



STUDENTS' ASSOCIATION
OF MACEWAN UNIVERSITY

2025 - 2026

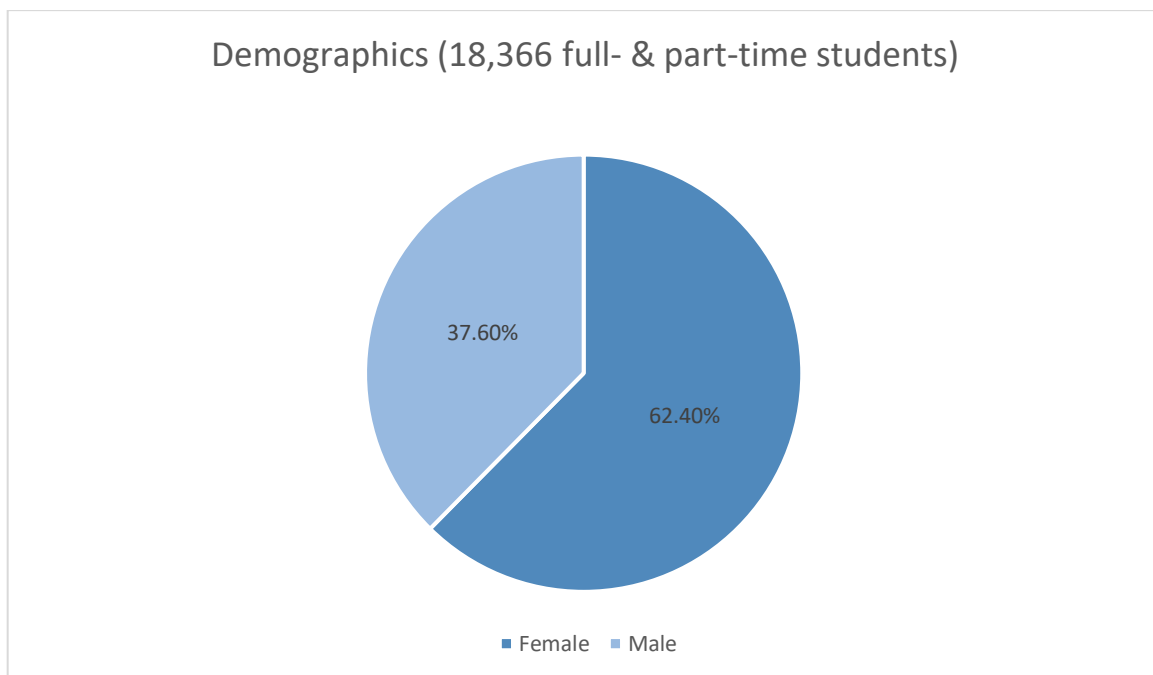
ADVERTISING PACKAGE

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)
 - Each slide is displayed for 10 seconds (six slides per minute)
 - Ad frequency depends on content levels and can vary between once per minute to once per 3 minutes (peak times of September & January)
- 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: \$175 + GST
- Month: \$315+ GST
- May - Aug 50% off

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

SAMUDIGITAL 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. The Newsletter is sent out to all students, over 18000, and our analytics show an average open rate of 73%

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: \$200 + GST
- May-Aug 50% off

Discounts

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

Newsletter Schedule

September 1, 2, 16 and 30

October 14 and 28

November 10 and 25

December 9

January 1, 2, and 20

February 3 and 17

March 3, 17 and 31

April 14 and 28

May 19

June 9 and 30

July 21

August 11

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

SAMU PAID POSTER BOARDS

SAMU has 28 poster boards spread throughout campus in high traffic areas and 40 poster holders in the SAMU building Washrooms (on stall doors and above hand dryers and urinals) split into 4 packages. The poster advertising service includes posting and removal of posters based on the agreed upon advertising period.

Details

- Posters are put up on Fridays. Posters must be delivered to the SAMU Office (SA-301) by 12pm the Thursday before.

Technical Specifications

- Posters for package A and B must have a portrait orientation and cannot be larger than 11" x 17"
- Posters for Package C- SAMU washrooms must be exact size 11"x 17" and portrait orientation to fit in holders

Pricing*

- Package A (28 posters)
 - 1 week: \$75 + GST
 - 4 weeks: \$270 + GST
 - 16 weeks: \$840 + GST (accepted only in Sept. and Jan.)
- Package B (14 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

May- Aug 50% off

***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) rents display table spaces from 8:30 a.m. to 4:30 p.m., Monday to Friday (excluding holidays). Tables are in a high-traffic area along the pedway in the SAMU Building at the center of MacEwan University.

