

The Los Angeles
LOYOLAN

STUDENT NEWSPAPER OF LOYOLA MARYMOUNT UNIVERSITY

YOUR HOME.
YOUR VOICE.
YOUR NEWS.

2026-2027

YOUR
AD
HERE

Advertise
WITH US

310.338.7509
ADS@THELOYOLAN.COM

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

www.laloyolan.com

**YOUR COMPLETE
ADVERTISING GUIDE**



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

It also features a robust community that is eager to learn about your business, product, event and more!

The Los Angeles LOYOLAN

YOUR HOME.
YOUR VOICE.
YOUR NEWS.



BY THE NUMBERS

Reach 12,000+ students, faculty, staff and alumni

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 everything we promise in our slogan: Your Home. Your Voice. Your News.

**ON CAMPUS +
EVERYWHERE
ONLINE**

1,300+ average unique website visitors per day

9,000+ Instagram followers
@laloyolan

1,000+ TikTok followers
@TheALoyolan

1,300+ YouTube subscribers
@LosAngelesLoyolan

3,700+ Facebook followers
/LosAngelesLoyolan

2,200+ Twitter/X followers
@laloyolan

2,000+ E-newsletter subscribers



What can
ADVERTISING
with the
The Los Angeles
LOYOLAN
look like
for you?

**Become an
exclusive sponsor!**
Page 6

**Let us be
your guide!**
Page 4

Our most popular option:
**Our digital
bundle!**
Page 5

**Pick out
something
extra!**
Page 7

**NOT SURE
WHERE TO
START?**
We can help!



**START
HERE!**

UNSURE WHICH OPTION IS RIGHT FOR YOU?

WE CAN HELP!

I WANT TO ADVERTISE MY BUSINESS, PRODUCT OR EVENT TO...

STUDENTS

I want to advertise primarily...

**ON
CAMPUS**

ONLINE

BOTH

CONSIDER
A
SEMESTER-
LONG
DIGITAL SCREEN
SPONSORSHIP

**Page
6**

CHECK
OUT
OUR
FULL DIGITAL
BUNDLE

**Page
5**

CHECK
OUT
OUR
FULL DIGITAL
BUNDLE

**Page
5**

CONSIDER A
STREET TEAMS
ADD-ON

**Page
7**

CONSIDER A
STREET TEAMS
ADD-ON

**Page
7**

PARENTS

*I want them to see
my message...*

**FOR ONE
SPECIFIC
WEEK**

**ALL
SEMESTER
LONG**

**IN
THEIR
INBOXES**

CHECK OUT
OUR
E-NEWSLETTER
ADS

**Page
5**

EXPLORE
A
SEMESTER-
LONG
E-NEWSLETTER
SPONSORSHIP

**Page
6**

CHECK OUT
OUR
E-NEWSLETTER
ADS

**Page
5**

EXPLORE A
SEMESTER-LONG
E-NEWSLETTER
SPONSORSHIP

**Page
6**

ALUMNI

I want them to...

**SEE MY
MESSAGE**

**HEAR MY
MESSAGE**

CHECK OUT
OUR
FULL DIGITAL
BUNDLE

**Page
5**

LEARN ABOUT
OUR VERTICAL
VIDEO CONTENT
SPONSORSHIP

**Page
6**

LEARN ABOUT
OUR VERTICAL
VIDEO CONTENT
SPONSORSHIP

**Page
6**

DISCOVER OUR
NEW PODCAST
AD OPTIONAL
ADD-ON

**Page
7**

The
**ENTIRE LMU
COMMUNITY**

**REACH
EVERYONE**

CHECK OUT
OUR
FULL DIGITAL
BUNDLE

**Page
5**

**STAY
VISIBLE ALL
SEMESTER**

EXPLORE A
SEMESTER-LONG
E-NEWSLETTER
SPONSORSHIP

**Page
6**

**TELL YOUR
STORY**

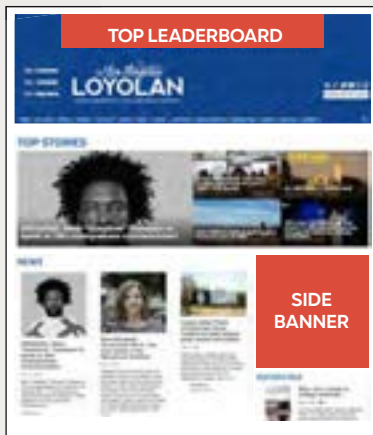
LEARN ABOUT
OUR VERTICAL
VIDEO CONTENT
SPONSORSHIP

**Page
6**

INTERESTED IN OUR MOST POPULAR PACKAGE?

