



samru  
students' association  
of mount royal university

# Media Kit

2011 - 2012

Reach over 14000 students each year through student publications and spaces

Contact Information:  
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[samru.ca](http://samru.ca)



# samru

students' association  
of mount royal university

## SAMRU MISSION STATEMENT

We are the collective voice of our members.  
We create change through advocacy.  
We inspire growth through engagement.  
We serve students to help them succeed.

## SAMRU OVERVIEW

The Students' Association of Mount Royal University (SAMRU) is a charitable organization that acts as the sole representative body for all Mount Royal University students and oversees all functions of the Wyckham House Student Centre.

The SAMRU provides Mount Royal University students with a wide variety of services, including volunteer opportunities, special events, excellent concerts and entertainment, leadership development and support for students.

The SAMRU offers nearly one hundred different programs and services to students. Whether it's an emergency student loan or free legal advice, a food bank hamper or a scholarship, web contests or housing information, the Students' Association is a one-stop shop for support and co-curricular information.

REVENUE FROM ADVERTISEMENT GOES BACK INTO PROGRAMS AND SERVICES THAT SUPPORT STUDENTS

## WYCKHAM HOUSE STUDENT CENTRE

The Wyckham House Student Centre is the student-governed home of the Students' Association.

Foot traffic counts reveal that over 31,000 people enter the building every week<sup>1</sup>. There are an estimated 12,000 students, nearly 900 faculty and almost 2,000 employees on campus each week during the fall and winter semesters.

The student centre has large food court on the main level, with 12 food kiosks, a student pub, a convenience store and a coffee shop. Students, faculty and staff regularly frequent these areas.

The second and third levels contain two student study lounges, seven student service centres, Students' Council Chambers, an art gallery, a space for clubs to meet and hang out and administrative offices.

The basement also gets a high amount of traffic, housing, a Ticketmaster outlet, a student copy centre, the student health office, a dental centre, a pharmacy and a student newspaper office.

Wyckham House has recently undergone an extensive building expansion that has changed the look of the student centre, improved services offered, and provided more space for new services, an expanded food court and larger common areas. This has resulted in a bigger, better and more comfortable experience for all who visit, work and volunteer with the Students' Association.

## THE STUDENTS' ASSOCIATION OF MOUNT ROYAL UNIVERSITY HAS:

OVER 12,000 ACTIVE AND ASSOCIATE MEMBERS.

NEARLY 100 SERVICES AND PROGRAMS.

NEARLY 300 VOLUNTEERS EACH YEAR.

MORE THAN \$42,000 IN SCHOLARSHIPS AND BURSARIES EACH YEAR.

<sup>1</sup> See Wyckham House Foot Traffic Counts 2008-2010 report.



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## ADVERTISING RATES AT-A-GLANCE

TYPE	SIZE	PRICE	EXPOSURE
Services Directory	1/4 Page 1/2 Page Full Page	\$200 \$400 \$800	3,500 Directories printed. Year-long exposure. Deadline for Print—July 31
Binders	Full Page (8.5 x 11) Colour	60¢ per ad or insert you provide  75¢ per ad or insert (We print)	September: 1,000 (new student orientation) Deadline for Print—Aug 15
Tray Liners	Full Page (13.7 x 8.2)  Half Page (6.85 x 8.2) portrait	\$110 / week B&W \$220 / week  Colour \$65 / week B&W \$130 / week Colour	September–April Please call for availability. 1000 Tray Liners printed per week. Book 3 weeks or more and get 10% off !

TYPE	SIZE	PRICE	EXPOSURE
Housing List	1/4 Page 1/2 Page Full Page  Standard	Business advertng \$35 / month \$60 / month \$100 / month  Housing listings (rent or sell) \$20 / month	Published twice per week. Available 24/7 online
Table Rentals in Wyckham House Student Centre	n/a	Businesses \$100 / day \$400 / week  Students and small vendors \$50 / day Mon Thu \$25 / day Fridays \$200 / week	For table bookings: Lisa Antichow Phone: 440.6204 Email: l.antichow@samru.ca  September–April Direct traffic access to over 20,000 people a week.

