



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 and distributes them to students across campus. These handbooks provide students with an organizational tool while informing them of important events, dates, policies, programs and services.

We will be distributing 6,000+ student handbooks for the 2024-2025 academic school year.

HANDBOOK AT A GLANCE



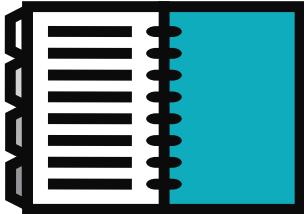
DEMOGRAPHIC OF MACEwan UNIVERSITY SOURCE: LERS

WHY HANDBOOKS?

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

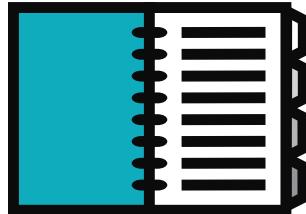
PREMIUM PAGES

Single-sided and printed on cover stock.



~~\$3250~~ \$2280

INSIDE BACK COVER - 5.25" x 8.25"



~~\$3250~~ \$2280

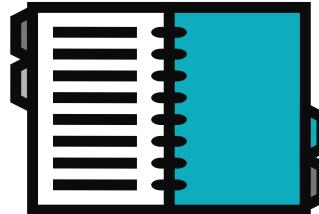
INSIDE FRONT COVER - 5.25" x 8.25"



~~\$4250~~ \$3180

OUTSIDE BACK COVER

5.25" x 8.25"

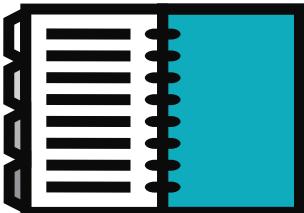


~~\$3250~~ \$2280

FULL PAGE TAB - 5.25" x 8.25"

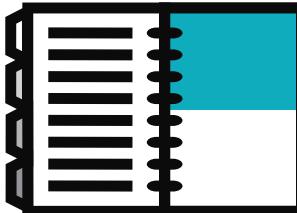
STANDARD PAGES

Standard ads are single-sided, placement is not guaranteed.



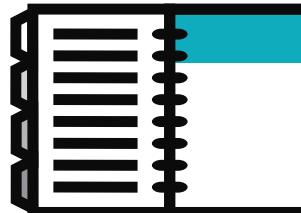
\$1480

FULL PAGE AD - 5.25" x 8.25"



\$880

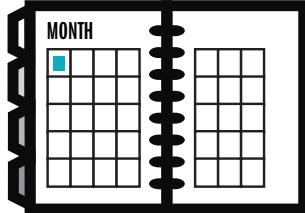
HALF PAGE AD - 5.25" x 4.125"



\$480

QUARTER PAGE AD - 5.25" x 2.0625"

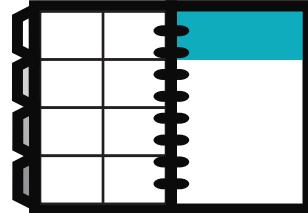
CALENDAR PAGES



\$1180

MONTHLY LOGO PLACEMENT (12 TOTAL)

*Supply logo as an EPS or PDF file
with transparent background*



\$580

DAYTIME BANNER IN WEEKLY CALENDAR

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

MARIA SHIN ADMINISTRATION & RETAIL MANAGER

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T: 780-497-4738 · E: shinm2@macewan.ca

EARLY BIRD DEADLINE MAY 3 - 10% DISCOUNT
BOOKING DEADLINE MAY 24
ARTWORK DEADLINE JUNE 10

FIRST COME, FIRST SERVED. SPACE IS LIMITED.



TECHNICAL SPECIFICATIONS

The advertiser is responsible for supplying print-ready files that meet the following requirements:

FOR STANDARD/PREMIUM ADS:

- 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)

FOR MONTHLY LOGO PLACEMENT:

- CMYK Logo in EPS or PDF file format with transparent background

