



STUDENTS' ASSOCIATION  
OF MACEWAN UNIVERSITY

2023 - 2024

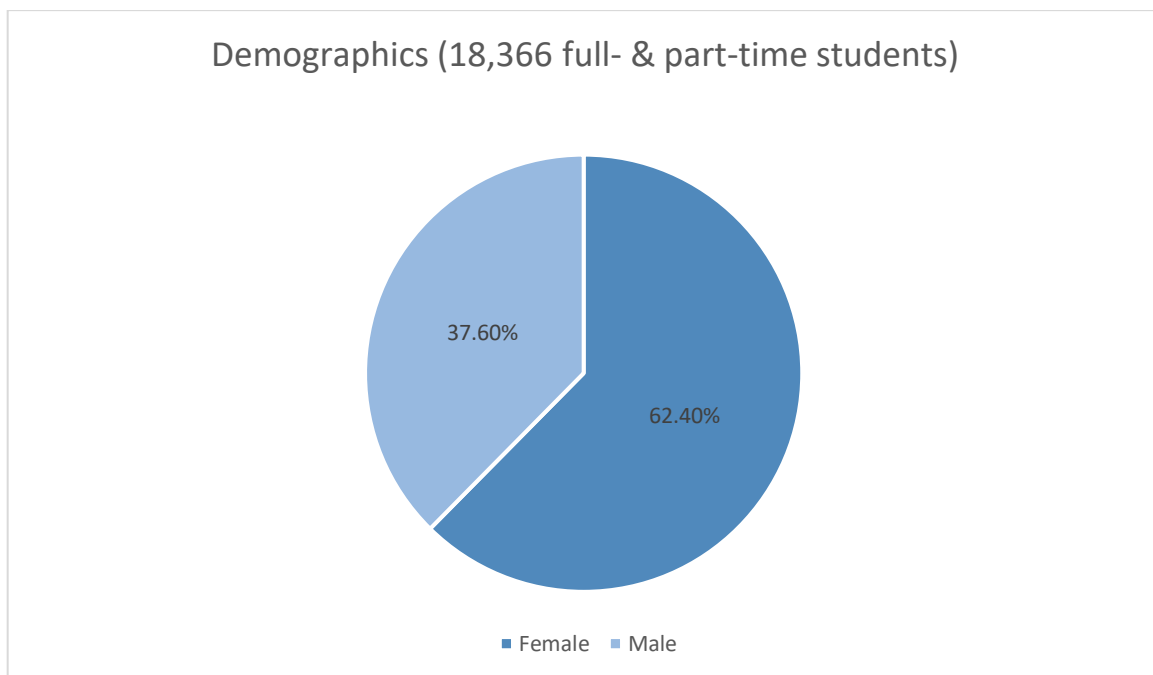
# ADVERTISING PACKAGE

## WHO WE ARE

The Students' Association of MacEwan University (SAMU) is a non-profit organization working independently from MacEwan University to support students. Our purpose is to enrich the student experience by focusing on their non-academic needs through an array of student-driven programs and services.

We are governed by elected student representatives who set the strategic vision on behalf of students. With support from over 50 full- and part-time staff, we keep our mandate student-focused to achieve the vision. SAMU is proud to be an organization serving students, inspired by students.

## STUDENT DEMOGRAPHICS AT MACEWAN UNIVERSITY



### Additional demographic notes:

- Part- and full-time students: 18,366
- Aged 18 - 35

## SAMU DIGITAL SCREENS

The SAMU building has 11 digital screens strategically placed in high traffic and student-gathering areas. The screens display a variety of SAMU and MacEwan related content including news, events, important dates, social media feeds and more. Limited advertising space is available and content is managed digitally with scheduling software to ensure accuracy of timing and number of spots.

**We are currently only accepting short-term contracts for advertising on our Digital Screens.**

### Details

- Capable of displaying static image, animated GIF or video (no sound)
- Advertising content is limited to a maximum of 33% of content schedule
  - We currently have two ad slots available per minute
  - Each slide is displayed for 10 seconds (six slides per minute)
  - Each ad slot gets 60 displays an hour (10 minutes per hour)
- Screens are operational:
  - Monday to Friday | 7 a.m. – 10 p.m.
  - Saturday and Sunday | 8 a.m. – 8 p.m.
  - Statutory Holidays | Closed
- One advertiser can buy both ad slots (but different ads are recommended to vary content)
- Ad slots can be purchased in two week increments
- Ad content must be preapproved by SAMU

### Technical Specifications

- High resolution photos/videos only
- Screen dimensions:
  - 1920 x 1080px (landscape only)
- File Types:
  - Images should be .JPEG or .PNG to be compatible with the system
  - Videos should be .MP4, .AVI, or .MOV files

### Pricing\*

- Two weeks: \$150 + GST
- Month: \$270 + GST

**\*Pricing is subject to change at the discretion of the Students' Association of MacEwan University**

## SAMU DIGITAL NEWSLETTER

SAMU publishes a digital e-newsletter to students every two weeks. The newsletter contains important news and updates regarding SAMU events, programs and services. Analytics show that students are engaged with the content as the average open rate of each newsletter is 65-70%. The newsletter currently reaches over 18,000 students.

**We are currently only accepting short-term contracts for our Digital Newsletter.**

### Details

- Two advertiser per issue
- Full color static banner ad positioned along bottom of newsletter
- Ad can be hyperlinked to one URL
- Engagement analytics can be provided to advertiser
- Discounts or offers are highly recommended to increase engagement results
- Ad must be preapproved by SAMU

### Technical Specifications

- Dimensions:
  - 650x200 pixels
- High resolution photos
- Minimum Resolution:
  - 72 PPI
- File Types:
  - Images should be .JPEG or .PNG to be compatible with the system.

