
WILFRID LAURIER UNIVERSITY STUDENT PUBLICATIONS

**MEDIA KIT
FOR THE 2026/2027
ACADEMIC YEAR**

INTERESTED IN ADVERTISING WITH US?
CONTACT US AT ADS@WLUSP.COM

THE CORD

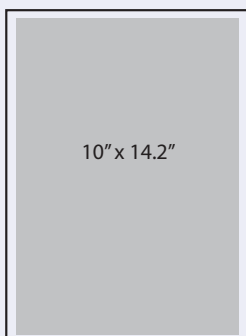
THE TIE THAT BINDS WILFRID LAURIER UNIVERSITY SINCE 1926

The Cord has been proud to serve WLU and the Waterloo community for the past 99 years as Laurier's official campus newspaper.

The publication prints and distributes 2,500 copies of each issue, covering timely news events, local arts, WLU athletics and student life from the unique perspective of students. Distributed to locations on Laurier campus, The Cord continues to grow, innovate and improve to meet the needs of it's diverse readership.

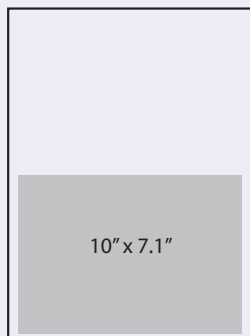
PRINT ADVERTISING OPTIONS

FULL PAGE



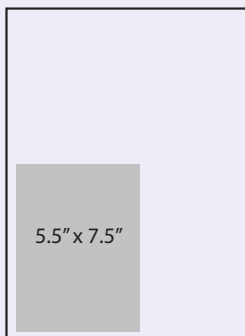
B/W: \$635.00
COL: \$750.00

HALF PAGE



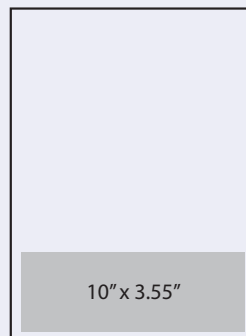
B/W: \$350.00
COL: \$465.00

QUARTER PAGE (VERTICAL)



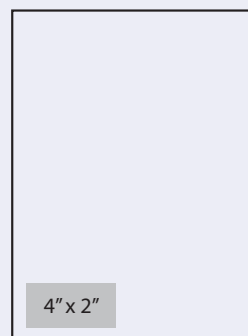
B/W: \$225.00
COL: \$340.00

QUARTER PAGE (HORIZONTAL)



B/W: \$225.00
COL: \$340.00

BUSINESS CARD



B/W: \$70.00
COL: \$130.00

BACK PAGE

COL: \$900.00

Discounted rates on orders of 3+ advertisements.
Special rates for NFP and charitable organizations.
Please inquire for more info.

WEB ADVERTISING OPTIONS

Content published online by The Cord reaches roughly 15,000 users each month, with some fluctuation in the spring and summer when students are not enrolled in full time studies.

On average, up to 70% of these users are acquired organically via search engine. More than 1700 users a month are travelling directly to our website, most of which are students, faculty or the parents of students at Wilfrid Laurier University.

BANNER

LEADERBOARD—Rotating—Globally Displayed

DIMENSIONS: 960px w x 119px h \$675.00/

MONTH—\$2350.00/TERM—\$6145.00/YEAR

SIDEBOX

SIDEBAR—Rotating—Globally Displayed

DIMENSIONS: 300px w x 250px h \$250.00/

MONTH—\$875.00/TERM—\$2500.00/YEAR

Print advertisements must be submitted as PDF (300dpi, CMYK). Web advertisements must be GIF, PNG or JPEG.
All listed prices are exclusive of tax. 13% GST will be added at the point of sale.

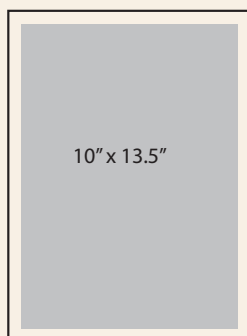
the Community edition

The Community Edition is a community newspaper that focuses on local arts & culture, community events & engagement.

Printing monthly, The Community Edition has more than 10,000 readers across the region, and provides advertisers with a month of shelf-life. 98% of our readers said they read our paper for content that covers local arts & culture. Over a third of readers said they became a patron of a local business or event after reading about it in our paper.

