

The LION'S ROAR

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THE LION'S ROAR

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THE LION'S ROAR APP
PRIDE TIME



Student Publications
SOUTHEASTERN LOUISIANA UNIVERSITY





DID YOU KNOW?

THE LION'S ROAR NEWSLETTER IS PRODUCED WEEKLY DURING REGULAR SEMESTERS AND MONTHLY DURING THE SUMMER SEMESTER. IT IS PLANNED, WRITTEN, DESIGNED, AND CREATED BY THE STUDENTS OF SOUTHEASTERN LOUISIANA UNIVERSITY WORKING WITHIN THE OFFICE OF STUDENT PUBLICATIONS, A PART OF THE DIVISION FOR STUDENT AFFAIRS. THE LION'S ROAR HAS BEEN IN CONTINUOUS PUBLICATION SINCE 1937.

DID YOU KNOW?

1,699
faculty/staff

2,700
residential
students

14,500
students

ALL CURRENT
STUDENTS RECEIVE
THE LION'S ROAR
NEWSLETTER WEEKLY

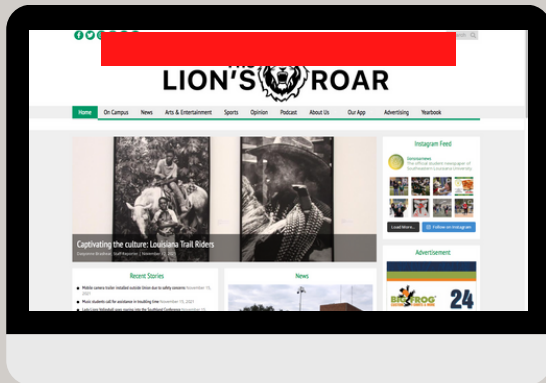
AVERAGE 45,000 PAGE
VIEWS
PER MONTH ON
LIONSROARNEWS.COM

175
international
students
from 47
countries

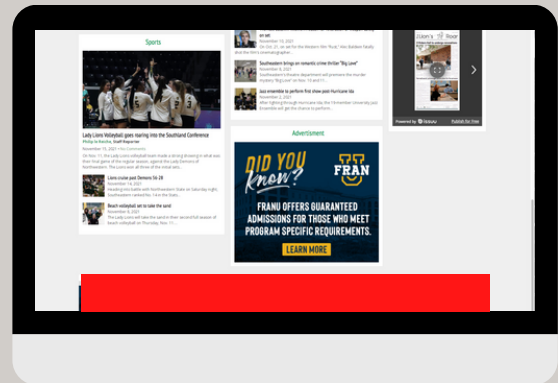
63%
female
37%
male

75,000+
alumni

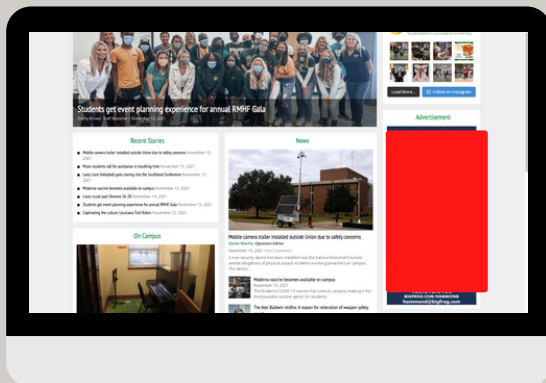
DIGITAL ADVERTISEMENT PRICING



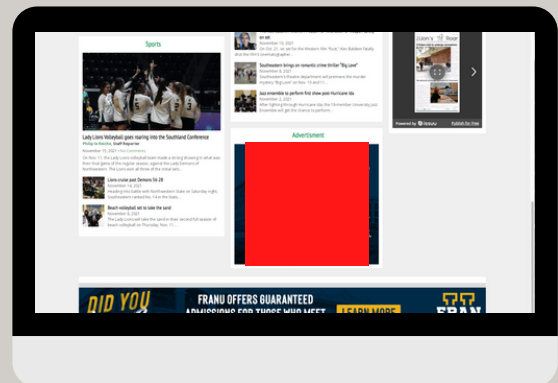
LEADERBOARD
728 X 90
\$38/ WEEK
\$150/ MONTH



