



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



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



3,800+ Facebook followers



2,000+ Twitter followers



7,000+ average unique website visitors per week



The Los Angeles
LOYOLAN

YOUR HOME. YOUR VOICE. YOUR NEWS.

CONTACT US!

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