### Pricing\*

- Per issue: \$300 + GST

### Discounts

- 10% discount applies if multiple issues are purchased in advance

**\*Pricing is subject to change at the discretion of the Students' Association of MacEwan University**

## SAMU PAID POSTER BOARDS

SAMU has poster boards spread throughout campus in high traffic areas. The poster advertising service includes posting and removal of posters based on the agreed upon advertising period. SAMU reserves the right to refuse any posters deemed offensive or incompatible with SAMU or MacEwan University policies. This agreement may be cancelled at any time at SAMU's sole discretion. Posters larger than 11" x 17" will not be accepted.

### Pricing\*

- Package A (30 posters)
  - 1 week: \$75 + GST
  - 4 weeks: \$270 + GST
  - 16 weeks: \$840 + GST (accepted only in Sept. and Jan.)
- Package B (15 posters)
  - 1 week: \$45+ GST
  - 4 weeks: \$162 + GST
  - 16 weeks: \$504 + GST (accepted only in Sept. and Jan.)
- Package C - SAMU Washrooms (10 posters)
  - 1 week: \$50 + GST
  - 4 weeks: \$180 + GST
  - 16 weeks: \$560 + GST

**\*Pricing is subject to change at the discretion of the Students' Association of MacEwan University**

## SAMU BUILDING TABLE BOOKINGS

The Students' Association of MacEwan University (SAMU) provides table bookings in a prime, high traffic area along the pedway in the SAMU Building at the centre of MacEwan University. Table bookings are available from 8:30 a.m. – 4:30 p.m., Monday to Friday (excluding holidays). A table booking includes one 2' x 5' table and two chairs.

### Booking Specifications

- A maximum of two freestanding signs (max. 2 feet wide) are permitted behind or beside your table, only if they do not obstruct fire exit lanes, block other tables, etc.
- Posting promotional materials is **not permitted** on SAMU facilities, including but not limited to, walls, plaques and windows.
- Tables must always be staffed, and the vendor cannot leave the table to interact with students. You must wait for students to interact with you at the table.
- We do not offer storage of any equipment, marketing materials, etc. All items and signage from your table must be removed at the end of the day. You will be charged a clean-up fee if any items are left.

### Pricing\*

- Full day (8:30 a.m. – 4:30 p.m.): \$150 + GST
- Peak time (first 3 weeks in Sept. or Jan.): \$250 + GST

### Discounts

- Two days: 5% off
- Three days: 10% off
- Four days: 15% off
- Five+ days: 20% off

Please note that these discounted prices will ONLY be given when tables are booked and payment has been received in advance. Discounts for multiple day bookings available:

**\*Pricing is subject to change at the discretion of the Students' Association of MacEwan University**



We're MacEwan University's student publication. We cover the latest goings-on around campus, Edmonton's downtown core, and whatever else matters to MacEwan students. Our team is composed of journalists, writers, strategists, and creatives. We care about supplying students with honest reporting, quality media, and good vibes. The Griff has been around since 2011 as a campus newspaper before becoming a magazine in 2015. We currently print 1300 copies per issue and seven issues from September to April, excluding December. Find us at [thegriff.ca](http://thegriff.ca) or and stands all over campus.

### Technical Specifications

- All files are to be submitted as press quality, CMYK pdfs
  - All fonts must be embedded or converted to outlines or CMYK jpegs 300 dpi at 100%
  - Ads should be built to actual dimensions and require no printer marks
  - All black text should be 100% black, not a mixture of CMYK colours
  - Any spot colours must be converted to CMYK process colour
  - All images, including support images embedded in art, must be 300 dpi and CMYK
- Note: All advertisements must be submitted as complete and will be published as received. Advertisements cannot be created by the Griff or SAMU.

### Advertisement Sizes

- Website Ads: 300 x 300 pixels, \$200 per month
- See following page for print edition ad sizes and prices

\*Pricing is subject to change at the discretion of the Students' Association of MacEwan University

2.5"x 10.25"  
Side Banner

Pricing:  
\$175

2.5"x 5.125"  
Half side Banner

Pricing:  
\$100

4" x 5.125"  
Quarter page

Pricing:  
\$150

8" x 2.5"  
Top/bottom Banner

Pricing: \$150

8" x 5"  
Half page

Pricing:  
\$225

8" x 10.25"  
Full page  
no bleeds

Pricing:  
Inside back cover \$475  
Regular page \$400

8.5" x 11" +0.125"  
bleeds on all sides  
Full page

Pricing:  
Back cover \$550  
Inside back cover \$500  
Regular page \$425



## The Griff Advertising Deadlines for 2023 - 2024

### **September issue:**

Ad confirmation: August 9

Artwork due: August 18

### **October issue:**

Ad confirmation: September 6

Artwork due: September 15

### **November issue:**

Ad confirmation: October 4

Artwork due: October 13

### **January issue:**

Ad confirmation: November 8

Artwork due: November 15

### **February issue:**

Ad confirmation: January 10

Artwork due: January 17

### **March issue:**

Ad confirmation: February 7

Artwork due: February 14

### **April issue:**

Ad confirmation: March 6

Artwork due: March 13

## READY TO BOOK AN AD?

SAMU would be happy to discuss putting together a custom advertising package for you. Please contact us at: Students' Association of MacEwan University

Rm. SA-301 | 10850-104 Ave. | Edmonton, Alberta | T5J 4S2

Maria Shin | Administration and Retail Manager

T | 780.497.4738

F | 780.497.5470

E | [shinm2@macewan.ca](mailto:shinm2@macewan.ca)