PRINT ADVERTISING OPTIONS

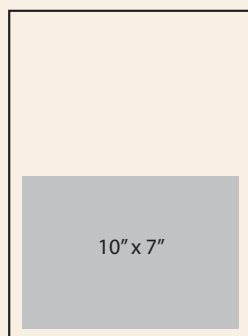
FULL PAGE



B/W: \$535.00
COL: \$650.00

BACK PAGE
COL: \$800.00

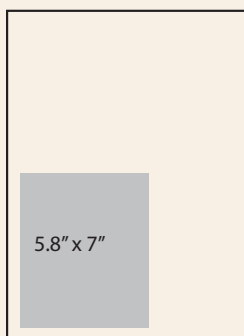
HALF PAGE



B/W: \$300.00
COL: \$415.00

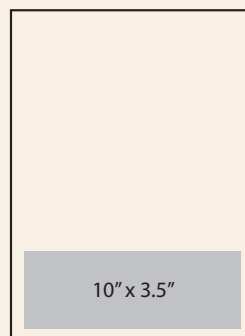
BACK PAGE:
COL: \$475.00

QUARTER PAGE (VERTICAL)



B/W: \$175.00
COL: \$290.00

QUARTER PAGE (HORIZONTAL)



B/W: \$175.00
COL: \$290.00

BUSINESS CARD



B/W: \$65.00
COL: \$120.00

Discounted rates on orders of 3+ advertisements.
Special rates for NFP and charitable organizations.
Please inquire for more info.

WEB ADVERTISING OPTIONS

Content published online by the Community Edition reaches more than 4,000+ users each month.

On average, roughly half of these users are acquired organically via search engine. The other half of our users are either coming directly to our website or being referred through the promotion of our content on social media.

Online readership is diverse, skewing slightly towards femme folks aged 25-34.

BANNER

LEADERBOARD—Rotating—Globally Displayed

DIMENSIONS: 960px w x 119px h

\$250.00/MONTH—\$875.00/TERM—\$2500.00/YEAR

SIDEBOX

SIDEBAR—Rotating—Globally Displayed
DIMENSIONS: 300px w x 250px h

\$125.00/MONTH—\$425.00/TERM—\$1200.00/YEAR

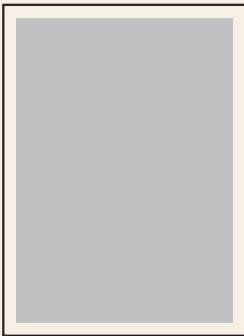
blueprint

Here at Blueprint, we believe in the power of creativity and strive to showcase amazing pieces in our magazine ranging from art and photography, to poetry, prose and more.

We publish four times a year to ensure our quality matches our values, and consider submissions from both established and emerging artists.

PRINT ADVERTISING OPTIONS

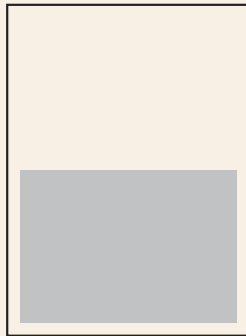
FULL PAGE



B/W: \$200.00
COL: \$400.00

BACK PAGE
COL: \$500.00

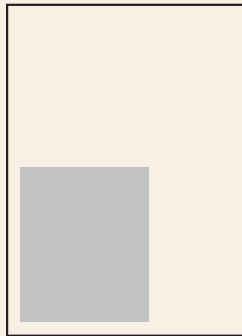
HALF PAGE



B/W: \$150.00
COL: \$200.00

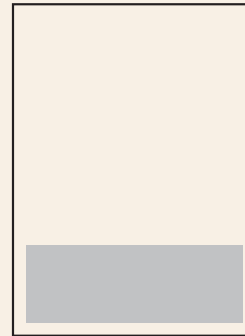
BACK PAGE:
COL: \$300.00

QUARTER PAGE (VERTICAL)



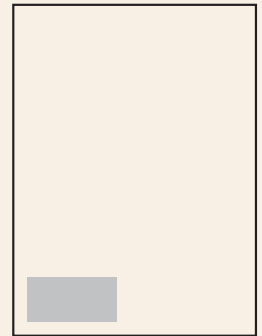
B/W: \$50.00
COL: \$70.00

QUARTER PAGE (HORIZONTAL)



B/W: \$50.00
COL: \$70.00

BUSINESS CARD



B/W: \$10.00
COL: \$20.00

Discounted rates on orders of 3+ advertisements.
Special rates for NFP and charitable organizations.
Please inquire for more info.