Space Details

- Each space includes one table and two chairs (removable upon request)
- Each space dimensions varies from location and range from 50 – 80 square feet. Tables 1 and 2 or 1, 2, and 3 (much keep walkway clear) can be combined for larger space.

Exhibitor Conduct

- Vendors must remain within their designated space
- Tables must always be staffed; vendors may not leave the table to approach students. Solicitation from the table is prohibited and may result in immediate cancellation

Pricing*

Table #	Peak Dates First 3 weeks in Sept or Jan	Regular Dates Fall and Winter Term (excluding Peak dates	Other Dates Spring/Summer Term and exam weeks
1 -8' wide x 7' deep	\$300	\$175	\$90
2 -8' wide x 7' deep	\$300	\$175	\$90
3 -8' wide x 7' deep	\$300	\$175	\$90
Extended to 10" deep	\$375	\$250	\$125
4 10' wide x 5' deep	\$275	\$150	\$75

Prices do not include GST- 10% off if booking multiple tables for same day

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

- Table must be paid in full at time of booking

Display Restrictions

- Displays must remain within assigned space and must not obstruct fire exits, other tables, or pedestrian walkways
- No materials may be posted on SAMU facilities (walls, plaques, windows, etc.)
- All items must be removed at the end of each day—no overnight storage
- Music is allowed, but must be turned down or off if complaints are received

Check-In Procedure

- Vendors must check in at the SAMU Office before setting up and sign out a guest badge that is to be worn for the duration of the day

Loading and Unloading

Do **not** use designated accessible (handicap) stalls for loading or unloading. These spots are reserved for individuals with valid placards and are **not general loading zones**. Misuse may result in:

- Immediate booking cancellation, restrictions on future bookings and or fines
- The SAMU loading dock is available from 8:30 a.m. to 4:30 p.m. Vendors must notify SAMU in advance if using the loading dock

Food & Beverage Policy

- Food may be distributed only if individually wrapped and does not require refrigeration. Only Coca-Cola branded beverages allowed.

General Policies

- Anyone not abiding by these guidelines may be asked to leave immediately
- Parking is not provided vendors are responsible for their own parking
- No sign-ups for credit cards, long-term contracts, or payment plans are allowed

Cancellations

- Cancellations made **7 days in advance** are eligible for a **full refund** or may be rescheduled at no additional cost
- Cancellations made within **6-3 days** are eligible for a **partial refund** of 50%
- No refunds will be issued for cancellations made **2 days or less** before booking
- SAMU reserves the right to cancel at any time with a full refund.



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.

We care about supplying students with honest reporting, quality media, and good vibes. We meet students where they are and provide a valuable service to them. You can also find our magazines online on the archive page of our website, or digitally at public libraries across Alberta, including the Edmonton Public Library.

The Griff has been around since 2011 as a campus newspaper before becoming a magazine in 2015. In 2023-2024 we printed an average of 1628 copies per issue and had an average pickup rate of 88%. In that same year at the NASH 86 conference, the Griff was voted Student Publication of the Year, tied with London, Ontario's Western Gazette.

We publish seven issues from September to April, excluding December.

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:
\$99

4" x 5.125"
Quarter
page

Pricing:
\$149

8" x 2.5"
Top/bottom
Banner

Pricing: \$149

8" x 5"
Half page

Pricing:
\$225

8" x 10.25"
Full page
no bleeds

Pricing:
Inside back cover
\$475 Regular page
\$399

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

Pricing:
Back cover \$549
Inside back cover
\$500 Regular page
\$425

The Griff Advertising Deadlines for 2025 - 2026

September issue:

Ad confirmation: August 4

Artwork due: August 20

October issue:

Ad confirmation: September 4

Artwork due: September 20

November issue:

Ad confirmation: October 8

Artwork due: October 23

January issue:

Ad confirmation: November 18

Artwork due: December 3

February issue:

Ad confirmation: January 6

Artwork due: January 22

March issue:

Ad confirmation: February 4

Artwork due: February 19

April issue:

Ad confirmation: March 5

Artwork due: March 20

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

E | shinm2@macewan.ca