

2017 / 2018 ADVERTISING

LETHBRIDGE.CA
CAMPUSMEDIA.**CA**

LETHBRIDGE.CA CAMPUSMEDIA.CA

ABOUT LETHBRIDGE CAMPUS MEDIA

LethbridgeCampusMedia.ca is an education-based media group produced by second-year students in the Digital Communications and Media program at Lethbridge College.

LethbridgeCampusMedia.ca encompasses the **Endeavour**, a campus newspaper; **The Kodiak**, an online radio station and **eNews**, a television news program, all on one website. This online entity features current news, sports, and entertainment content that is updated daily.



The Kodiak broadcasts online radio fusion **24 hours a day, seven days a week** from September to April. Kodiak radio brings **news** on the hour as well as **all your favourite music and specialty programming**.



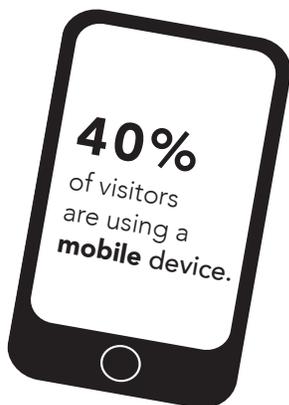
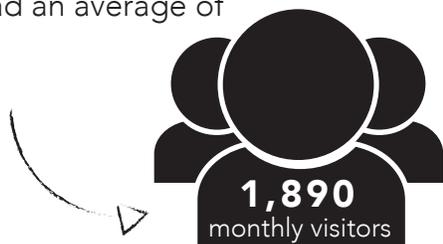
eNews is a television news program bringing you college campus and Lethbridge stories. eNews is streamed online and broadcast on Shaw.



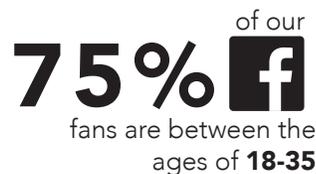
The Endeavour is published four during the academic school year, with **800 copies** printed and distributed per edition, reaching **students, staff, faculty and visitors** across the Lethbridge College campus.

Digital Communications and Media students plan, sell advertising, write, design, create and produce everything within their media properties in a practical learning environment. Faculty advisors assist and guide students throughout the entire process.

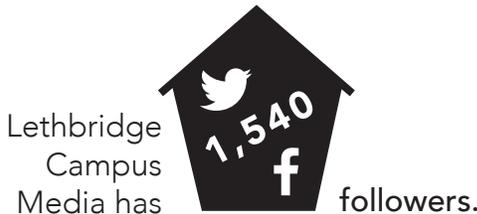
* In the fall of 2016, **Lethbridgecampusmedia.ca** had an average of



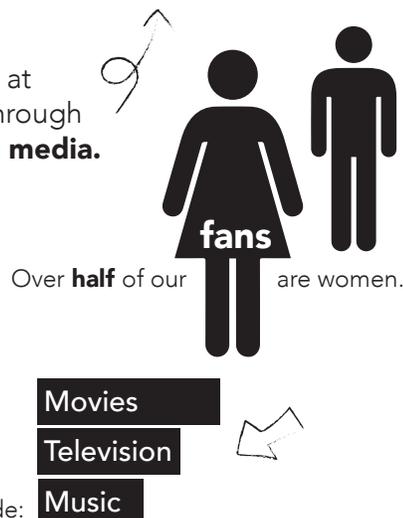
readers arrives at the LCM site through a link on **social media**.



Our Instagram account has nearly **400** followers.



Top interests for our Twitter audience include:



ADVERTISING SPECS

ONLINE



BANNER
590 X 250



10 SECOND

SOCIAL MEDIA



3 POSTS



1 POST

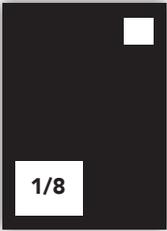


3 POSTS



INCLUDES TEXT &
CUSTOM GRAPHICS

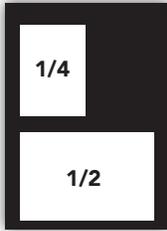
PRINT



SPORTS SKYBOX
1.95" X 1.70"

LIFE SKYBOX
4.20" X 1.70"

EIGHTH PAGE
4.91" X 3.67"



QUARTER PAGE
4.91" X 7.5"

HALF PAGE
10" X 7.5"



DEADLINES

- Endeavour sales deadline and ad approval is Nov. 1 and Nov. 22 at 4 p.m.
- After approval, digital ads are uploaded on Mondays and run for two consecutive weeks.
- Net 30 days payment after receipt of invoice.

