package could expose your job posting to over 8,700 accounts.

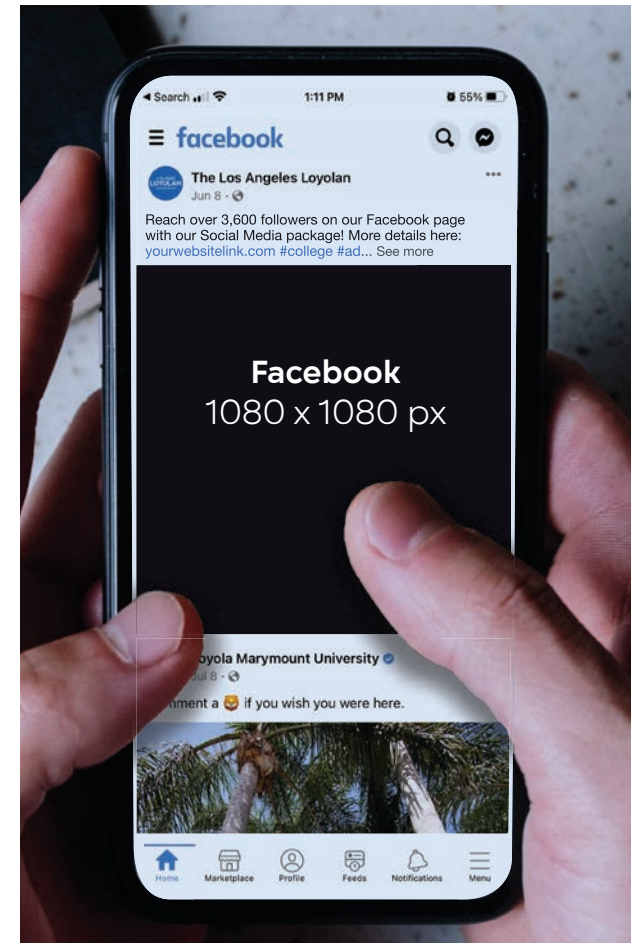
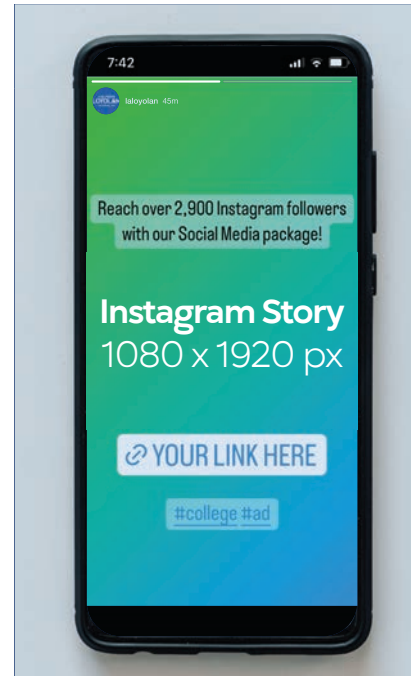
Social Media Package \$75/week

Facebook (1080 x 1080 pixels)

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

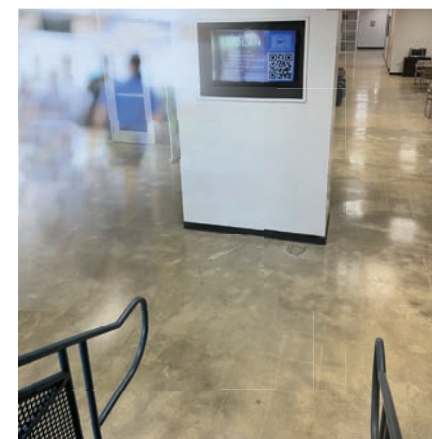
Monthly

\$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 on quantity.
Inquire today!



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PACKAGES

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Get it all! The e-newsletter, all social, digital signage and the website for \$475/week (a 5% discount)!



MIX-&-MATCH CUSTOM BUNDLE!

Let us design a custom bundle for you. You get multiple products you want plus a great discount!



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NEXT STEPS



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