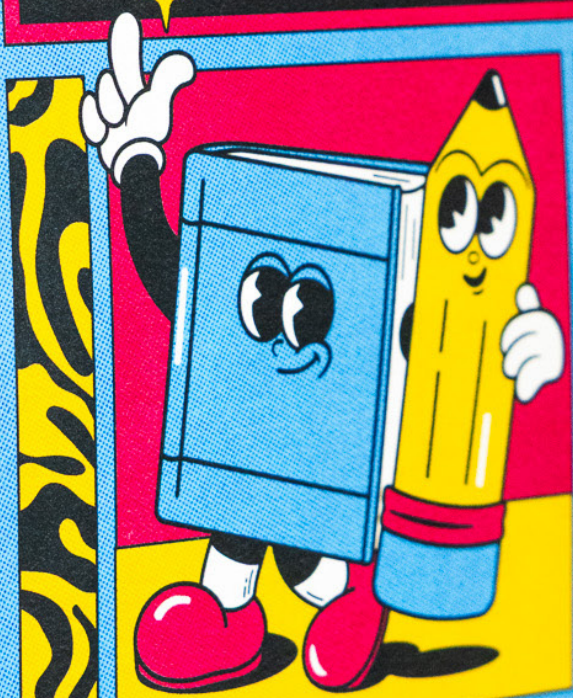




# STUDENT HANDBOOK



		<b>25</b>	
		<b>26</b>	



STUDENTS' ASSOCIATION OF MACEWAN UNIVERSITY

STUDENT 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 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.



Each year, SAMU produces high-quality and visually appealing student handbooks and distributes them free 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 6,500 student handbooks for the 2026-2027 academic school year.

## HANDBOOK AT A GLANCE



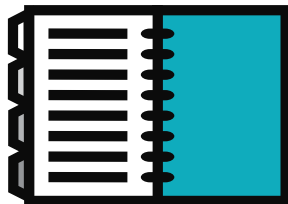
### WHY HANDBOOKS?

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.

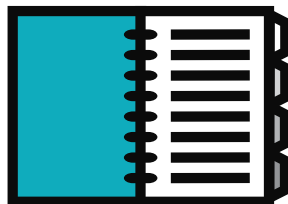
# PREMIUM PAGES

Single-sided and printed on cover stock.  
5.25" x 8.25"

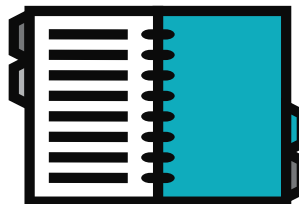
**\$4500**  
**DOUBLE-SIDED TODAY BOOKMARK**  
 2" x 6"  
 USED BY STUDENTS DAILY

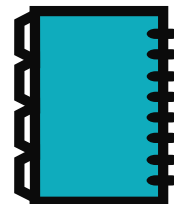
**\$2600**  
INSIDE BACK COVER



**\$2600**  
INSIDE FRONT COVER



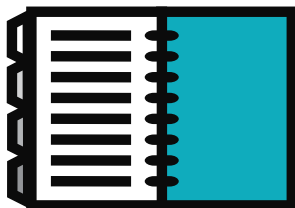
**\$2600**  
FULL PAGE TAB



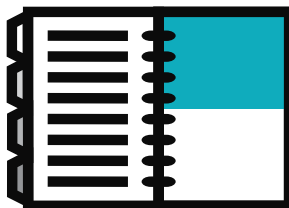
**\$3600**  
OUTSIDE BACK COVER

# STANDARD PAGES

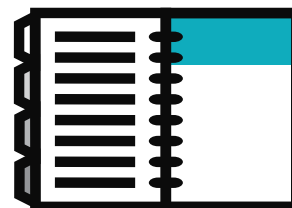
Standard ads are single-sided, placement is not guaranteed.



