

THE WLU'ER

LAURIER'S STUDENT HANDBOOK

The WLU'er is Wilfrid Laurier University's official student handbook and resource guide. Distributed to students across both Laurier campuses, this publication is specifically designed for the Laurier student body.

In 2020, the format of this publication was shifted to a condensed, 50 page magazine style guidebook which focused on highlighting important dates and campus information.

Through ongoing conversations with the student body, stakeholders on campus, and our loyal clients, we have determined that the best course for us to take moving forward is to return to The WLU'er's original format, so for the 2023/34 school year, we will be happily returning to a more functional traditional spiral bound day planner.

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	\$3500.00
TAB DIVIDER	5.5"W x 8.5"H / COLOUR	\$3000.00
INSIDE FRONT COVER	5.5"W x 8.5"H / COLOUR	\$2500.00

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	\$800.00
HALF PAGE	5.5"W x 4.25"H / COLOUR	\$500.00
CALENDAR BOTTOM	4.5"W x 1.5"H / COLOUR	\$250.00
STUDENT COUPONS	4.5"W x 1.5"H / COLOUR	\$200.00

TEXT ADVERTISING SPOTS

DAILY ANNOUNCEMENT	TEXT	\$60.00
DIRECTORY LISTING	TEXT	\$25.00
FOOD SPECIAL LISTING	TEXT	\$85.00

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.