

# The Los Angeles LOYOLAN

YOUR HOME. YOUR VOICE. YOUR NEWS.

## 2017-2018 Advertising Guide

Loyola Marymount University  
[www.LALOYOLAN.com](http://www.LALOYOLAN.com)



Advertising that reaches LMU



Online 24/7 at [LALOYOLAN.com](http://LALOYOLAN.com)



In print weekly



On Twitter @laloyolan



On Facebook /LosAngelesLoyolan

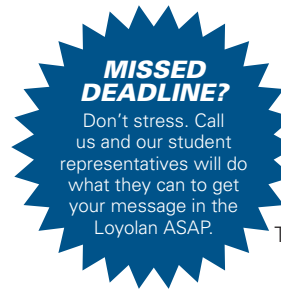


LMU's trusted on-campus resource

The Loyolan is a tabloid (11" by 17") sized newspaper published weekly during the school year. It is online at [www.laloyolan.com](http://www.laloyolan.com).

**Everywhere On Campus**

The Los Angeles Loyolan distributes 3,000 print editions weekly during the school year at more than 30 locations across the Loyola Marymount University campus.



**ADVERTISING DEADLINES**

The Loyolan will be published on the dates highlighted below. **The space reservation deadline is the Friday previous of each publication date.**



**2017-2018 Loyolan Publication Dates**

**Aug/Sep 2017**

S	M	T	W	T	F	S
27	28	29	30	31	1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

**Oct 2017**

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

**Nov 2017**

S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

**Dec 2017**

S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24/31	25	26	27	28	29	30

**Jan 2018**

S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

**Feb 2018**

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28			

**Mar 2018**

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

**Apr 2018**

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

**May 2018**

S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

# 2017-2018 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".

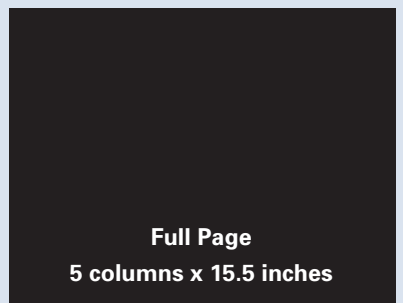
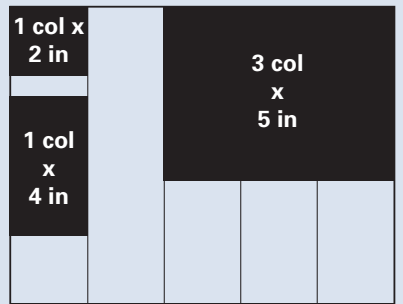
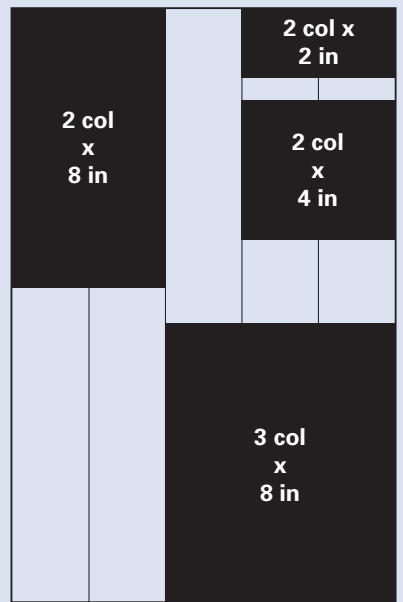
All advertisements are measured in a standard unit of measurement called a column-inch (columns across by inches tall). Use the chart to the right to determine the width of your ad:

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!