**\$1650**  
FULL PAGE AD - 5.25" x 8.25"

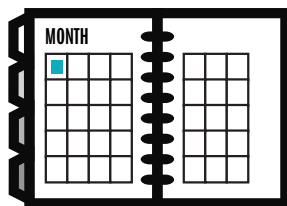


**\$975**  
HALF PAGE AD - 5.25" x 4.125"

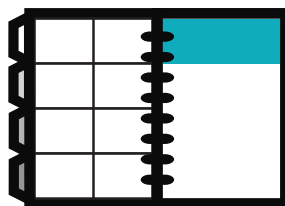


**\$540**  
QUARTER PAGE AD - 5.25" x 2.0625"

# CALENDAR PAGES



**\$1325**  
MONTHLY LOGO PLACEMENT (12 TOTAL)  
*Supply logo as an EPS or PDF file  
with transparent background*



**\$640**  
DAYTIME BANNER IN WEEKLY CALENDAR  
5.25" x 2.0625"

## ADVERTISING DEALS

### BUY MORE, SAVE MORE

Buy 2 ads and get **20% OFF** the second ad (of equal or lesser value).

### PREMIUM PAGE BONUS

Purchase any premium page and receive a **FREE SAMU Email Newsletter Ad** (\$200 value)

- Sent to **18,000+** Students
- Average open rate: **73%**
- A great way to reach students directly in their inbox

# READY TO BOOK AN AD?

[CLICK HERE TO BOOK](#)

BOOKING DEADLINE MAY 24

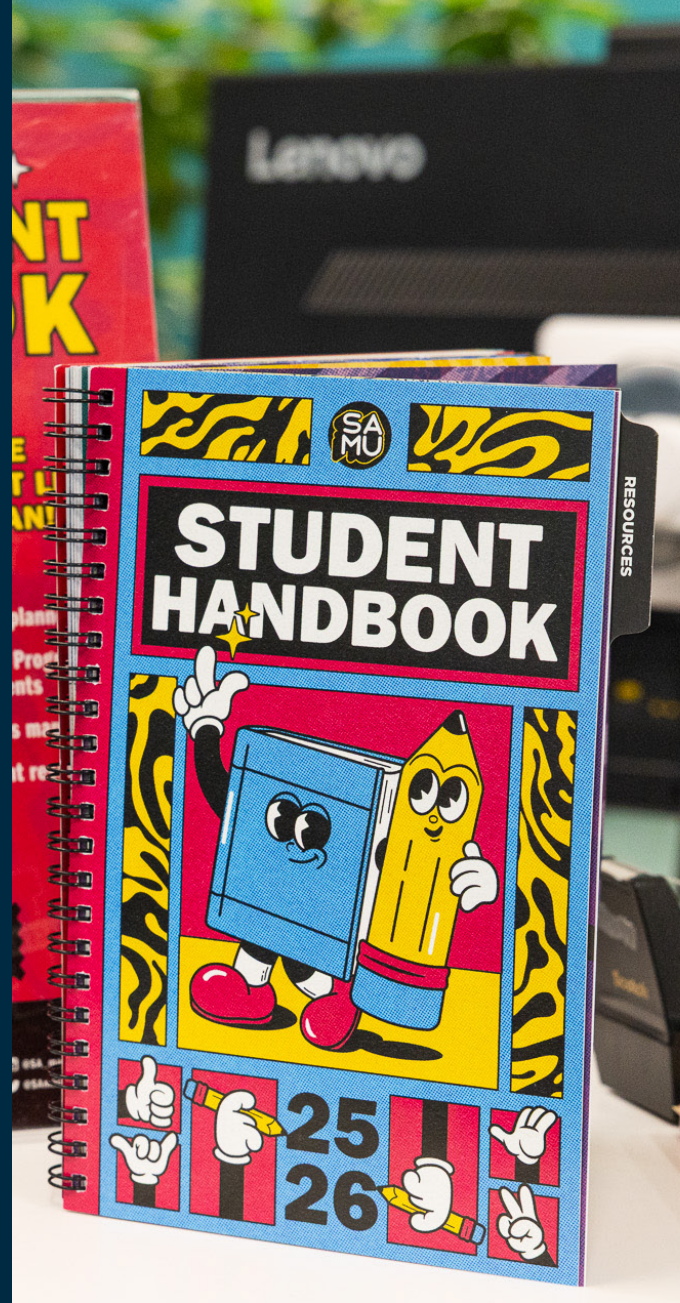
ARTWORK DEADLINE JUNE 10

FIRST COME, FIRST SERVED. SPACE IS LIMITED.

## CONTACT

**MARIA SHIN** ADMINISTRATION & RETAIL MANAGER

Students' Association of MacEwan University  
Rm. SA-301, 10850-104 Ave. | Edmonton, Alberta T5H 0S5  
T: 780-497-4738 · E: shinm2@macewan.ca



## 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

## 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.