

Who We Are

The Meliorist is the official student newspaper of the University of Lethbridge. It is published weekly on Thursdays throughout the academic year by The Meliorist Publishing Society. It is the largest and most widely circulated form of media on the University of Lethbridge campus.

The University of Lethbridge is comprised

of over 8000 students and employs more than 1000 employees. Advertising in The Meliorist provides a very effective method to a market of students, faculty, staff and visitors of the UofL.

The Meliorist can be found on 20+ locations on campus and 15+ locations off campus throughout the community.

Why Advertise With Us?

- 85% of all university students read their campus newspaper weekly. ¹
- On average, students spend 24 minutes reading their student newspaper. ¹
- Geographic census of students attending the UofL shows that 75% are from areas outside Lethbridge. ²

1. Canadian Campus Market Research (CCMR 2007)
2. University of Lethbridge, Institutional Analysis Facts Book 2006-2007

Ad Deadlines - Ads to be submitted NO LATER than Friday at 2pm (prior to following Thursday's paper).

Cancellations - No later than 11:00am Monday prior to Thursday's paper.

Ad Materials - Please send ads as .tiff or .pdf files. Preferred resolution for ads is 300 dpi and a minimum resolution of 150 dpi is required.

Contact Information

For more information or to place an ad, call or email:

Brandon Wallis
Advertising Manager
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2011/2012 Publication Schedule

Sept: 8, 15, 22, 29	Jan: 12, 19, 26
Oct: 6, 13, 20, 27	Feb: 2, 9, 16
Nov: 3, 10, 17, 24	Mar: 1, 8, 15, 22, 29
Dec: 1, 8	Apr: 5, 12

Advertising Rates

* Prices are based on per insertion basis
** GST not included

H x W	1 to 4 Issues		5 to 14 Issues	
	<u>B&W</u>	<u>Colour</u>	<u>B&W</u>	<u>Colour</u>
• 16" x 10"	\$284	\$489	\$259	\$464
• 8" x 10"	\$179	\$324	\$164	\$309
• 9" x 8"	\$144	\$239	\$129	\$224
• 6" x 8"	\$129	\$199	\$114	\$184
• 4" x 10"	\$114	\$179	\$99	\$164
• 16" x 2"	\$69	\$104	\$64	\$99
• 4" x 4"	\$59	\$94	\$54	\$89
• 2" x 8"	\$49	\$84	\$44	\$79
• 8" x 2"	\$49	\$84	\$44	\$79
• 2" x 4"	\$39	\$74	\$34	\$69
• 4" x 2"	\$39	\$74	\$34	\$69

Specialty Ads

Back Page (full colour) \$499
TLF Banner (full colour) \$219 for one - \$399 for two

Online Advertising

www.themeliorist.ca

**Please see the separate brochure for details on our NEW online advertising rates and sizes.

thank you!