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

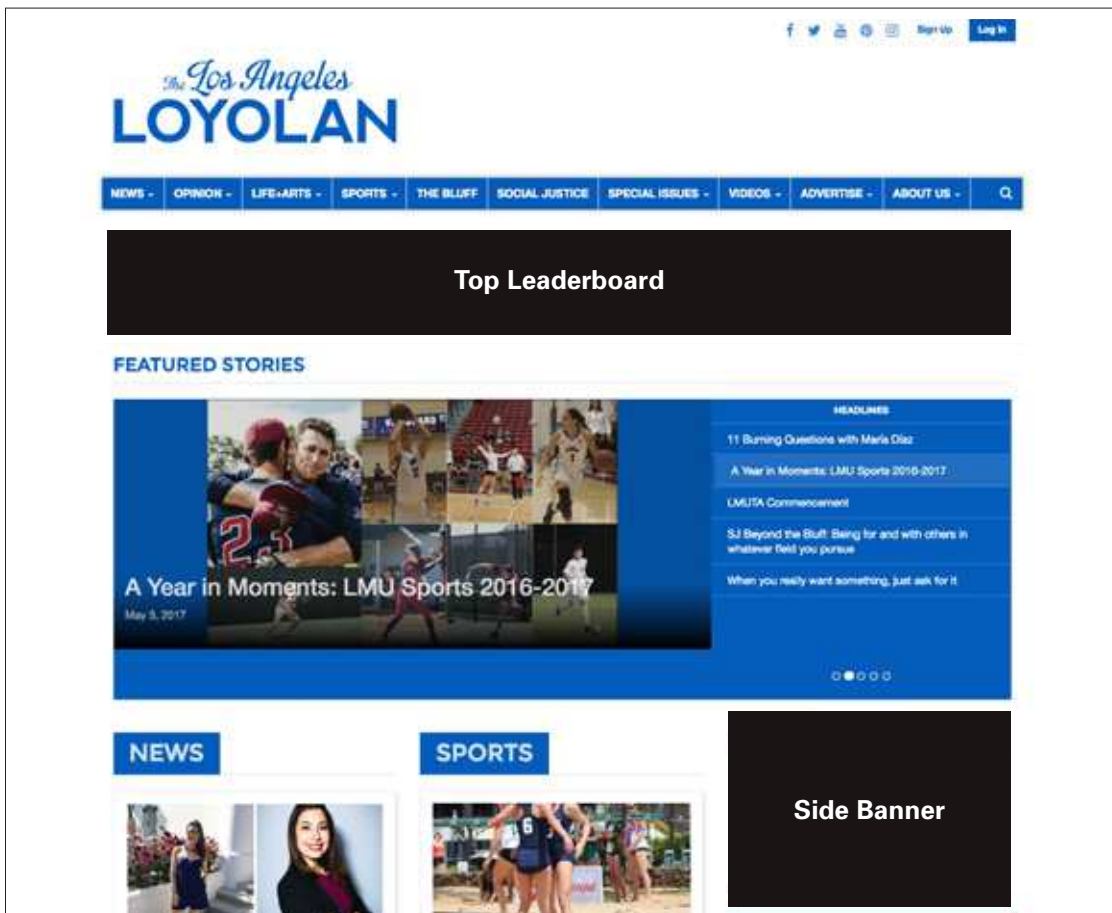
LOYOLA MARYMOUNT UNIVERSITY  
ONE LMU DRIVE NORTH HALL, MS 8470  
LOS ANGELES, CALIFORNIA 90045

[www.LALOYOLAN.COM](http://www.LALOYOLAN.COM)

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

# 2017-2018 Digital Rates Everywhere Online

## Web (www.laloyolan.com)



### 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) \$300/week

Get it all! The website, all social and email  
(a \$400+ value) and save 25 percent!



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# 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 20 million-plus college students make up a market that spend **\$417 billion** annually, according to SheerID.

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. 6,216 undergraduate students, 2,061 graduate students, and 1,008 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: collegemedia.com, College Students Spending Habits 2014

6,216 UNDERGRADUATES  
 +2,061 GRADUATE STUDENTS  
 +1,008 LAW SCHOOL STUDENTS  
 +2,000+ FACULTY/STAFF  
 +???? PARENTS, ALUMNI, GUESTS

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> 10,000 POTENTIAL CUSTOMERS  
 YOU CAN REACH VIA THE LOYOLAN!

CONTACT US! PHONE: 310.338.7509 EMAIL: ADS@THELOYOLAN.COM

# THE LOYOLAN IS EVERYWHERE AT LMU

Everywhere On Campus. Everywhere Online.

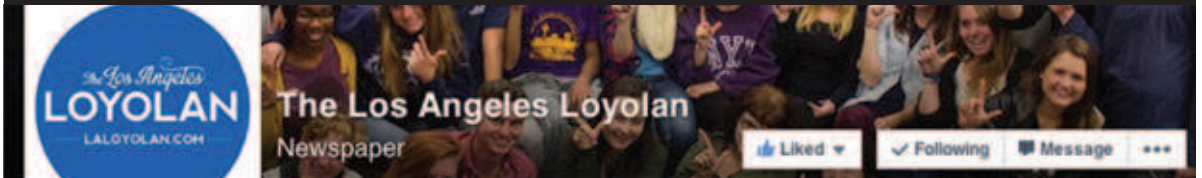
More than 5,000 weekly print readers



More than 30 print distribution points on campus



3,500+ Facebook followers



1,800+ Twitter followers



10,000+ unique website visitors per week



*The Los Angeles*  
**LOYOLAN**  
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## CONTACT US!

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