



SAMRU MEDIA KIT

OPPORTUNITIES TO REACH THE STUDENT DEMOGRAPHIC

STUDENTS' ASSOCIATION OF
MOUNT ROYAL UNIVERSITY



Print

Service Directory
Tray Liner
Large Banner



Vendor Spaces

Daily and Weekly Table Rental

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1.0 about samru

WHO WE ARE

The **Students' Association of Mount Royal University (SAMRU)** is a charitable organization that acts as the sole representative body for all Mount Royal University credit students and oversees all functions of the Wyckham House Student Centre.

SAMRU is independent from Mount Royal University and is self-governed by an elected group of student leaders. All operations, programs and services are managed by a professional staff, whose work supports the governing board of SAMRU.

SAMRU provides Mount Royal University students with a wide variety of services, including volunteer opportunities, special events, concerts, entertainment, leadership development, and support.

SAMRU offers nearly ninety different programs and services to students, whether it's an emergency student loan, food bank hamper or scholarship, web contents or housing information, the Students' Association is a one-stop shop for support and advocacy.

SAMRU serves students to help them succeed.

Charitable Organization Number: 82246 4020 RR0001

Mission Statement

we represent and serve students to help them succeed.

REVENUE FROM ADVERTISING IS USED TO PROVIDE PROGRAMS AND SERVICES THAT SUPPORT STUDENTS

15,500

active members
and associate
members

91.5k

in scholarships
and development
funds each year

150

volunteers
working 4.5k
hours each year

90+

services and
programs

WYCKHAM HOUSE STUDENT CENTRE

The Wyckham House Student Centre is operated by the Students' Association.

Foot traffic counts reveal that over 25,000 people enter the building every week. There are around 15,500 credit students and over 1,600 faculty and staff on campus each week during the fall and winter semesters.

The student centre has a large food court on the main level, with 11 food kiosks, a licensed student social space and restaurant, and a convenience store. Students, faculty and staff regularly frequent these areas.

The second and third levels contain a very busy reception centre, two student study lounges, six student service centres, Students' Council Chambers, a gallery, a space for clubs to meet and hang out, and administrative offices.

The basement also sees a high amount of traffic, housing the student health office, a dental centre, a pharmacy, an optometrist, and a student newspaper office.



2.0 reach

AUDIENCE DEMOGRAPHICS

NUMBER OF CREDIT STUDENTS 15,500

AVERAGE AGE
(FULL AND PART TIME) 23

FEMALE 64%

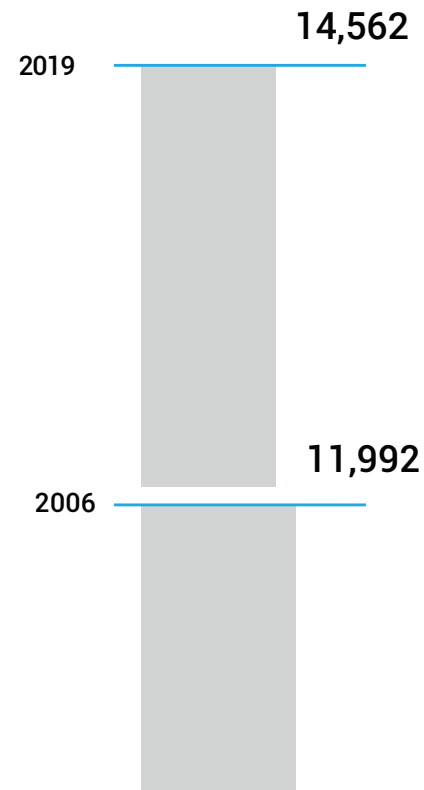
CALGARY ORIGIN 75.4%

NON-CREDIT STUDENTS 26,340

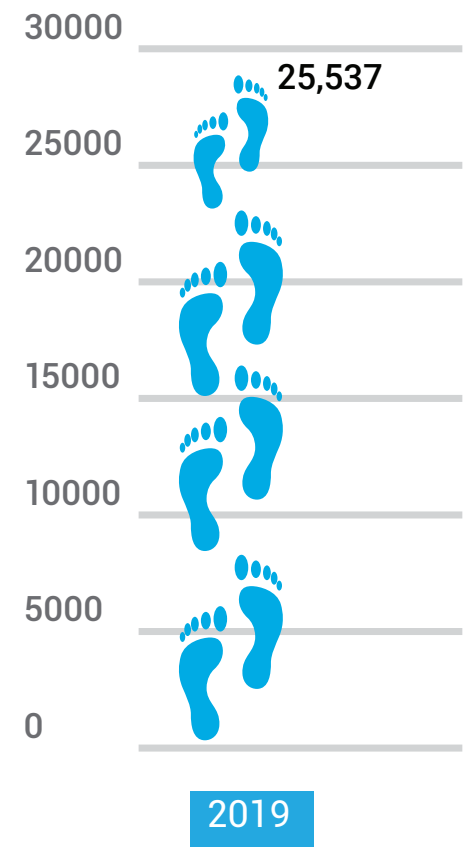
FACULTY AND STAFF 1,664

NUMBER OF SUPPORT STAFF 836

MEMBERSHIP GROWTH



FOOT TRAFFIC



3.0 print

FOOD COURT TRAY LINER

SAMRU is the centre of student activity on campus, offering a diverse array of food choices and dozens of student services that are popular with students, faculty, staff and the general public.