ADVERTISING CONTRACT

Business name _____

SUPPORT PACKAGES / TWO WEEK ROTATIONS

With our new customizable campaigns, you have the opportunity to add individual products to your package. Our sales reps can help determine which options best align with your organization's goals.

DIGITAL SUPPORT		
DISPLAY AD		\$ 7 5 <input type="checkbox"/>
Hosted on LethbridgeCampusMedia.ca * horizontal, page width		
<input type="checkbox"/> Horizontal <input type="checkbox"/> Square	<input type="checkbox"/> LCM Facebook + \$25 * Three posts	
	<input type="checkbox"/> LCM Twitter + \$25 * Three tweets	
	<input type="checkbox"/> LCM Instagram + \$10 * One post, one story	
Digital display Subtotal:		<input type="checkbox"/>
VIDEO OR GIF AD		
Hosted on LethbridgeCampusMedia.ca * 10 seconds		\$ 7 5 <input type="checkbox"/>
<input type="checkbox"/> Square <input type="checkbox"/> Landscape <input type="checkbox"/> Video <input type="checkbox"/> GIF	<input type="checkbox"/> LCM Facebook + \$25 * Three posts	
	<input type="checkbox"/> LCM Twitter + \$25 * Three tweets	
	<input type="checkbox"/> LCM Instagram + \$10 * One post	
	Video/GIF Subtotal:	
PRINT SUPPORT		
ENDEAVOUR		<input type="checkbox"/>
<input type="checkbox"/> Nov. 2 <input type="checkbox"/> Nov. 23 <input type="checkbox"/> Colour + \$100	<input type="checkbox"/> skybox or eighth page \$ 5 0	
	<input type="checkbox"/> quarter page \$ 1 2 5	
	<input type="checkbox"/> half page \$ 2 0 0	
Endeavour Subtotal:		<input type="checkbox"/>

RUN DATES

Rotation one	<input type="checkbox"/>	October 1 - 14	
Rotation two	<input type="checkbox"/>	October 15 - 28	
Rotation three	<input type="checkbox"/>	October 29 - November 11	* Endeavour
Rotation four	<input type="checkbox"/>	November 12 - 25	* Endeavour
Rotation five	<input type="checkbox"/>	November 26 - December 9	

PACKAGE TOTAL

$$\left(\underline{\hspace{2cm}} + \underline{\hspace{2cm}} \right) \times \underline{\hspace{2cm}} + \underline{\hspace{2cm}} = \underline{\hspace{2cm}}$$

Digital Display Subtotal Video or GIF Subtotal Rotations Endeavour Subtotal Total (not including GST)

CONTACT INFO

Business name _____

Contact name _____

Address _____ City _____ Postal Code _____

Phone _____ Email _____

Client signature _____ Date _____

LCM rep signature _____ Date _____

I, the undersigned, agree to pay all costs outlined in this contract to Lethbridge College on completion of advertising contract. Client will be invoiced on completion of their contract by Lethbridge College finance department. Terms: Net 30 days receipt of advertising invoice.

STAY TUNED!



In the winter 2018 semester, we'll be adding **360° video** to our advertising offerings. 

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SUPPORT BENEFITS

By supporting LethbridgeCampusMedia.ca you help students gain hands-on career training, invaluable to the success of their future careers, all while promoting your business to potential customers.

With our new customizable support packages, you have the opportunity to hand select the products most valuable to you and your business. Our sales reps work with you to create unique advertising concepts that complement from one medium to the next. From social media and print, to promotions and radio, students will create campaigns perfectly aligned with your organization's goals.

LethbridgeCampusMedia.ca is a learning project for students, so our advertising rates are substantially lower compared to similar mediums. With timely stories, intriguing profiles and vast circulation, your business will surely benefit.

Thank you for choosing to support LethbridgeCampusMedia.ca! We look forward to building a relationship with you.

CONTACT US

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T1K 1L6

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fx: 1-888-520-6143

ads@lethbridgecampusmedia.ca

: YOUR AD REP



Produced by the
Digital Communications
and Media students