



# **SAMU HANDBOOK MEDIA KIT**

# 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.

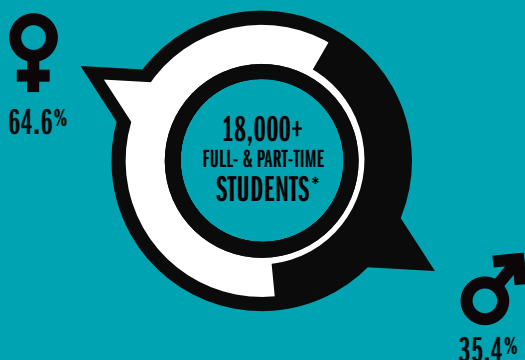
We are governed by elected student representatives who set the strategic vision on behalf of students. With support from over 50 full- and part-time staff, we keep our mandate student-focused to achieve the vision. SAMU is proud to be an organization serving students, inspired by students.



Each year, SAMU produces high quality and visually appealing student handbooks that are distributed to students across campus. These handbooks are intended to provide students with an organizational tool, while also informing them of important events, dates, policies, and programs and services.

We will be distributing 5,500 student handbooks for the 2022-2023 academic school year.

## HANDBOOK AT A GLANCE



DEMOGRAPHIC OF MACEWAN UNIVERSITY \*AGE 18-35

## WHY HANDBOOKS?

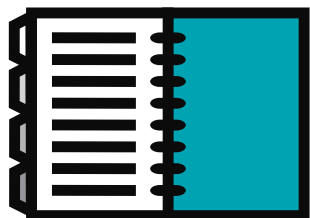
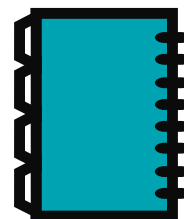
Students use their SAMU handbooks every day throughout the year, guaranteeing consistent exposure for advertisements. Our handbooks are picked up only by students, ensuring your ads are highly targeted and deliver an effective ROI.

## SPECIAL PRICING

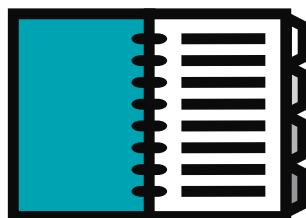
# PREMIUM

Single-sided and printed on cover stock.

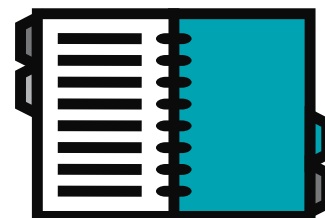
~~\$4250~~ **\$2800**  
OUTSIDE BACK COVER  
5.25" x 8.25"



~~\$3250~~ **\$2300**  
INSIDE BACK COVER  
5.25" x 8.25"



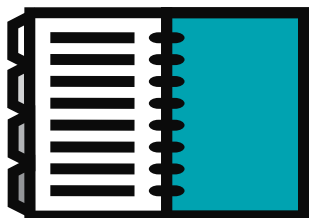
~~\$3250~~ **\$2300**  
INSIDE FRONT COVER  
5.25" x 8.25"



~~\$2650~~ **\$2200**  
FULL PAGE TAB  
5.25" x 8.25"

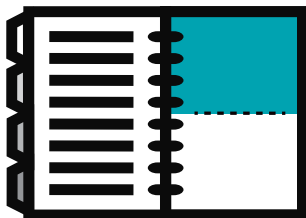
# STANDARD PAGES & COUPONS

Standard ads are single-sided and coupons are double-sided. To qualify for the coupon pricing the ad needs to benefit students. Any coupon purchased can be added to our website to further promote your campaign.



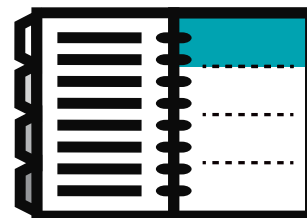
**COUPON**  
~~\$2750~~ **\$1300**  
FULL PAGE  
5.25" x 8.25"

**STANDARD**  
~~\$1375~~ **\$1300**  
FULL PAGE  
5.25" x 8.25"



**COUPON**  
~~\$1600~~ **\$750**  
HALF PAGE  
5.25" x 4.125"

**STANDARD**  
**\$750**  
HALF PAGE  
5.25" x 4.125"



**COUPON**  
~~\$950~~ **\$400**  
QUARTER PAGE  
5.25" x 2.0625"

## CONTRACT REGULATIONS

1. Advertisers and advertising agencies assume liability for all content (including text representation and illustrations) of advertisements printed and also responsibilities for any claims arising against publisher. 2. Publisher is not bound by any conditions printed on advertisers' or advertising agencies' contracts or insertion orders when such conflict with policies covered by this rate card.



# READY TO BOOK AN AD?

## CONTACT

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**MARIA SHIN** *ADMINISTRATION & RETAIL MANAGER*

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T: 780-497-4738  
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**BOOKING DEADLINE** JUNE 4  
**ARTWORK DEADLINE** JUNE 18



## TECHNICAL SPECIFICATIONS

*THE ADVERTISER IS RESPONSIBLE FOR SUPPLYING PRINT-READY FILES THAT MEET THE FOLLOWING REQUIREMENTS:*

- PDF or EPS file format
- 300 DPI (print resolution)
- CMYK (all ads are full colour)
- 0.125" bleed on all edges of artwork
- 0.75" inside/outside print margin for text (to accommodate coil binding)