This translates into high traffic through Wyckham House and large volumes of food purchases made in the SAMRU food court—which is why our food tray liners are a great way to expose a variety of audiences to your messaging. Every week, over 25,000 people visit Wyckham house to dine, study, and experience the benefits SAMRU offers.

Ad File Formats:

PDF/X 1a files are preferred: Do not use compression.

If necessary, ads may also be supplied in:

InDesign, (include fonts and support files), Adobe Illustrator (convert fonts to outline), TIFF files (CMYK) or JPEG files (CMYK), 300 dpi @100%. Word, Publisher or PageMaker files are NOT accepted.

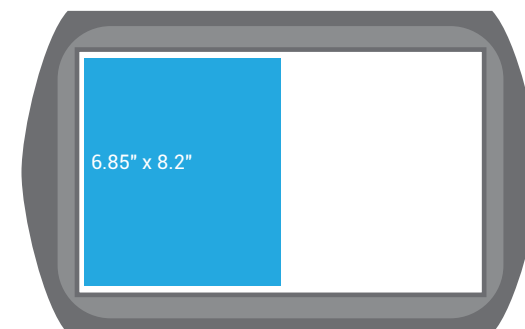
RATES

Size	Price	Exposure
Full Page 13.7in. X 8.2in.	\$220/ week	September - April 1,000 tray liners printed per week. Book 3 weeks or more and get 10% off
½ Page 6.84in. X 8.2in.	\$140/week	

Prices do not include GST



Full Page



½ Page

Contact:

Brendan Correia

email: b.correia@samru.ca

BACKLIT ADS AND CLASSIC WASHROOM ADS

print

Located in the main hallway entrance into Wyckham House this 4' x 6' backlit sign is big and bright, making the illuminated message stand out even more.

Backlit Sign Dimensions

47 1/4" x 68 1/2"

With Bleed

47 1/2" x 68 3/4"

Visible Space

45" x 66"

Safe Area

42" x 63 1/4"

Suggested Process

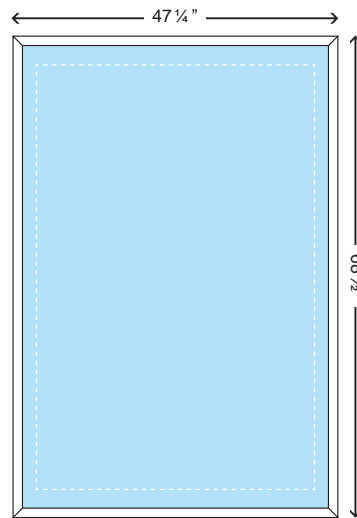
Translucent polyester 7 MIL Gloss 3 MIL

Format

PDF high-resolution
(150 dpi resolution artwork)

Backlit Sign Rates

Aug 15 - Sept 15
\$400/board/week
Remainder of the year
\$250/board/week



Contact:
Brendan Correia
email: b.correia@samru.ca

These 11" x 13" frames are strategically located across 21 spaces in the basement and main floor food court washrooms in Wyckham House.

Classic Washroom Ad (Trim)

13" x 17"

With Bleed

13 1/4" x 17 1/4"

Visible Space

11 3/4" x 15 1/2"

Safe Area

10 3/4" x 14 1/2"

Suggested Process

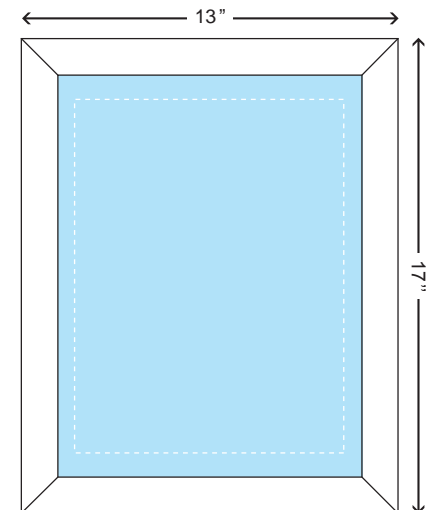
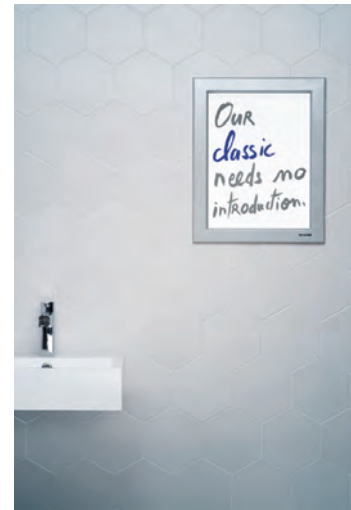
100 lb / 200 M stock paper, coated 2 sides

Format

PDF high-resolution
(300 dpi resolution artwork)

Washroom Ad Rates

Aug 15 - Sept
\$40/board/week
Remainder of the year
\$40/board/month



4.0 vendor spaces

TABLE RENTAL

Renting a table with SAMRU is a great way to promote your company, product, or service while meeting and greeting students and other members of the campus community. Table rentals are a relatively inexpensive opportunity to maximize your exposure in a limited time-frame with direct traffic access to approximately 25,000 people per week. This effective communications vehicle is a simple and straightforward way to reach the young and educated demographic you're targeting, whether you're looking for new employees, new customers, or just an effective way to get an important message out there.

