

LAKE FRONT MEDIA

DEPARTMENT
MEDIA KIT

www.lakefrontollu.com



BRINGING THE CURRENT TO YOU

WHO WE ARE

Lake Front Media is a student led media organization at Our Lady of the Lake University (OLLU). Lake Front Media provides accurate news and information affecting the university and the community to OLLU students and faculty.

In 1988 the first published copy of Steeple Chase hit the OLLU campus and in 1996 the newspaper was renamed The Lake Front. The organization has since then made a transformation from a newspaper to a media group, expanding a broader reach to its audience. Lake Front Media now publishes a monthly digital newspaper during the spring and fall semesters. As well as a newly implemented Lake Life magazine that prints at the start of every fall and spring semester and is distributed throughout the university. The organization also publishes a printed black-and-white graduation newspaper that comes out twice a year and is handed out to the attendees at OLLU's graduation ceremonies.

While not all stories get to print, the evolution of multimedia journalism has allowed the Lake Front journalists to expand their reach all over the world. The Lake Front Media website Lakefrontollu.com contains stories written by our online student journalists and also features links to our ever-growing social media platforms, Instagram and Twitter.

MISSION STATEMENT

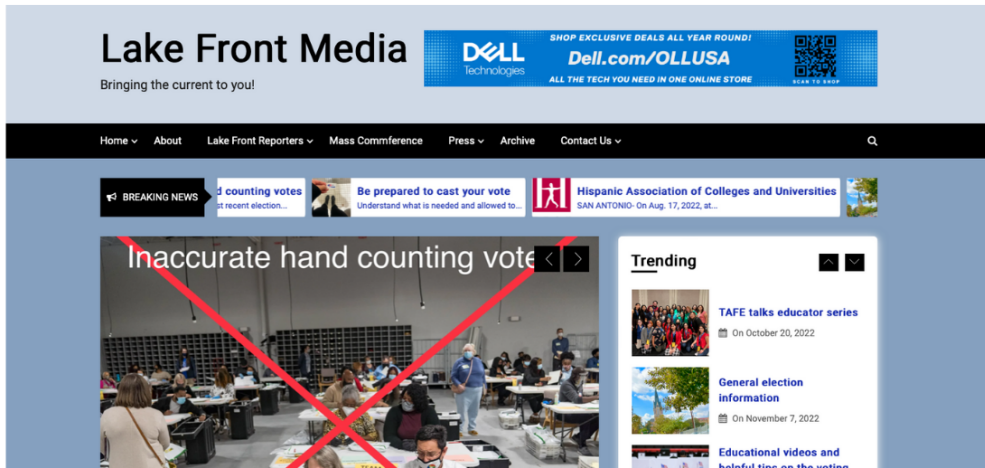
The Lake Front Media strives to be the preeminent source of multimedia and journalistic news for the OLLU community. The Lake Front organization serves as a training ground for future communication leaders, whether they work in advertising, public relations, newsprint, broadcast or production. The Lake Front Media is "News For The Students. By The Students."

iverse is vast, and you also beautiful. You a something bigger than yct of something that ma most of your time. Take a blog post. Make a

WEBSITE

www.lakefrontollu.com

Advertisements will be displayed for a duration of one month.



PRICES

\$90
Banner
(728 x 90 pixels)

\$60
Right Sidebar
(1080 x 1080 pixels)

\$90
Article Ad
Story plus 2 photos



Creative Design Services

\$90

STATISTICS

1,967
Visitors

3,056
Views

1.55%
View Rate

46
Clicks

AUDIENCE

90%
OLLU
Students

70%
18-31 year olds

10%
San Antonio
Community

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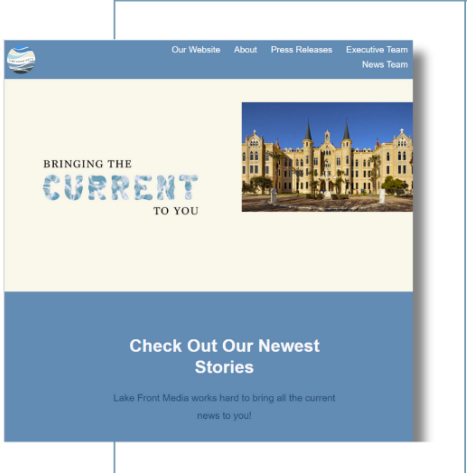
NEWSLETTER

NEWSLETTER COMES OUT
 TWICE A MONTH

REACHS TO 80% OF OLLU
 STUDENT BODY AS WELL
 AS FACULTY AND WEST
 SIDE COMMUNITY THAT
 SUBSCRIBES



Creative Design Services
\$90



*Advertisements will be displayed for two weeks in
 one of our two monthly newsletters*

PRICES

\$75
Master Head

\$50
Top of Newsletter

\$40
Middle of Newsletter

\$15
Bottom of Newsletter



NEWS RACKS

Rack Locations

- Front Door of Main Building
- Outside of Dining Hall
- Second Floor of Main Building
- Library
- Next to Softball Fields
- Student Service Center



PRICES

\$210

Tier One
Premium News Rack

\$150

Tier Two
Standard News Rack

\$100

Tier Three
Basic News Rack

Ad Space Dimension

11x16

Ad will be displayed for a duration of
ONE MONTH

Tier 1 (Premium)

News Rack Locations:

- ~Front door of Main Building
- ~Outside Dining Hall

Tier 2 (Standard)

News Rack Locations:

- ~Second Floor of Main Building
- ~Library

Tier 3 (Basic)

News Rack Locations:

- ~Next to Softball Fields
- ~Student Service Center



Creative Design Services

\$90

iverse is vast, and you're also beautiful. You're something bigger than you think you are. Take most of your time. Take a blog post. Make a

PRINT NEWSPAPER

Dates of Release

- Fall Graduation Newspaper
 - In Stands - Nov. 27
- Spring Graduation Newspaper
 - In Stands – April 24

1,000 Copies Distributed
(Color AD only)

Printed Graduation Issues will be distributed to attendees of the Fall & spring graduation.



\$90
Quarter-Page
5.4 x 5.2 In.

\$180
Half-Page
10.8 x 5.2 In.

\$300
Full-Page
10.8 x 10.4 In.

\$180
Newspaper Inserts
4 x 5.5 In.

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CUSTOM PLANS

SEMESTER & YEARLY

SEMESTER

\$660

You save \$330

- Half Page Magazine Ad
- Website Right Sidebar Ad
- 2 Middle Newsletter Ads
- Half Page Newspaper Ad
- Half Page Print Newspaper Ad

PLUS

- 2 Free Custom Design Ads

For full page ads in replacement for the half page ads

\$780

YEARLY

\$1,200

You save \$780

- 2 Half Page Magazine Ad
- 2 Website Right Sidebar Ad
- 2 Top Newsletter Ads
- 2 Half Page Newspaper Ad
- 2 Half Page Print Newspaper Ad

PLUS

- 4 Free Custom Design Ads

For full page ads in replacement for the half page ads

\$1,440

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