Pick only what you want **OR GET IT ALL WITH A 10% DISCOUNT!**

THE ENTIRE DIGITAL BUNDLE IS JUST \$450



WEBSITE

Our Website has two placement options: a **Leaderboard Ad** at the top of our website, and a **Side Banner Ad** on the right side. Both ads are visible from all tabs!

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

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

Guaranteed 24+ placements a day!

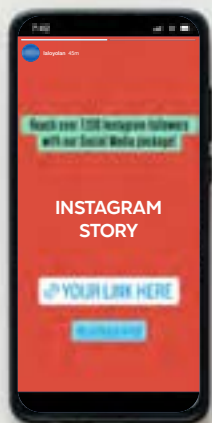


E-NEWSLETTERS

Our E-Newsletter has two placement options: a **Leaderboard Ad** at the top of the newsletter and a **Standard Ad**. These newsletters are sent weekly to more than 2,000 recipients!

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

Standard (1000 x 124 pixels)
\$75/week

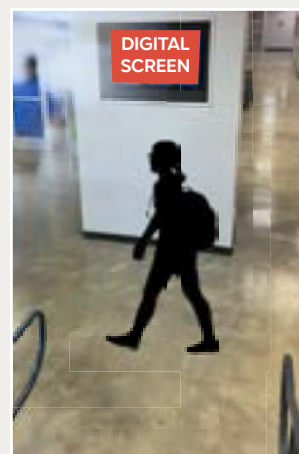


SOCIAL MEDIA

Share your message via one Instagram story per week, one Facebook post per week, and two X/Twitter posts per week. Across all three, this package can expose your ad to over 14,000 accounts!

Social Media Package \$75/week
Facebook & X/Twitter (1080 x 1080 pixels)
Instagram Story (1080 x 1920 pixels)

Upgrade your image ad to a premium video ad for just \$50!



DIGITAL SCREENS

Increase on-campus awareness of your business, product or event! Your message will run on two screens in major student traffic areas: one next to the dining hall, and one next to the student-run coffee shop. Your ad will be shown 48 times a day!

Weekly \$125/week
Monthly \$350/month
(1920 x 1080 pixels)

Upgrade to a premium video ad for just \$50!

WANT YOUR ADS SEEN ALL SEMESTER LONG?

**BECOME
A SPONSOR**

**A SEMESTER-LONG
PREMIUM DIGITAL
BUNDLE**

Get **everything in the digital bundle for 16 weeks** — a full semester — and we'll give you a **12.5% discount** on the whole thing! Plus we'll give you the website banner and our podcast ad read add-on for free!

**JUST
\$435
A WEEK!**

*Our best
deal to reach
thousands
of weekly
viewers!*

**SPONSOR OUR
VERTICAL VIDEO
CONTENT**

Become a semester-long sponsor of our popular **What's Up Wednesday** series for \$175 a week — a **12.5% discount!** Get a standardized sponsor plug from one of our student journalists in every video, plus reposts with links to your business, product or event!

**ONLY
\$175
A WEEK!**

**BECOME THE
TITLE SPONSOR OF
LOYOLAN WRAPPED**

Become the sole title sponsor of our award-winning weekly e-newsletter, featuring your department or organization's name each and every week of the semester!

**Think: Loyolan Wrapped,
brought to you by
[INSERT YOUR NAME HERE]!**

**Act now:
only one title
sponsorship is
available each
semester!**

\$895!

\$995!

**GET ON OUR
DIGITAL SCREENS
ALL SEMESTER LONG**

This special deal, in which you'll be featured on digital screens for **16 weeks**, goes for **over half off the weekly price!** Plus, change your static image ad into a **video for free!**

Want to reach even
MORE Loyolan
audience members?

+ **3** options
for
add-ons!



CUSTOM ARTWORK

Need a hand with design?

Our student designers can provide you **custom layout and design expertise**, working with you to create the best ad possible!

Custom artwork for social ads is a \$25 add-on, while we can design a full premium digital bundle for \$50 — a half-off discount!

STREET TEAMS!



Want to get your name top-of-mind all over campus? Loyolan students can serve as **your brand ambassadors!** We'll get your marketing materials (such as **flyers** and **coupons**) **directly into the hands of students.**

Prices vary based off quantity of materials. Inquire today for details!

STREET TEAMS
START AT
\$150 PER
ACTIVATION



Advertising an
on-campus group,
program or event?

On-campus advertisers
get an extra
5% off their ads!

PODCAST ADS

The Loyolan's audio department produces **weekly podcasts**, including our award-winning flagship title, **Voices of the Newsroom**. Add a podcast ad today to have one of our student journalists **share your message with listeners!**

ASK ABOUT
ADDING TO DIGITAL
BUNDLES FREE
OF CHARGE!



Have any questions?
CONTACT US!



*Our student business team
is excited to work with you!*

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on TikTok

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