WEB ADVERTISING OPTIONS

Content published online by the Community Edition reaches more than 4,000+ users each month.

On average, roughly half of these users are acquired organically via search engine. The other half of our users are either coming directly to our website or being referred through the promotion of our content on social media.

Online readership is diverse, skewing slightly towards femme folks aged 25-34.

BANNER

LEADERBOARD—Rotating—Globally Displayed

DIMENSIONS: 960px w x 119px h

\$250.00/MONTH—\$875.00/TERM—\$2500.00/YEAR

SIDEBOX

SIDEBAR—Rotating—Globally Displayed
DIMENSIONS: 300px w x 250px h

\$125.00/MONTH—\$425.00/TERM—\$1200.00/YEAR

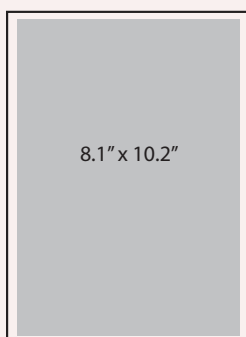


The Sputnik is Laurier Brantford's official campus news publication. Our publication strives to cover news that matters to members of the Brantford community and provides a professional and creative outlet for students to use their voices to speak up.

From campus updates, to arts and entertainment coverage and current affairs, The Sputnik covers all issues affecting the Laurier and Brantford community from the unique perspective of students. The Sputnik publishes four times a year between September and April

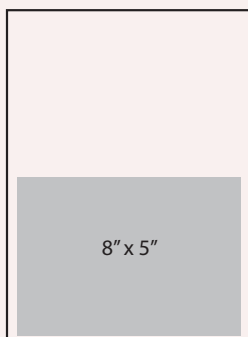
PRINT ADVERTISING OPTIONS

FULL PAGE



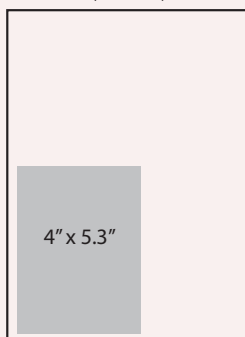
B/W: \$325.00
COL: \$440.00

HALF PAGE



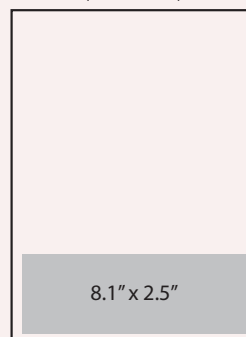
B/W: \$215.00
COL: \$330.00

QUARTER PAGE (VERTICAL)



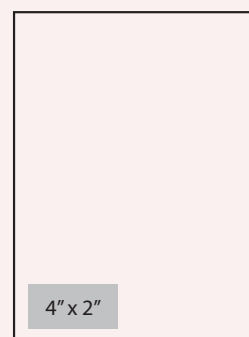
B/W: \$140.00
COL: \$225.00

QUARTER PAGE (HORIZONTAL)



B/W: \$140.00
COL: \$225.00

BUSINESS CARD



B/W: \$50.00
COL: \$105.00

BACK PAGE

COL: \$500.00

Discounted rates on orders of 3+ advertisements.
Special rates for NFP and charitable organizations.
Please inquire for more info.

WEB ADVERTISING OPTIONS

The Sputnik's website receives up to 2000 page views each month, averaging about 500 unique users every week. Content published online by The Sputnik has a focus on the Brantford community from the perspective of Laurier students.

On average, 80% of The Sputnik's online readership acquired organically via search engine.

The remaining 20% of readers are referred directly by social media promotions.

BANNER

LEADERBOARD—Rotating—Globally Displayed
DIMENSIONS: 960px w x 119px h

\$125.00/MONTH—\$425.00/TERM—\$1200.00/YEAR

SIDEBOX

SIDEBAR—Rotating—Globally Displayed
DIMENSIONS: 300px w x 250px h

\$75.00/MONTH—\$250.00/TERM—\$700.00/YEAR

Radio Laurier is WLU's official campus radio station. Streaming online, we reach more than 1000 unique listeners each week. We offer diverse programming operated by students in a professional studio setting based in Waterloo. Radio Laurier is also the official radio broadcaster for Laurier Athletics.

