Media Kit

FANSHAWE COLLEGE STUDENT UNION



Diana Watson Sponsorship & Advertising Coordinator 519.452.4109 x16321 d_watson2@fanshawec.ca

1001 Fanshawe College Blvd., Room SC2001 | P.O. Box 7005 | London, ON | N5Y 5R6



Why Us

The Fanshawe Student Union (FSU) offers the opportunity for advertisers to connect with students both on and off-campus. By advertising with the FSU, you are targeting consumers at a stage where they will develop strong brand loyalties, set trends and are open to new ideas. Now is the chance to take advantage of our reach to bring the Fanshawe community to your business. We offer advertising packages to stretch your budget and connect with this wide audience. The Fanshawe Student Union (FSU) is an essential part of the entire Fanshawe and College experience. It offers services that students benefit from and is an advocate for students, helping them adjust to their life away from home, while being a part of the student's home away from home. The FSU puts on a number of events throughout the year that are aimed to entertain and help students relax and enjoy their time at Fanshawe, in between their studies. The FSU produces the Interrobang, the Campus newspaper, a service aimed at keeping students informed on what is happening at the College, the City of London, or anything beyond the region, that may be of interest and impact students. The services, events and resources the Fanshawe Student Union has for students is truly essential and an important part of their student life and experience at Fanshawe.

MISSION STATEMENT

The Fanshawe Student Union is a student representative body, designed to meet the various needs and expectations of students attending Fanshawe College. We currently operate and maintain two separate buildings on Fanshawe's London Campus.

"The FSU is an organization committed to excellence in service and student support within the diverse student community of Fanshawe College."

Interrobang

The Interrobang is published by the Fanshawe Student Union and is distributed throughout the Fanshawe College and Western University communities. The Interrobang promotes strong local content, connecting readers to what they care about. The Interrobang offers news and information with powerful insight and analysis for a distinctive experience on every platform. Breaking news is covered by the editorial staff and delivered online, keeping our audience informed and engaged. The Interrobang has broad demographics which allows for advertisers to build captivating campaigns. Unique advertising opportunities are available for print and web to give brands options for engagement within their target markets.

| Full Page 10 x 16 Eighth Page 4 x 5.25 | Full Page 10 x 16 in. \$635 One Issue \$540 Three Issues 15% Savings \$508 Five Issues 20% Savings \$475 Ten Issues 25% Savings | Eighth Page 4 x 5.25 in. \$105 One Issue \$89 Three Issues 15% Savings \$84 Five Issues 20% Savings \$78 Ten Issues 25% Savings |
|--|--|---|
| Half Page 10 x 8 Sixteenth Page 4 x 2.25 | Half Page 10 x 8 in. — \$335 One Issue \$285 Three Issues 15% Savings \$268 Five Issues 20% Savings \$250 Ten Issues 25% Savings | Sixteenth Page 4 x 2.25 in. \$70 One Issue \$60 Three Issues 15% Savings \$56 Five Issues 20% Savings \$52 Ten Issues 25% Savings |
| Quarter Page 6 x 7 Front Page Banner 10 x 2 | Quarter Page 6 x 7 in. \$190 One Issue \$160 Three Issues 15% Savings \$152 Five Issues 20% Savings \$140 Ten Issues 25% Savings | Front Page Banner 10 x 2 in. \$325 One Issue \$275 Three Issues 15% Savings \$260 Five Issues 20% Savings \$240 Ten Issues 25% Savings |

Pricing is applicable to colour and black and white ads. All rates subject to 13% HST.

Inserts

\$60 One Issue

\$165 Three Issues 15% Savings

\$255 Five Issues 20% Savings

Based on 8.5 x 11" sheet (flat or folded). All other sizes or weight to be quoted.

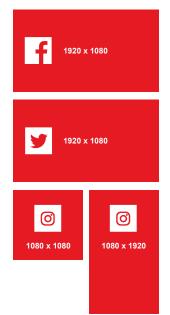
Diana Watson, Sponsorship & Advertising Coordinator 519.452.4109 x16321 | d watson2@fanshawec.ca

Interrobang

| | ٩ | | | |
|------|----------------|--------|-----------------------|--|
| | Leaderboard 72 | 8 x 90 | | |
| | | | | |
| | | Ar | ticle Page / | |
| | | Po | Sidebar opout Menu | |
| | | 3 | 45 x 308 | |
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theinterrobang.ca

Leaderboard 728 x 90 pixels Article Page 345 x 308 pixels Sidebar Popout Menu 345 x 308 pixels \$150 per month \$225 per semester \$400 calendar year



Interrobang Social Media

f @ @FSUINTERROBANG

@INTERROBANG_FSU

Facebook 1920 x 1080 pixels Twitter 1920 x 1080 pixels Instagram 1080 x 1080 pixels or 1080 x 1920 pixels

\$100 per month (4)

\$300 per semester (15)

Contact Diana for package rates!



