

LETHBRIDGE CAMPUSMEDIA.CA

2016-2017

Advertising Rates



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 bi-weekly newspaper; The Kodiak, an online radio station and eNews, a television news program, all on one website.

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 the students throughout the entire process.

POTENTIAL REACH



The Kodiak broadcasts online radio fusion **24 hours a day, seven days a week** from September to April. Commercials run on the station for two weeks, airing approximately every hour from Monday to Friday 9 a.m. to 3 p.m. Kodiak radio brings those who tune in **news** on the hour as well as **all your favourite music and specialty programming**.



eNews is a television news program bringing college campus and Lethbridge stories. eNews is streamed online and broadcast on Shaw. **Video commercials** produced by the eNews production crew in the winter semester will be provided to clients for their own **distribution on social media** or through their website.



The Endeavour is published 10 times during the academic school year, with **over 5000 copies** of printed and distributed per edition. It has a potential advertising reach of **6500 students, staff and faculty** across the Lethbridge College campus. Copies of the Endeavour are also distributed to 60 restaurants & coffee shops throughout the city.

SUPPORT PACKAGES / TWO WEEK ROTATIONS

BRONZE		\$ 100
Lethbridgecampusmedia.ca display ad CRLC the Kodiak radio commercial		
Sponsored social media	OR	Endeavour ad (<i>skybox* or eighth page</i>)

SILVER		\$ 200
Lethbridgecampusmedia.ca display ad CRLC the Kodiak radio commercial		
Endeavour ad (<i>skybox* or eighth page</i>) Sponsored social media	OR	Endeavour ad (<i>quarter page</i>)

GOLD		\$ 300
Lethbridgecampusmedia.ca display ad CRLC the Kodiak radio commercial		
Endeavour ad (<i>quarter page</i>) Sponsored social media	OR	Endeavour ad (<i>half page</i>)

+ Upgrade to full colour Endeavour ad for \$100.

Sign a 3, 4 or 5 edition contract and receive FREE video advertising produced in the winter semester.

* One life skybox and one sports skybox are available per edition. Skybox ads are not available in colour.

NEED MORE CHOICES?

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

\$ 7 5

Lethbridgecampusmedia.ca display ad

CRLC the Kodiak radio commercial

Endeavour ad (*skybox* or eighth page*)

Sponsored social media

\$ 1 5 0

Endeavour ad (*quarter page*)

\$ 2 5 0

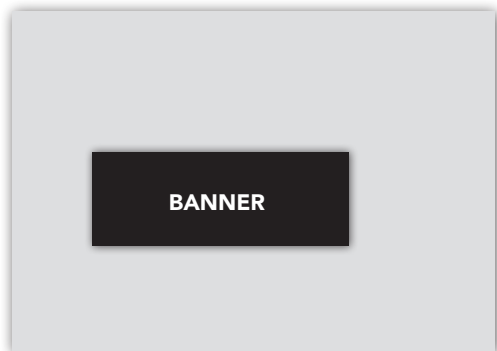
Endeavour ad (*half page*)

* Clients can request mp3 of completed radio commercial to use & distribute at their discretion.

* One life skybox and one sports skybox are available per edition. Skybox ads are not available in colour.

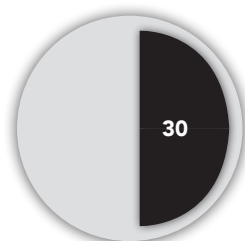
ADVERTISEMENT SPECS

ONLINE



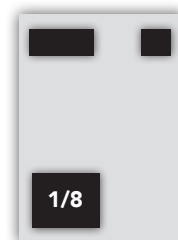
BANNER
590 X 250

RADIO



30 SECOND

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"

TELEVISION



15 & 30 SECOND

Sign a 3, 4 or 5 edition contract and receive FREE video advertising produced in the winter semester.

SOCIAL MEDIA



THREE POSTS
INCLUDES TEXT & CUSTOM GRAPHICS

PUBLICATION DATES

2016
October 7
October 21
November 4
November 18
December 2

2017
January 27
February 10
March 10
March 24
April 7

DEADLINES

- The Endeavour is published every second Friday.
- Sales deadline and ad approval is Wednesday at 4 p.m.
- Radio commercials run for two consecutive weeks after ad approval.
- Net 30 day payment after receipt of invoice.

S U P P O R T B E N E F I T S

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.

L E T H B R I D G E C A M P U S M E D I A . C A

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: YOUR ADVERTISING REP



Produced by the
Digital Communications
and Media students