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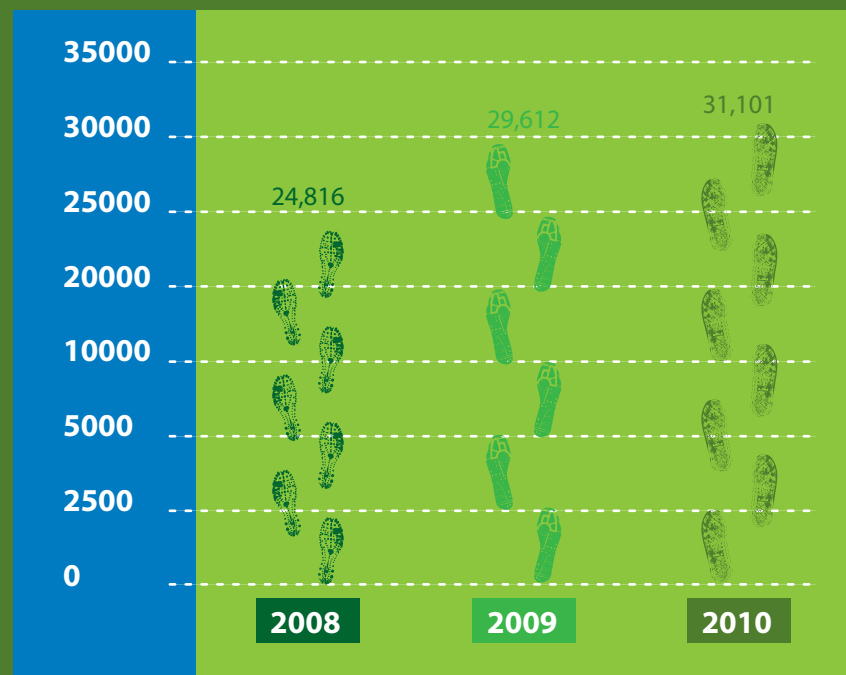
## AUDIENCE DEMOGRAPHICS

<b>NUMBER OF CREDIT STUDENTS</b>	<b>14,175</b>
Average age (full-and part-time)	23%
Female	63%
Calgary origin	80%
New to University	32%
Number of Faculty	1627
Number of support staff	834

Information is taken from MRU's Trends-at-a-glance September 2010, from the Mount Royal Faculty Association.

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## FOOT TRAFFIC





# SERVICES DIRECTORY

Given the wide variety of services the SAMRU provides to students, the annual Services Directory is a valuable piece of SAMRU literature. This document is readily available at any time during the year at key locations throughout the university, and includes a comprehensive listing of available services, important programs and contact information for the various centres and facilities. We consider this document to be a go-to guide especially for new and prospective students interested in what the SAMRU can offer them.

## SUBMISSION DEADLINES FOR PRINT

Deadline for 201 - July 31, 2012



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## Rates



SIZE	PRICE	EXPOSURE
1/4 Page	\$200	3,500 Directories printed. Year-long exposure. Multiple strategic locations around the university.
1/2 Page	\$400	
Full Page	\$800	

PRICES DO NOT INCLUDE G.S.T.

### AD FILE FORMATS:

PDF/X 1a files are preferred. Do not use compression.

If necessary, ads may also be supplied in:

InDesign. (include fonts and support files), Adobe Illustrator (convert fonts to outline), TIFF files (CMYK) or JPEG files (CMYK), 300 dpi @ 100%. Word, Publisher or Pagemaker files are NOT accepted.

**IMPORTANT** designers using Quark Xpress save your ad as a postscript file, run it through Distiller and save as a PDF/X 1a. Do not use "export to pdf" from the file menu. (This is not compatible with pre press RIP).



# BINDERS

Hundreds of free SAMRU-branded binders are given away each semester as part of Welcome Week events during the first two weeks of the fall semester. This is a prime time to get your message across to new and returning students. During the hectic first weeks of a new semester, the executive committee of Students' Council spends a few days at SAMRU tables in high-traffic areas on campus and hands out the free binders to generate awareness of the SAMRU and expose students to the important messaging within the binders — messaging that could include your advertisement.