Interrobang E-Newsletter

Weekly 900 x 206 pixels **\$60** once **\$205** per month (4) *15% Savings* **\$672** per semester (14) *20% Savings*

\$1,125 calendar year (25) 25% Savings

All rates subject to 13% HST.

Digital



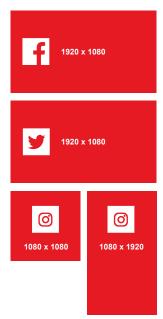
fsu.ca

Leaderboard 728 x 90 pixels Skyscraper 160 x 600 pixels

\$225 per month

\$325 per semester

\$600 calendar year



FSU Social Media

f y 🛛 @fanshawesu

Facebook 1920 x 1080 pixels Twitter 1920 x 1080 pixels Instagram 1080 x 1080 pixels or 1080 x 1920 pixels

\$100 per month (4)

\$300 per semester (15)

Contact Diana for package rates!



Second Positic 900 x 206

FSU E-Newsletter

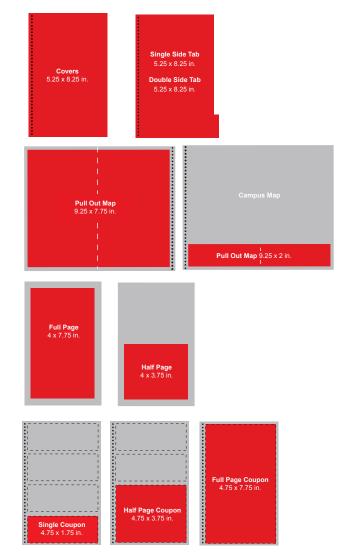
Weekly 900 x 206 pixels **\$100** once **\$340** per month (4) *15% Savings* **\$1,120** per semester (14) *20% Savings* **\$2,700** calendar year (36) *25% Savings*

All rates subject to 13% HST.

Handbook

The Student Handbook is an effective way to advertise your business. 10,000 copies of the Student Handbook are distributed free of charge to Fanshawe students during orientations and college events. The Student Handbook can be utilized as a calendar and is brimming with information about the College, the Student Union and student-friendly advertisers.

| Covers | $5.25 \ x \ 8.25 \ in. \ (plus \ 0.125" \ bleed)$ | \$2,025 |
|------------------------|---|----------------|
| Single Tab Side | $5.25 \ x \ 8.25 \ in. \ (plus \ 0.125" \ bleed)$ | \$1,775 |
| Double Tab Side | $5.25 \; x \; 8.25 \; in. \; ({\tt plus \; 0.125" \; bleed})$ | \$2,925 |
| Reverse Side of Pull C | ut Map 9.25 x 7.75 in. | \$1,325 |
| Bottom of Pull Out Ma | 9.25 x 2 in. | \$900 |
| Full Page | 4 x 7.75 in. | \$1,250 |
| Half Page | 4 0 75 : | |
| rian r ago | 4 x 3.75 in. | \$725 |
| Single Coupon | 4 x 3.75 in. 4.75 x 1.75 in. | \$725 \$425 |
| | | |
| Single Coupon | 4.75 x 1.75 in. | \$425 |



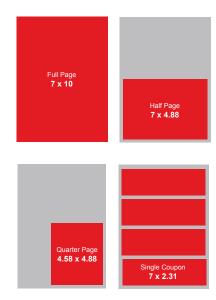
All rates subject to 13% HST.

Navigator





The Navigator is London's official student lifestyle magazine. The publication is written and illustrated by students of Fanshawe College and Western University. The Navigator is a full colour, glossy magazine that includes a coupon section with a companion coupon site called Navigator Deals. It makes the perfect companion for students and parents to discover the best places to visit and things to do in London and the area for the complete post-secondary experience. The Fanshawe Student Union and University Students' Council of Western are working together to help you stretch your advertising dollar to reach students at both schools in print and online.



All ads sizes and coupons are full colour. Coupons are double sided.