Recently Radio Laurier has dipped it's toes into event and concert promotion as well, aiming to be a launching pad for Laurier bands.

BROADCAST ADVERTISING OPTIONS

PRE-STREAMING CLIPS (EXCLUSIVE) ONE WEEK—MONDAY TO SUNDAY	\$125.00
ON AIR ADVERTISING 30. SEC SPOT AIRING 100 TIMES	\$175.00
BROADCAST SPONSORSHIP "BROUGHT TO YOU BY..."	\$100.00
EVENT SPONSORSHIP 3 HOUR MAX.	\$300.00

WEB ADVERTISING OPTIONS

Radio Laurier content is streaming online year round at RadioLaurier.com. Listeners access the live stream through the home page where banner and side-box ads are both displayed.

The majority of users are referred directly to our website via strong use of social media promotion, campus presence and collaboration with Laurier Athletics.

BANNER

LEADERBOARD—Rotating—Globally Displayed

DIMENSIONS: 960px w x 119px h

\$150.00/MONTH—\$500.00/TERM—\$1400.00/YEAR

SIDEBOX

SIDEBAR—Rotating—Globally Displayed DI-

MENSIONS: 300px w x 250px h

\$100.00/MONTH—\$350.00/TERM—\$900.00/YEAR

THE WLU'ER

Laurier's Official Student Planner

Each year we print and distribute thousands of copies of our planner to students across each Laurier campus, free of charge.

This planner has been popular among new and returning students for more than 20 years.

The publication contains full monthly and weekly breakdowns with important dates pre-listed, course calendar templates, campus contacts and much more. The WLU'er is a high value product with a year-long shelf life. The student planner has only grown in popularity, as we have nearly doubled our printing rates from 4000 in 2023 to 7000 in 2025.



PREMIUM ADVERTISING SPOTS

BACK COVER	5.5" w x 8.5" h / COLOUR	\$5000.00
INSIDE BACK COVER	5.5" w x 8.5" h / COLOUR	\$4375.00
TAB DIVIDER	5.5" w x 8.5" h / COLOUR	\$2500.00
INSIDE FRONT COVER	5.5" w x 8.5" h / COLOUR	\$3125.00

Deadline to book a premium advertising spot is June 28. Artwork deadline is July 14.

BUDGET ADVERTISING SPOTS

FULL PAGE	5.5" w x 8.5" h / COLOUR	\$1300.00
HALF PAGE	5.5" w x 4.25" h / COLOUR	\$625.00
CALENDAR BOTTOM	4.5" w x 1.5" h / B&W	\$325.00
STUDENT COUPONS	4.5" w x 1.5" h / COLOUR	\$250.00

TEXT ADVERTISING SPOTS

Text Ads are free with another AD purchased

DAILY ANNOUNCEMENT	TEXT	\$50.00
DIRECTORY LISTING	TEXT	\$30.00
FOOD SPECIAL LISTING	TEXT	\$50.00

Deadline to book budget and text advertising spots is July 14. Artwork/text deadline is July 28.

Advertisements must be submitted as PDF (300dpi, CMYK) with 0.125 inch bleed.
All listed prices are exclusive of tax. 13% GST will be added at the point of sale.



The keystone carnegie has been Laurier's official yearbook since 1980. It chronicles the full academic year for Laurier students. We preserve your memories of Homecoming highlights, championship sports games, events on campus, grad photos and more. The Keystone marks a milestone in the lives of Laurier students. Advertisements in the Keystone Carnegie are extremely high value, as often times customers will keep these products for life.



ADVERTISING SPOTS

FULL PAGE	5.5" _w x 8.5" _h / COLOUR	\$1000.00
HALF PAGE	5.5" _w x 4.25" _h / COLOUR	\$625.00
INSIDE BACK COVER	4.5" _w x 1.5" _h / B&W	\$2000.00
INSIDE FRONT COVER	4.5" _w x 1.5" _h / COLOUR	\$2000.00

Deadline to book budget and text advertising spots is July 14. Artwork/text deadline is July 28.

Advertisements must be submitted as PDF (300dpi, CMYK) with 0.125 inch bleed.
All listed prices are exclusive of tax. 13% GST will be added at the point of sale.