



SAMU

ADVERTISING PACKAGE
2026–2027

WHO WE ARE

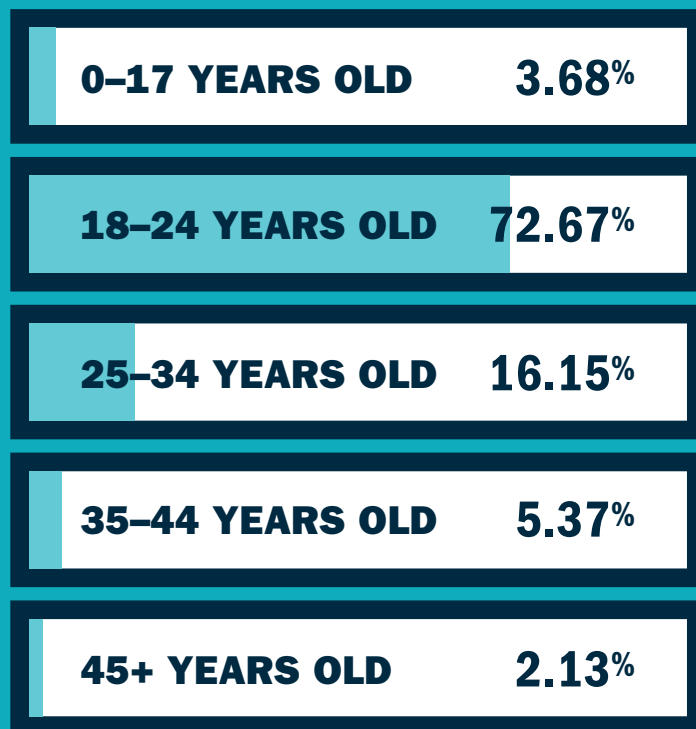
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The Students' Association of MacEwan University (SAMU) is a non-profit organization working independently from MacEwan University to support students. Our purpose is to enrich the student experience by focusing on their non-academic needs through an 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 60 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



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

ONE MONTH: \$315 + GST

May - August 50% off

*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 73%. The newsletter currently reaches over 18,000 students.

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

Details

- Two advertisers 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

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

Newsletter Schedule Sept 2026 – Aug 2027

Tues, Aug 25 (First Years, Orientation) • Aug 31 (Upper Years, 2nd-4th)
Sept 7 • Sept 21 • Oct 5 • Oct 19 • Nov 2 • Nov 23 • Dec 7
Jan 4 • Jan 18 • Feb 8 • Feb 22 • Mar 8 • Mar 22 • Apr 5
May 3 • May 31 • Jun 14 • Jun 28 • Jul 13 • Aug 9 • Aug 23

SAMU Newsletters are distributed on Mondays to all students, unless noted.

PRICING*

PER ISSUE: \$200 + GST

May - August 50% off

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 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 12:00 p.m. 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 - August 50% off

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

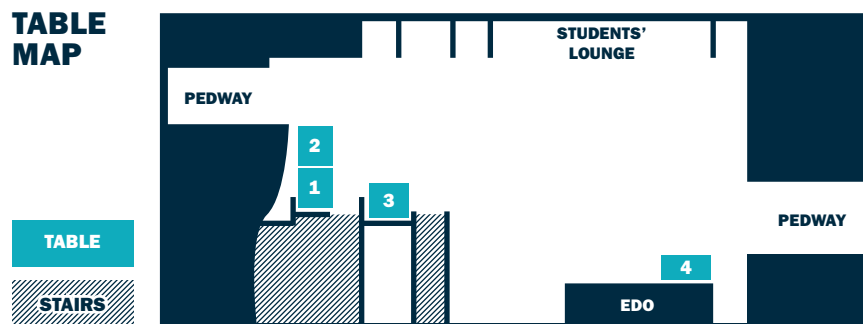
SAMU BUILDING TABLE BOOKINGS



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 (must 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.

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.

PRICING*

	PEAK DATES First 3 weeks in Sept or Jan	REGULAR DATES Fall & Winter Term (excluding Peak dates)	OTHER DATES Spring/Summer Term & Exam Weeks
TABLE 1 8' WIDE X 7' DEEP	\$300+ GST	\$175+ GST	\$90+ GST
TABLE 2 8' WIDE X 7' DEEP	\$300+ GST	\$175+ GST	\$90+ GST
TABLE 3 8' WIDE X 7' DEEP	\$300+ GST	\$175+ GST	\$90+ GST
EXTENDED TO 10' DEEP	\$375+ GST	\$250+ GST	\$125+ GST
TABLE 4 10' WIDE X 5' DEEP	\$275+ GST	\$150+ GST	\$75+ GST

10% off if booking multiple tables for same day.
Table must be paid in full at time of booking.

*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. 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 2025–2026 we printed 2,000 copies per issue and had an average pickup rate of 88% (12,348/14,000).

The Griff has won several awards:

2023–2024: JHM Publication of the year at NASH 86

2024–2025: JHM Indigenous reporting award at NASH 87

2025–2026: JHM GOLD Feature writing award at NASH 88

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.

The Griff Advertising Deadlines for 2026–2027

SEPTEMBER ISSUE: Ad confirmation - August 3 | Artwork due - August 17

OCTOBER ISSUE: Ad confirmation - September 1 | Artwork due - September 15

NOVEMBER ISSUE: Ad confirmation - October 1 | Artwork due - October 15

JANUARY ISSUE: Ad confirmation - November 9 | Artwork due - November 16

FEBRUARY ISSUE: Ad confirmation - January 1 | Artwork due - January 15

MARCH ISSUE: Ad confirmation - February 1 | Artwork due - February 15

APRIL ISSUE: Ad confirmation - March 1 | Artwork due - March 15

Advertisement Sizes and Prices*

- Website Ads: 300 x 300 pixels, \$200+GST per month
- Print Ads:

\$175 + GST SIDE BANNER 4" X 5.125" \$99 + GST HALF SIDE BANNER 2.5" X 5.125" \$149 + GST QUARTER PAGE 4" X 5.125"	\$149 + GST TOP/BOTTOM BANNER 8" X 2.5" \$225 + GST HALF PAGE 8" X 5"
FULL PAGE NO BLEEDS 8" X 10.25" \$475 + GST INSIDE BACK COVER \$399 + GST REGULAR PAGE	FULL PAGE BLEEDS 8.5" X 11" +0.125" \$549 + GST BACK COVER \$500 + GST INSIDE BACK COVER \$425 + GST REGULAR PAGE

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READY TO BOOK AN AD?

SAMU would be happy to discuss putting together a custom advertising package for you. For space availability and more information, including booking forms, please contact:

MARIA SHIN

ADMINISTRATION AND RETAIL MANAGER

Students' Association of MacEwan University
Rm. SA-301, 10850-104 Ave.
Edmonton, Alberta T5J 4S2

T: 780.497.4738

E: shinm2@macewan.ca



STUDENTS' ASSOCIATION
OF MACEWAN UNIVERSITY