FOOTER MAIN
728 X 90
\$25/ WEEK
\$100/MONTH



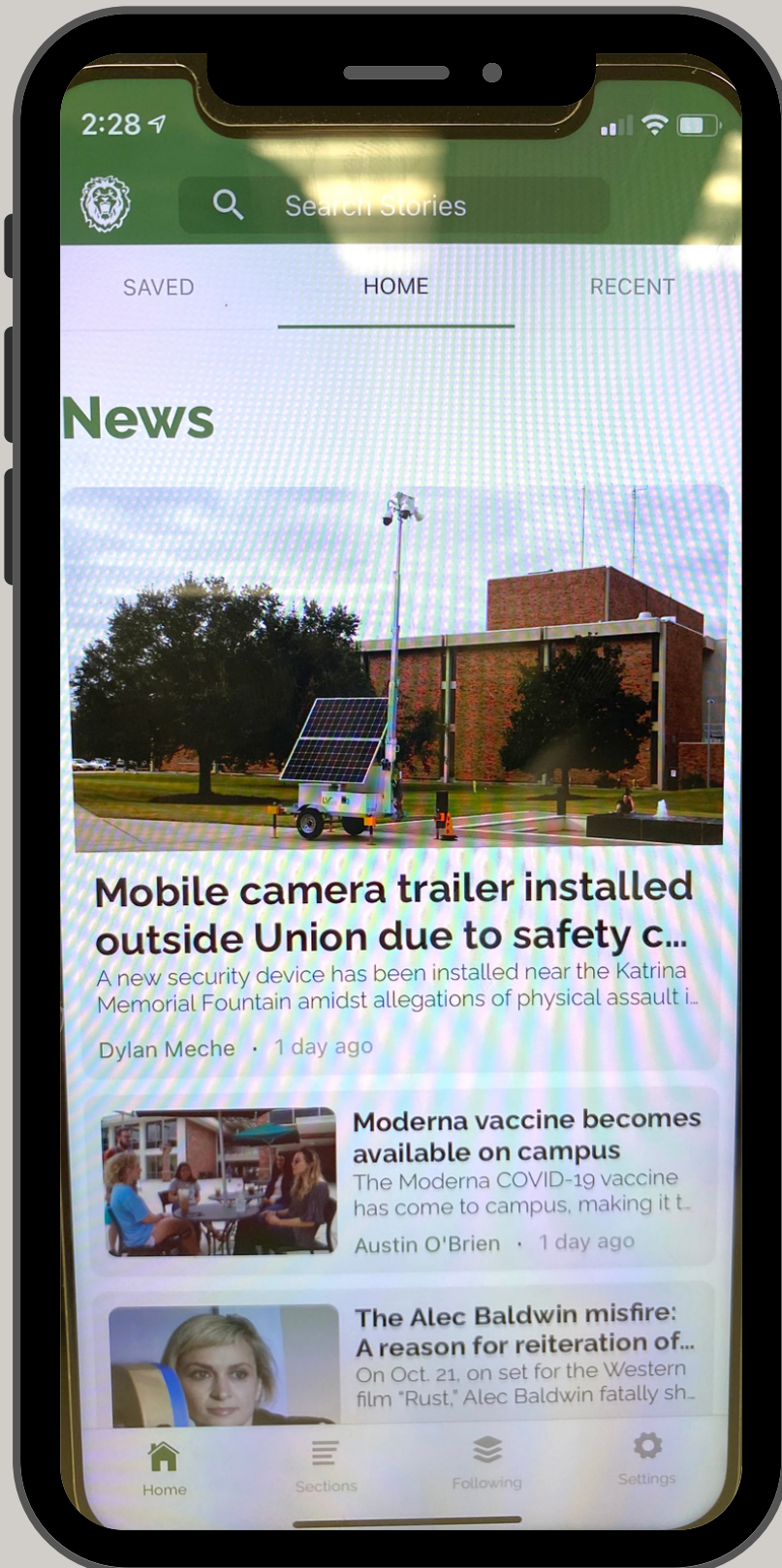
WIDGET HOME SIDEBAR
300 X 600
\$19/WEEK
\$75/MONTH



WIDGET
300 X 250
\$16/ WEEK
\$65/MONTH

DON'T BREAK THE BANK! ASK HOW YOU CAN "BUY PRIDE!"
FREQUENCY DISCOUNTS AVAILABLE

MOBILE APP ADVERTISEMENT



HOME AD
300 X 250
\$100/MONTH

STORY AD
300 X 250
• BEGINNING
• MIDDLE
• END
\$85/MONTH

CATEGORY AD
300 X 250
\$65/MONTH

3-4 SLOTS
AVAILABLE PER
EACH AD
LOCATION

PAYMENT AND SUBMISSION PROCEDURES

- CONTACT THE LION'S ROAR ADVERTISING AT (985) 549-3748 OR LIONSROARADVERTISING@SOUTHEASTERN.EDU.
- ONCE AN ADVERTISEMENT HAS BEEN ACCEPTED AND PAID FOR, THE ACTUAL AD MUST BE SUBMITTED ELECTRONICALLY VIA EMAIL.
- AD MATERIAL SHOULD BE SUBMITTED IN ADOBE PDF, PNG, OR JPEG FORMAT. AD MATERIALS MAY ALSO BE SUBMITTED IN INDESIGN, PROVIDED THAT ALL IMAGES AND FONTS ARE INCLUDED. AD MATERIALS WILL ACCEPTED IN MICROSOFT WORD.
- PROVIDE A LINK FOR USERS TO CLICK TO ON YOUR ADVERTISEMENT. (OPTIONAL)
- THE DEADLINE FOR SUBMITTING AN AD AND PAYMENT IS 1:00 PM THE DAY BEFORE THE RUN DATE. PAYMENT IS ACCEPTED VIA CHECK OR CREDIT CARD.
- ADVERTISING DESIGN SERVICES ARE AVAILABLE FOR A MINIMAL ADDITIONAL CHARGE TO BE DETERMINED ON A CASE-BY-CASE BASIS.



The
LION'S ROAR



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SLU 10877

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