

THE MELIORIST

SPRING 2021 RATE CARD

The Meliorist accepts advertisements for local businesses and other organizations looking to promote their products and services through our publications. Due to ongoing print restrictions caused by COVID-19, we are offering exclusively digital advertising opportunities until August 2021. We currently receive around 1,500 pageviews on our website per month, in addition to engagement on all of our social media platforms. Our content is aimed at the nearly 9,000 students currently enrolled at the University of Lethbridge, focused on bringing relevant and informative content to their feeds.

ONLINE PRESS		
Type	Size	Monthly Rate
Homepage banner	728 x 90 px	\$70
Article sidebar	350 x 700 px	\$100

*Student organizations and clubs pay \$30/mo instead; community non-profits pay \$40/mo.

Ads are first come, first serve. Ads must be negotiated prior to the last day of each month in order for them to run on the website in the following month. All ads must be provided by the advertiser and be sent in .jpg or .png formats. All ads are final after payment is received.

The Meliorist accepts cheques payable to: The Meliorist Publishing Society, 4401 University Dr W, Lethbridge, AB T1K 3M4.

Please contact our Business Manager at business@themeliorist.ca for all advertising inquiries and bookings.