



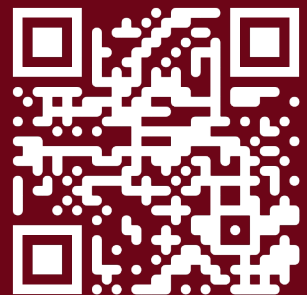
# MEDIA KIT

ADVERTISE WITH US

@Thesmujournal



[thesmujournal.ca/advertising](https://thesmujournal.ca/advertising)



# WHAT IS THE JOURNAL?

The Journal is Saint Mary's University's only independent student ran publication. Founded in the 1960s, the Journal has provided a voice for SMU students for decades. Our team focuses on delivering relevant, high-quality, and consistent content written by students for the Saint Mary's community.

In January 2020, the Journal converted from a traditional paper publication to a modern eco-friendly digital format. The Journal is proud to cover several student-relevant topics, including the Saint Mary's University Students' Association, athletics, alumni, and much more.

# WHY ADVERTISE WITH THE JOURNAL?

The Journal is the only way to exclusively advertise your business, service, product, or organization to the Saint Mary's community. Our website receives thousands of clicks per month, with top articles getting hundreds of impressions. There is no better way to advertise to the SMU community than through our website, newsletter, and social media channels.

# WHAT OPPORTUNITIES ARE THERE?

The Journal offers four advertising tiers. Every tier includes being added to our monthly newsletter and two posts on all of our social media channels, including Facebook, Twitter, LinkedIn and Instagram.

All ads should be 851 x 315 pixels, similar to a Facebook banner. We offer a 10% discount to any advertiser that provides a discount to Saint Mary's students in their advert. All ads are plus taxes.

## Advertisement Tiers:

1. Homepage Banner (Top): \$300.00 CAD per 30-days **(Most popular!)**
2. Homepage Banner (Bottom): \$150.00 CAD per 30-days
3. Section Banner (Top): \$75.00 CAD per 30-days
4. Article Sponsorship: \$75.00 CAD per article
5. Podcast Sponsorship: \$100.00 CAD per episode

## DO YOU OFFER ADVERT DESIGN SERVICES?

While the Journal does not offer any direct in-house design services please reach out to us by visiting [thesmujournal.ca/advertising](http://thesmujournal.ca/advertising) and we may be able to connect with you with a graphic designer to assist you.

## HOW DO I BUY AN ADVERT?

If you have questions or would like to purchase an advertisement with the Journal please contact us by:

1. Visiting [www.thesmujournal.ca/advertising](http://www.thesmujournal.ca/advertising) and filling out the web form.
2. Emailing [director@thesmujournal.ca](mailto:director@thesmujournal.ca) or by filling out our online form at [thesmujournal.ca/advertising](http://thesmujournal.ca/advertising) with the best contact name, company name, phone number, and questions.

**THANK YOU FOR  
YOUR INTEREST IN  
SUPPORTING  
STUDENT  
JOURNALISM.**