Navigator Magazine

Full Page **\$1,150** 7 x 10 in. (plus 0.125" bleed)

Half Page **\$750** 7 x 4.88 in.

Quarter Page **\$325** 4.58 x 4.88 in.

Single Coupon **\$450** 7 x 2.31 in.

Double Coupon **\$825** 7 x 4.88 in.

Full Page Coupon **\$1,350** 7 x 10 in.



navigatorlondon.ca

Leaderboard 728 x 90 pixels Article Page 345 x 308 pixels

\$150 per month

\$225 per semester

\$400 calendar year

Navigator Deals

navigatorlondon.ca/deals Coupon Site 2100 x 693 pixels \$325 per semester \$600 calendar year

All rates subject to 13% HST.

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Event Calendar

The FSU organizes, hosts, and promotes events to students through our website, social media outlets and entertainment calendars. In September, January, and May, we print and distribute thousands of free calendars that can be found in cafeterias, common areas, office areas and residences. All FSU Student events that are in the free student calendars, are also promoted on larger entertainment calendars (42"x40") that you will find on walls and bulletin boards all over campus in busy student areas.

| | | | | | BROUGHT BY THE FANSHAWE STUDENT UNION | | |
|--------|---------------------------|---------|-----------|----------|--|----------|--|
| SUNDAY | MONDAY | TUESDAY | WEDNESDAY | THURSDAY | FRIDAY | SATURDAY | |
| Earlug | Earlug 11 x 4 | | 1 | 2 | 3 | 4 | |
| 5 | 6 | 7 | 24 | 9 | 18 | 11 | |
| 12 | 13 | 14 | 15 | 16 | 17 | 18 | |
| 19 | 20 | 21 | 22 | 23 | 24 | 25 | |
| 26 | 27 | 28 | 29 | 30 | | | |
| | Bottom Banner 40 x 7.5 | | | | | | |

Large Wall Calendars

Earlug 11 x 4 in.

\$150 Month\$225 Semester\$500 Calendar Year

Bottom Banner 40 x 7.5 in.

\$375 Month\$550 Semester\$1,200 Calendar Year



Handout Calendars

Half Page 5 x 7 in.

\$225 One Semester

15% Savings **\$191.25/ Issue** Two Semesters

20% Savings \$180/ Issue Three Semesters Earlug 6 x 1.25 in.

\$80 One Semester

15% Savings **\$68/ Issue** Two Semesters

20% Savings **\$64/ Issue** Three Semesters Bottom banner 10.25 x 2.75 in.

\$175 One Semester

15% Savings **\$148.75/ Issue** Two Semesters

20% Saving **\$140/ Issue** Three Semesters

Three semesters include fall, winter and spring. All rates subject to 13% HST.

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On Campus

Connect with students while they are on campus.

LCD Screens at the Main Campus and Downtown Campus are available for videos or static images. eight LCD screens in total. **Back** Lit Signage - full colour, back lit plexiglass panels surrounding the LCD screen outside of The Out Back Shack and The Gamesroom. Facility Signage - on the reverse side of bathroom stalls and above urinals in the Student Union Centre and The Out Back Shack. We welcome vendors to table on our campus during the school year (off-peak times) and during Orientations in September, January and May.





All rates subject to 13% HST.

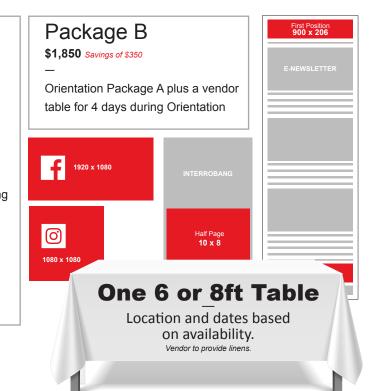
Sponsorship

ORIENTATION

Package A

\$1,250

- ONLINE advertisement on fsu.ca and theinterrobang.ca for the fall semester
- Four SOCIAL MEDIA posts on both Facebook and Instagram
- Four E-NEWSLETTER advertisements
- 1/2 page advertisement in the Interrobang NEWSPAPER Orientation issue
- Title Sponsorship of one Orientation EVENT (online or in person)
- LOGO placement in all promotions for Orientation related events and activities



ONLINE EVENTS

avi, mp4, jpg, mp3 for intro and outro, during changeovers (commercials), logo on social media promotion, mentions during broadcasts

Deal or No Deal, Trivia, All Acoustic, Bingo

\$5,000 - 12 online events with

12 months of promotions \$3,000 - 8 online events with

8 months of promotions

See Diana for event packages, activations, giveaways, or tabling at in-person events.

