



I want to join your organization.



LOS ANGELES
LOYOLAN
YOUR HOME. YOUR VOICE. YOUR NEWSPAPER.
2009-2010 ADVERTISING GUIDE

I will spend \$500 shopping this weekend.



CONNECTING
YOU TO LNU

I am looking for a new place to live.



I will become your customer for life.



I am looking for a cheap flight to Cabo.



LOS ANGELES LOYOLAN

YOUR HOME. YOUR VOICE. YOUR NEWSPAPER.

The *Loyolan* is a tabloid (11" by 17") sized newspaper published twice-weekly during the school year.

It is online at www.theloyolan.com.

Phone: (310) 338-7509 Fax: (310) 338-7887 Email: ads@theloyolan.com
www.theloyolan.com

DEADLINES						
M	T	W	T	F	S	S
ADS FOR THURS DUE				ADS FOR MON DUE		

ADVERTISING DEADLINES

The *Loyolan* will be published on the dates highlighted below. **Ads for an issue published on Monday are due the Thursday prior at 5 p.m. Pacific Time. Ads for an issue published on Thursday are due the Monday prior at 5 p.m. Pacific Time.**

2009-2010 PUBLICATION SCHEDULE

August/September 2009						
S	M	T	W	T	F	S
30	31	1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

October 2009						
S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

November 2009						
S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

December 2009						
S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

January 2010						
S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
²⁴ / ₃₁	25	26	27	28	29	30

February 2010						
S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28						

March 2010						
S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

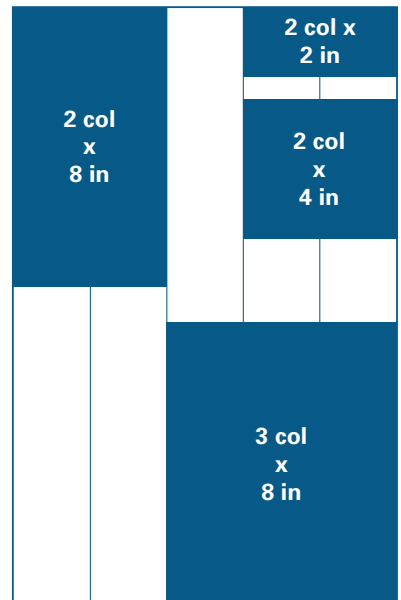
April 2010						
S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

May 2010						
S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
²³ / ₃₀	²⁴ / ₃₁	25	26	27	28	29

2009-2010 ADVERTISING RATES

Running more than one ad?
Ask about frequency discounts!

Size	Open Rate	Open Rate Color	Non-Profit*	Non-Profit Color*
per col/in	\$11	N/A	\$9	N/A
1 col x 2 in	\$22	N/A	\$18	N/A
1 col x 4 in	\$44	N/A	\$36	N/A
2 col x 2 in	\$44	N/A	\$36	N/A
2 col x 4 in	\$88	N/A	\$72	N/A
2 col x 8 in	\$176	\$376	\$144	\$344
3 col x 5 in	\$165	\$365	\$135	\$335
3 col x 8 in	\$264	\$464	\$216	\$416
Half Page	\$440	\$640	\$360	\$560
Full Page	\$880	\$1080	\$720	\$920
Center Spread (FREE COLOR!)	\$1500	\$1500	\$1250	\$1250



CUSTOM SIZES ALSO AVAILABLE

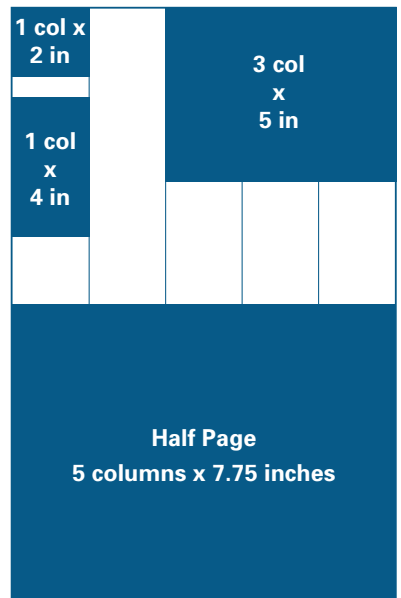
*Proof of status may be required to qualify for non-profit rates.