Note:

All prices include the set up of a six-foot folding table and two chairs.

During lull periods, final exams or spring months, we offer discounts.

The right to advertise elsewhere in Wyckham House is not included with table rental costs. Please ask if you would like to see rates and options for additional advertising in Wyckham House.

Contact:

SAMRU Rentals

email: rentals@samru.ca

RATES

Rental Period	Price*	Exposure
Per 8 hour day <i>Mon. to Fri. from 9:00 - 17:00</i>	Corporate Rate \$100	Direct traffic access to over 25,000 people a week during the school year. *Please note that rates are x2 during the first two weeks of September and January. These are prime times when there is higher than average traffic with opportunities to reach even more students.
	Small Business Rate \$50 (\$25 on Fri.)	
	Student Rate \$45 (\$25 on Fri.)	
Per Calendar Week	Corporate Rate \$400	
	Small Business Rate \$200	
	Student Rate \$200	

Prices do not include GST

5.0 student life

MEMBER LIFECYCLE CALENDAR

MONTH & THEME	ACTIVITIES	STUDENT EXPERIENCES
AUGUST NEW BEGINNINGS / RENEW RELATIONSHIPS	<ul style="list-style-type: none">• Fees due• Buying books• Moving into residence	<ul style="list-style-type: none">• Excited and unprepared for what's to come• Anxiety about starting a new chapter and/or fitting into a residence situation• Fresh start for returning students
SEPTEMBER FIND COMMUNITY / BUILD A FOUNDATION	<ul style="list-style-type: none">• Last day to pay fees for Fall Semester• Health and dental opt-out deadlines• Last day to drop/add/cancel for Fall• Last day to be re-instated for Fall Semester	<ul style="list-style-type: none">• First impressions; developing social life• Overspending potential• Adjusting to living with roommates, learning new domestic skills, and homesickness
OCTOBER DISCOVER YOURSELF / IDENTITY	<ul style="list-style-type: none">• Next semester registration begins• Application for MRU awards	<ul style="list-style-type: none">• Preparation for midterm exams• Social spaces grow; students build community and explore identity
NOVEMBER FIND BALANCE AND SUPPORT	<ul style="list-style-type: none">• Final papers and projects due• Last day to withdraw from Fall courses	<ul style="list-style-type: none">• Trying to find social, work, and academic balance with increased academic workload• Increased financial stress• Rise in number of events

MONTH & THEME	ACTIVITIES	INTRINSIC FOCUS
DECEMBER WELLNESS / DE-STRESS / SUPPORT	<ul style="list-style-type: none"> • Final exams • Last day to waitlist for winter semester • Fees due for winter semester • Last day of fall semester 	<ul style="list-style-type: none"> • Overwhelmed by end of semester push • Holiday stress and fatigue (financial and social) • Excited for winter break
JANUARY REBOOT: FRESH START	<ul style="list-style-type: none"> • Add/drop deadline • Winter fees deadline • Buying books 	<ul style="list-style-type: none"> • Fresh start and fresh perspective • Immediate financial difficulties (after winter holidays)
FEBRUARY CONNECTING THROUGH CITIZENSHIP	<ul style="list-style-type: none"> • Reading Week • Deadline to apply to graduate in the spring 	<ul style="list-style-type: none"> • Midterm anxiety and time management concerns • Settled into second semester • Mood and energy is affected by weather
MARCH SUPPORTING STUDENT INITIATIVES	<ul style="list-style-type: none"> • Last day to withdraw from winter semester with a "W" • Registration for spring and fall semester begins 	<ul style="list-style-type: none"> • Concerns about final projects and exams • Thinking about summer job hunt • Need for counselling and health services increase • Thinking about graduating
APRIL FACILITATING ENDINGS AND TRANSITIONS	<ul style="list-style-type: none"> • Final exams • Registration and fees for spring due • Last day of classes 	<ul style="list-style-type: none"> • Worried about summer jobs • Concerns about marks and academic results • Concerns about summer housing and moving out of residence
MAY, JUNE, AND JULY TRANSITIONS AND PLANNING	<ul style="list-style-type: none"> • First day of spring classes • Last day to apply to attend convocation • Last day to pay fees for spring 	<ul style="list-style-type: none"> • Influx of younger non-MRU students • Student advocacy and appeals • Condensed classes are stressful for students