PODCAST

Mp3 intro and outro, logo on social media promotion, mention in podcast description

- \$25 / one podcast
- **\$100** / four podcasts per month
- \$300 / 14 podcasts per semester
- \$475 / 25 podcasts per year

ADVERTORIAL

Two photos and 300 words posted on theinterrobang.ca or navigatorlondon.ca (must include #sponsored)

- _
- \$150 per month
- \$200 per semester
- \$300 per year

All rates subject to 13% HST.

Output Requirements & Conditions

FILE FORMATS: We encourage use of PDF/x. Support files should be saved as TIFF, AI, EPS or hi-res JPG. Adobe Illustrator (AI, EPS, PDF, SVG) - MUST convert all fonts and stroke-weights to outline. Artwork should be supplied in vector format. ALL RASTER objects in artwork must be appropriate resolution. If not, it may require artwork changes and additional charges.

Adobe Photoshop (PSD, TIF, JPG) - MUST rasterize your fonts and save files as .psd (if you have layers or need transparency). Image resolution should be at 300 dpi. **RESOLUTION:** 300 DPI

COLOUR MODE: CMYK and RGB. CMYK version required for print. RGB version required for digital platform. **MINIMUM FONT SIZE:** 7 pt (digital platform requirement)

GUIDELINES:

Artwork must be sent at 300 dpi.

No artwork from the web.

Black text must be solid black (CMYK value 0,0,0,100) not rich black.

Camera-ready artwork must be submitted by noon on the day of the deadline.

All submitted artwork must be licensed for commercial use.

All linked files need to be embedded.

All graphics are subject to review and approval before production.

Artwork should be sharp, clean, smooth and free of jagged lines/shapes.

Send artwork early to avoid production delays.

GENERAL POLICY

All advertising copy is subject to approval by the Fanshawe Student Union. In consideration of the Advertising and Creative Services' (ACS') acceptance of copy for publication, the agency and the advertiser will indemnify and save harmless, FSU, its officers, employees, and agents, against all loss, damage and expense of whatsoever nature arising out of the copying, printing or publishing of advertising copy including, without limitation, reasonable attorney's fees resulting from claims of suits for libel, violation of right to privacy, plagiarism and trademark and copyright infringement.

COPY POLICIES

Advertising deadlines, as published herein are strictly observed. Although advertising may, rarely, be accepted later than deadline, late copy is accepted with the understanding that Advertising and Creative Services or FSU, will assume no responsibility for errors in published advertising. Advertising and Creative Services will not be responsible for errors in published copy if a proof has been furnished to the advertiser or advertiser's agent, or if completed digital file containing errors has been supplied by the advertiser. In no case will ACS' or FSU's liability exceed the cost of the advertising space occupied by the erroneous ads and FSU assume no liability for failure to publish advertising on the date or edition ordered. There is an additional charge for placement for guaranteed positions in the Interrobang as outlined in the rates. Contest advertising must be submitted in advance and include rules. Advertisements must state that prize winners' names will be published or that winners will be notified by mail, and a list of winners must be filed with the publisher. Orders not corresponding to the current rate card will be regarded as a clerical error and the advertising will be inserted at face rate. FSU can assume no responsibility for production materials not called for within 30 days after publication. Advertising which simulates the appearance of editorial or news must be bordered, and the word "ADVERTISEMENT" must appear in the ad space. Advertising copy may not be run upside down.

PAYMENT POLICY

Visa, MasterCard, Debit, cheque or cash. We do not accept post-dated cheques.

The following terms are available:

For new advertising clients you must pay the total amount in advance up to \$1000 by Visa, MasterCard debit or cash and over \$1,000 we require 50% of the payment in advance with the same methods of payment. The remaining balance will be invoiced and due within 30 days. For continuous advertising clients, you will be invoiced and the balance will be due within 30 days of the issue date that the ad was published in. Monthly invoices will be applied to any advertiser that places their ads in more than one issue of each month. If we do not receive payment within 30 days and your credit card is on file, you will be charged the last business day of each month for all invoices incurred for that month unless otherwise specified.

Classified advertisements are to be paid in advance for the full amount by Visa, MasterCard, debit or cash.

Accounts are payable when rendered. Interest at a rate of 2% per month will be charged on all outstanding accounts past 30 days.

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fsu.ca/promotion