AD DIMENSIONS

The Loyolan is five (5) columns across and has a printable area of 9 3/4" by 15 1/2".

All advertisements are measured in a standard unit of measurement called a column-inch (columns across by inches tall). Use the chart to the right to determine the width of your ad:

1 column	=	1 13/16" wide
2 columns	=	3 3/4" wide
3 columns	=	5 13/16" wide
4 columns	=	7 3/4" wide
5 columns	=	9 3/4" wide



DETERMINING YOUR AD RATE

To determine your ad rate, multiply the number of columns by the height (in inches) of your ad. Multiply that number by your column inch price. Ask one of our friendly sales representatives for more details.

Put Your Ad Online!

We have reserved an exclusive spot on our Web site for your business. **Our site drew more than 6,000 unique visitors each month during the 2008-09 school year — visitors you can convert to customers by taking advantage of our high-visibility online ad position.** Even better... you only pay for the number of views you want to pay for. We are currently offering special rates for our existing print customers. Contact us now to reserve your spot on www.theloyolan.com.

E-mail ads@theloyolan.com for details or call us at (310) 338-7509 for info.

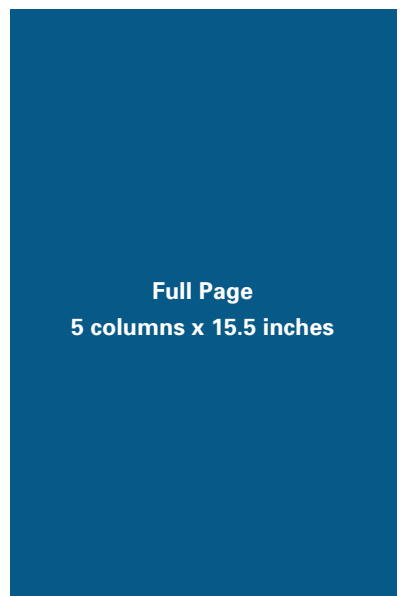
WE CAN ALSO HELP YOU
WITH **NEWSPAPER INSERTS**
AND **ONLINE ADVERTISING!**

LOS ANGELES LOYOLAN

Loyola Marymount University
One LMU Drive
Daum Hall, MS 8470
Los Angeles, California 90045

PHONE 310.338.7509
FAX 310.338.7887
EMAIL ads@theloyolan.com

www.theloyolan.com



CONNECTING YOU TO LMU

IS THE LMU
DEMOGRAPHIC
RIGHT FOR YOU?

Loyola Marymount University,
founded in 1911, is the largest
Catholic university on the West Coast.

5,509 undergraduate students and
1,962 graduate students attend LMU.

LMU employs 2,240 faculty
and staff members.

5,509 UNDERGRADUATES
+1,962 GRADUATE STUDENTS
+2,240 EMPLOYEES
+???? PARENTS AND ALUMNI
>10,000 POTENTIAL CUSTOMERS
YOU CAN REACH VIA THE LOYOLAN!

COLLEGE STUDENTS RESPOND TO NEWSPAPER ADVERTISING!

AN APRIL 2008 NATIONAL SURVEY
OF COLLEGE STUDENTS FOUND THAT

82% of college students read
their college paper regularly
80% reported reacting
to an ad or article.

Source: Alloy Media + Marketing / MORI Research College Newspaper Audience Study

THE LOYOLAN WILL HELP YOU REACH A YOUNG, EDUCATED
AUDIENCE WITH LEISURE TIME AND DISPOSABLE INCOME.

These are consumers that:

Travel.

77% travel at least 25 miles from campus
at least six times a year.

Eat out.

92% dine off campus at least once a week.

Go out.

97% go out for entertainment (concerts, clubs,
movies, events) at least once a month.

Source: A 2008 survey of 462 Loyola Marymount University students and staff members.

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