## OTHER COMPANIES THAT HAVE ADVERTISED WITH US INCLUDE:

- Planet Organic
- Calgary Stampeters
- Bright Dental
- APEX Credit Union
- Shaw Communications
- Alberta Motor Association (AMA)

## SUBMISSION DEADLINES FOR PRINT

September Binder Deadline - Aug 15

Contact Information:  
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 Phone. (403) 440.7718  
 File submission. b.correia@samru.ca (max. 9MB)

**samru.ca**

## Rates



SIZE	PRICE	EXPOSURE
Full Page (8.5 x 11)	60¢ per ad or insert you provide 75¢ per ad or insert (We print)	September: 1,000 (new student orientation)

PRICES DO NOT INCLUDE G.S.T.

### AD FILE FORMATS:

Inserts must be hole-punched  
 PDF/X 1a files are preferred. Do not use compression.  
 If necessary, ads may also be supplied in:  
 InDesign, (include fonts and support files), Adobe Illustrator (convert fonts to outline), TIFF files (CMYK) or JPEG files (CMYK), 300 dpi @ 100%. Word, Publisher or Pagemaker files are NOT accepted.

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# TRAY LINERS



With the modernization of the Wyckham House Student Centre comes an expanded variety of interesting and exotic food choices that are a popular hit with the campus community.

Our recently expanded building added almost 45 per cent more space, introduced a number of new food kiosks, and helped us achieve one of our goals of becoming the vibrant hub of the campus community.

SAMRU has a diverse array of food options in Wyckham House the vibrant hub of student activity on campus. This translates into higher traffic through Wyckham House as well as a greater volume of food purchases made in the SAMRU food court—which is why our food tray liners are a great method by which to expose a variety of audiences to your messaging.

Every week, approximately 33,000 people, faculty, staff, students and general public pass through the doors of Wyckham House to dine, study, and experience the benefits SAMRU offers.

## Rates



SIZE	PRICE	EXPOSURE
Full Page (13.7 x 8.2)	\$110 / week B&W \$225 / week Colour	September—April 1000 Tray Liners printed per week.
Half Page (6.85 x 8.2) portrait	\$65 / week B&W \$130 / week Colour	Book 3 weeks or more and get 10% OFF!

Please call for availability. PRICES DO NOT INCLUDE G.S.T.

### AD FILE FORMATS:

PDF/X 1a files are preferred. Do not use compression.

If necessary, ads may also be supplied in:

InDesign, (include fonts and support files), Adobe Illustrator (convert fonts to outline), TIFF files (CMYK) or JPEG files (CMYK), 300 dpi @ 100%. Word, Publisher or Pagemaker files are NOT accepted.

**IMPORTANT** designers using Quark Xpress save your ad as a postscript file, run it through Distiller and save as a PDF/X 1a. Do not use "export to pdf" from the file menu. (This is not compatible with pre press RIP).

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# HOUSING LIST

The Housing List is one of the most valuable services provided by the SAMRU and is one of the most frequently visited areas of the SAMRU website. Affordable housing is a key issue among students today, and more students than ever are likely to access our housing lists in the coming semester.

At the SAMRU, we are currently working towards strengthening our online presence. We have an extensive promotional campaign intended to direct more traffic through our website and to improve brand loyalty among our membership. Consider reaching students each semester with your messaging by advertising on the Housing List.

## AD FILE FORMATS:

PDF/X 1a files are preferred. Do not use compression.  
If necessary, ads may also be supplied in:  
InDesign, (include fonts and support files), Adobe Illustrator (convert fonts to outline), TIFF files (CMYK) or JPEG files (CMYK), 300 dpi @ 100%. Word, Publisher or Pagemaker files are NOT accepted.

**IMPORTANT** designers using Quark Xpress save your ad as a postscript file, run it through Distiller and save as a PDF/X 1a. Do not use "export to pdf" from the file menu. (This is not compatible with pre press RIP).

