STUDENTS’ UNION

ADVERTISING OPPORTUNITIES

2018 / 2019
STUDENT HANDBOOK

Marketing
Suite 2 - 900
Students’ Union Building
8900 - 114 Street
Edmonton, Alberta, Canada
T6G 2J7

handbook@su.ualberta.ca
Advertising in the student handbook is a great way to get your business noticed by a significant market, the close to 38,000 students at the University of Alberta! The handbook will help to create awareness and generate interest in your business, as it is a key tool that the majority of students use every day, throughout the year.

The University of Alberta is a place where different trends, fashions and cultures come together and coexist, and so the university experience is more than just classes, books and studying. It is a time when students become adults, and also a time when many consumer patterns become firmly established.

The Student Handbook is a service provided by the University of Alberta Students’ Union. It is distributed free of charge to all first year students, and is available to all undergraduates. It includes a day planner and a calendar, as well as a complete guide to campus life and student government. As such, it is an essential resource that is used by most students.
Almost 95% of the student population at the university is in the 18-39 year old range, representing a key advertising demographic.

**STUDENT POPULATION**
- Full Time Students: 34,130
- Part Time Students: 3,631
- Total Males: 16,974
- Total Females: 20,787
- Total Students: 37,761

**LIVING ARRANGEMENTS**
- Student Residence: 12%
- Live with family: 50%
- Live with roommates: 28%
- Live alone: 10%

**TRANSPORTATION MODES**
- Public Transit: 53%
- Walk: 21%
- Car: 22%
- Bike: 4%

**AGE & GENDER**

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Males</th>
<th>Females</th>
</tr>
</thead>
<tbody>
<tr>
<td>Under 18</td>
<td>457 [2.7%]</td>
<td>642 [3.1%]</td>
</tr>
<tr>
<td>18-24</td>
<td>10,056 [71.0%]</td>
<td>15,034 [72.3%]</td>
</tr>
<tr>
<td>25-39</td>
<td>4,002 [23.6%]</td>
<td>4,335 [20.9%]</td>
</tr>
<tr>
<td>40+</td>
<td>459 [2.7%]</td>
<td>776 [3.7%]</td>
</tr>
</tbody>
</table>

Enrolment statistics are collected from the 2014-2015 school year. Source: Institutional Data Warehouse

Living and Transportation data are collected from the 2014 Students’ Union Survey.
TECHNICAL DETAILS

The final day to book ad space is June 8, 2018; however, ad space is sold on a first come, first served basis and space is limited. The last day for submitting ad content is June 15, 2018.

MECHANICAL REQUIREMENTS

The advertiser is responsible for supplying final, print-ready artwork. If required, the Students’ Union can create ads (there is a $45/hr charge (minimum 1-hour charge)).

Ads are to be prepared in full colour. Please convert any spot colours to CMYK and ensure images are saved as CMYK, not RGB. All ads should be high resolution (300 dpi) to ensure the quality of the final product.

The Handbook will be printed on white paper and coil bound. To ensure that ad copy is not compromised, leave 0.625” on both sides of the ad to allow for coil-side hole punching.

Ads should be saved in PDF, EPS, or TIFF formats only (in order of preference). EPS files should include all fonts and links.
AD SAMPLES

AD SIZES

COVERS, TABS AND PAGES:

IMAGE AREA 5.75” x 8.75”
(with bleed 6” x 9”)

HALF PAGES:

IMAGE AREA 5.75” x 4.375”
(with bleed 6” x 4.5”)

BANNERS:

IMAGE AREA 5.75” x 1.5”
(with bleed 6” x 1.625”)

COUPONS:

IMAGE AREA 5.75” x 2.19”
(with bleed 6” x 2.315”)

The handbook ads should be designed with a 0.125” bleed, and a 0.625” allowance for coil binding on either side of the image area. All sizes are width by height.

The above ad demonstrates a proper bleed (in pink) and also a generous text-free margin to allow for the coil.

We have illustrator (ai) and photoshop (psd) template files for all the ad sizes available for download on the website.
LEARN TO TEACH
Become a teacher | Inspire the future!
www.education.concordia.ab.ca
www.concordia.ab.ca
Expect more.

Coupons (two sides): 5.75” x 2.19”
(not shown actual size)

Half Page: 5.75” x 4.375”
(not shown actual size)

Back cover, inside front cover,
tabs & pages: 5.75” x 8.75”
(not shown actual size)
University of Alberta
Student Special

Any student who comes in with a current University of Alberta OneCard will receive a free Loyalty Card valued at $50.00, with receipt. 15% back on their Loyalty Card on all services and parts purchased.

Valid at both Wheaton Honda and Toyota on the Trail.
We provide the student discount! Tell them they’re on campus.

Need a new vehicle? Ask us about
specials to offset the cost of gas.

Inside back cover (bookmark)
5.75” x 8.75”
0.25” allowance for right side
no coil binding allowance
(not shown actual size)

Inside back fold out
12” x 8.75”
(not shown actual size)
### Rates

**Full Colour Covers**
- Outside Back Cover: $5500
- Inside Front Cover: $3500
- Inside Back Cover (bookmark): $4000
- Inside Back Fold Out: $4500

**Full Colour Tabbed Pages**
- Tab Page, One Side: $3000

**Regular Pages**
- Full Page: $1600
- Half Page: $900

**Banners**
- Timetable Banners: $650
- Map Page Banner: $450
- Calendar Page Banner: $525
- Banner:
  - 4 Banner Ads: $870
  - 6 Banner Ads: $1160

**Full Colour Coupons**
- Both Sides: $900
- Full Page: $3000
- Two Page Spread (limited availability): $3100
DATES

OTHER ADVERTISING OPPORTUNITIES
The Students’ Union manages a network of 100+ digital screens across campus known as SUTV. Many Handbook advertisers also use SUTV to keep students in the loop year round.

The SUTV Media Kit is available at sutv.ca

If you are thinking about an advertising campaign that combines Handbook and SUTV, then give us a call. We will be pleased to tailor a package for you to meet your specific needs.

DATES & DEADLINES

The final day to book ad space **June 8, 2018**

The last day for submitting ads **June 15, 2018**

Files should be emailed to: handbook@su.ualberta.ca

Please contact us if you have any questions at all about preparing artwork for the handbook.