



**WLU STUDENT
PUBLICATIONS**
YOUR VOICE, YOUR MEDIA

**WILFRID
LAURIER
UNIVERSITY
STUDENT
PUBLICATIONS**

23/24

ACADEMIC YEAR

MEDIA KIT

INTERESTED IN ADVERTISING WITH US?

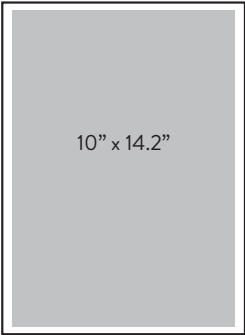
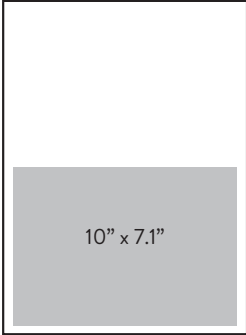
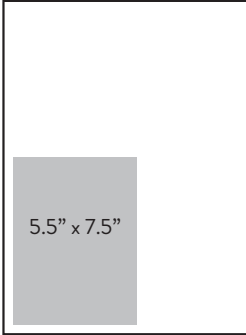
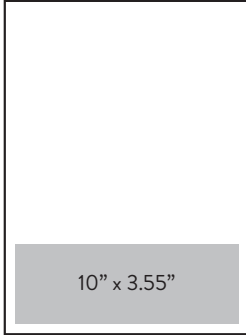

CONTACT US AT ADS@WLUSP.COM

THE CORD

The Cord has been proud to serve WLU and the Waterloo community for the past 90 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 campus and across Waterloo Region, The Cord continues to grow, innovate and improve to meet the needs of its diverse readership.

PRINT ADVERTISING OPTIONS

FULL PAGE	HALF PAGE	QUARTER PAGE (VERTICAL)	QUARTER PAGE (HORIZONTAL)	BUSINESS CARD
				
B/W: \$635.00 COL: \$750.00	B/W: \$350.00 COL: \$465.00	B/W: \$225.00 COL: \$340.00	B/W: \$225.00 COL: \$340.00	B/W: \$80.00 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.



LEADERBOARD—Rotating—Globally Displayed
DIMENSIONS: 960px w x 119px h
\$675.00/MONTH—\$2350.00/TERM—\$6145.00/YEAR



SIDEBAR—Rotating—Globally Displayed
DIMENSIONS: 300px w x 250px h
\$250.00/MONTH—\$875.00/TERM—\$2500.00/YEAR

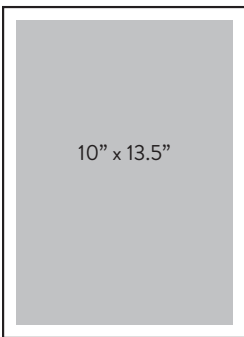
Print advertisements must be submitted as PDF (300dpi, CMYK). Web advertisements must be GIF, PNG or JPEG.
All listed prices are exclusive of tax. 13% GST will be added at the point of sale.

The Community Edition 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. More than a third of our readers said they became a patron of a local business or event after reading about it in our paper.

PRINT ADVERTISING OPTIONS

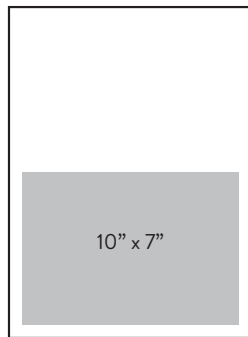
FULL PAGE



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

BACK PAGE
COL: \$800.00

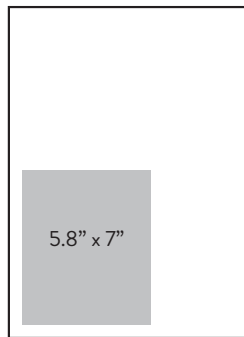
HALF PAGE



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

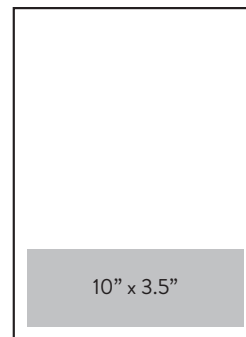
BACK PAGE:
COL: \$475.00

QUARTER PAGE (VERTICAL)



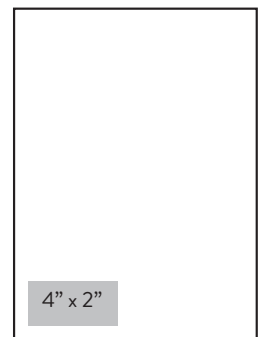
B/W: \$175.00
COL: \$290.00

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

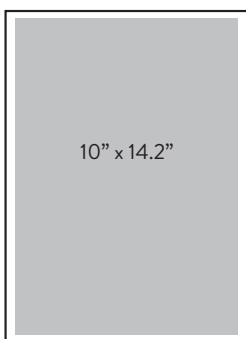
SIDEBAR—Rotating—Globally Displayed
DIMENSIONS: 300px w x 250px h
\$125.00/MONTH—\$425.00/TERM—\$1200.00/YEAR

The Sputnik is Laurier Brantford's official campus newspaper. The paper strives to cover news that matters to members of the Brantford community and provides a professional outlet for students to express their opinions and concerns.

From campus updates, to arts and entertainment coverage and current affairs, The Sputnik covers all issues affecting the Laurier community from the unique perspective of students.

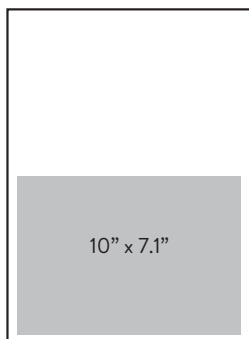
PRINT ADVERTISING OPTIONS

FULL PAGE



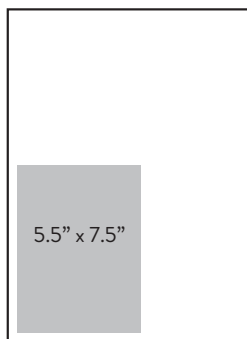
B/W: \$325.00
COL: \$440.00

HALF PAGE



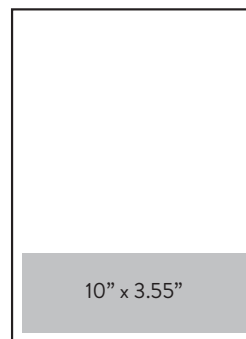
B/W: \$215.00
COL: \$330.00

QUARTER PAGE (VERTICAL)



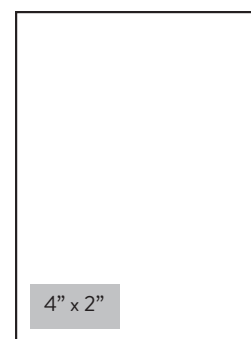
B/W: \$140.00
COL: \$225.00

QUARTER PAGE (HORIZONTAL)



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

BUSINESS CARD



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

BACK PAGE
COL: \$600.00

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.

Our diverse offerings appeal to the faculty, staff, and administration that frequent the university.

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.	\$500.00

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 sidebox 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.



LEADERBOARD—Rotating—Globally Displayed
DIMENSIONS: 960px w x 119px h
\$150.00/MONTH—\$500.00/TERM—\$1400.00/YEAR



SIDEBAR—Rotating—Globally Displayed
DIMENSIONS: 300px w x 250px h
\$100.00/MONTH—\$350.00/TERM—\$900.00/YEAR

All listed prices are exclusive of tax. 13% GST will be added at the point of sale.