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## Rates



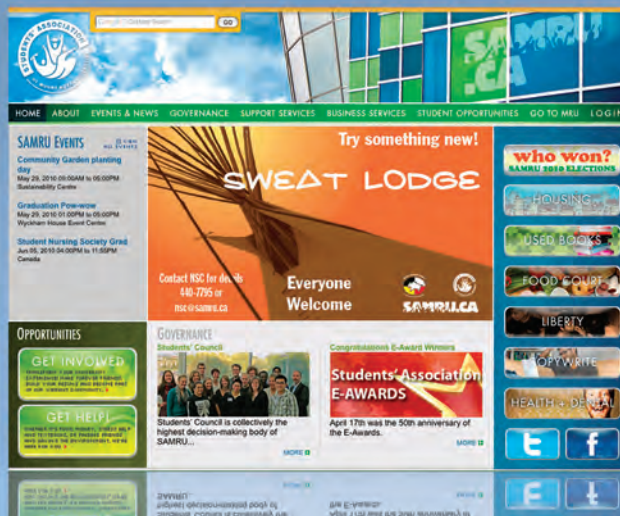
### BUSINESS ADVERTISING

SIZE	PRICE	EXPOSURE
1/4 Page	\$35 / month	Published twice per week. Available 24/7 online.
1/2 Page	\$60 / month	
Full Page	\$100 / month	

### HOUSING LISTINGS (RENT OR SELL)

SIZE	PRICE	EXPOSURE
Standard	\$20 / month Free for students with a valid Student ID	Published twice per week. Available 24/7 online.

PRICES DO NOT INCLUDE 6.S.T.



## WEBSITE

Traffic to the Students' Association's website has increased significantly in the last year. Our page views were up by 46% over the same period compared to last year, meaning people are looking at more pages while they visit our site.

From January to April of the 2011, we had almost 200,000 page views, and over 13,000 unique visits to our site. You can have direct access to the students who visit our website.

This is a great space for you to advertise at low rates.

### BANNER FILE FORMATS:

Our website is design in Adobe Dreamweaver, MAC platform.  
GIF files are preferred:

If necessary, ads may also be supplied in:  
Photoshop, Fireworks, Flash (include fonts and support files), JPEG files (RGB), 72 dpi @ 100%.

Word, Publisher or Pagemaker files are NOT accepted.

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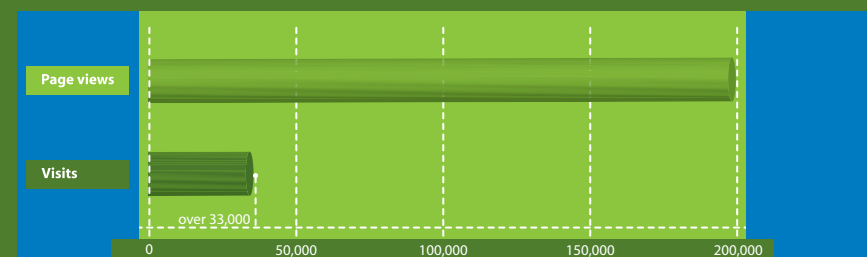
**samru.ca**

## Rates

### WEBSITE ADVERTISING

SIZE	PRICE	EXPOSURE
Banner leaderboard ads 728px X 90px	\$80 / month (Aug.through to Apr),  \$40 / month (May, Jun and Jul)  \$720 / year (a 10% savings).	Page views / year approx. 200,000  Visits / year  Over 33,000

PRICES DO NOT INCLUDE G.S.T.





# TABLE RENTALS

Renting a table with the SAMRU is a great way to promote your company, product or service while meeting and greeting students and other members of the campus community. Table rental is relatively inexpensive and gives you an excellent opportunity to maximize your exposure in a limited timeframe with direct traffic access to approximately 33,000 people per week. This effective communications vehicle is simple and straight-forward and will help you reach the young and educated demographic you're targeting, whether you're looking for new employees or new customers or are just looking to get an important message out there.

Contact Information:  
 Lisa Antichow, Rental Manager  
 Phone: (403) 440.6204  
 Email: Lantichow@samru.ca

[samru.ca](http://samru.ca)

## Rates



### BUSINESS ADVERTISING

RENTAL PERIOD	PRICE	EXPOSURE
Per Day	\$100	September—April Direct traffic access to over 33,000 people a week.
Per Week	\$400	

### STUDENTS AND SMALL BUSINESS VENDOR

RENTAL PERIOD	PRICE	EXPOSURE
Per Day, Mon—Thu	\$50	September—April Direct traffic access to over 33,000 people a week.
Per Day, Friday	\$25	
Per Week	\$200	

PRICES DO NOT INCLUDE G.S.T.