



The Athenaeum
Online Media Kit



At *The Athenaeum*, we understand that businesses need new and unique marketing opportunities. Whatever your area of operation, we can provide creative advertising solutions. This package contains options that you can use to drive local clientele directly to your door at less than the cost of other options conventionally available to small businesses. Our dedicated business team can provide you with a custom advertising program geared toward any demographic. With a presence on Facebook, Instagram, and online *The Athenaeum* has the ability to reach tens of thousands of people each week. As one of the oldest student newspapers in the country we understand what it means to grow something that lasts. We'd like to invite you to grow with us.

Sincerely,

-The Business Team

The Athenaeum

Table of Contents

1. [Online Advertisement](#)
2. [Social Media Advertising](#)
3. [Sponsored Content:](#)
4. [Our Packages](#)

Online Advertisements

The Athenaeum online is the most viewed student newspaper in Atlantic Canada. With content produced and published daily our readers are constantly coming back for another look at what we have on the website. This particular medium of advertising is by far the best value for your dollar.



Banner Advertisement

Average unique views: 300/day

Cost

Homepage: \$75/Month

Any Section: \$25/Month

Sidebar Advertisement

Average unique views:

300/day

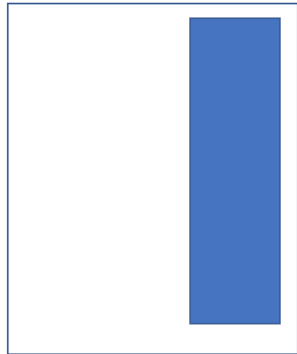
Cost

Homepage:

\$100/Month

Any Section:

\$33/Month



Reduced prices are available for advertising contracts over 4 months. High-quality advertisements will be available to all our online viewers on our homepage or the section of your choice. Our staff will work with you to optimize your advertisement to our online format.

Social Media Advertising

In addition to our high online viewership *The Athenaeum* has a significant presence on social media like Facebook and Instagram. We can tailor advertising that presents well on any of our social media platforms. These next pages will show what your content might look like on both Instagram and Facebook. This service can be combined with any other service in the package. These can be posted based on your marketing schedule which makes this service ideal for big events or long-term targeted marketing.

Instagram:

Exposure 700 views per post

40 Interactions per post

12.50\$/post

Mobile example of Instagram post shown below.



Facebook:


Reach of 18,000 people per month

Average views on each post 1250 people


Average engagements 30 per post

30\$/per post

Facebook browser example of post shown below.




 **The Athenaeum**
2 hrs · 🌐

"I'm no fool. I've done my research and I know that this was offered before. Looking at the previous offer, I'm not surprised that it failed. Talking with Kings Transit, I see that they have learned from their past proposal and understand that Acadia students are financially prudent, educated consumers, who aren't interested in a service that doesn't work for them. They took the comments from the last UPass attempt and worked to improve their service."



THEATH.CA

Opinion: Support the UPass -
My name is Meg, and I'm a first year Politics student at Acadia....

 Like  Comment  Share

Sponsored Content

The Athenaeum offers sponsored content. Sponsored content will be tailored to your business. We can include aspects that your market may not know about your business like your history, your products, student deals and much more. Our sponsored content costs 5 cents per word, sponsored content comes in 500, 1000, and 1500 words. Post's respectively get 1 picture, 2 pictures, and 3 pictures. Yields, 20\$, 50\$ and 75\$ respectively. Our articles can be tailored to showcase anything that is unique about your business. This is truly a method of showing exactly what your business is about.

Our Packages

Package	Cost	What's Included
Standard	35	Facebook and Instagram post.
Upgraded	100	Banner ad (any section, 4 month min) Sponsored Content (500 words).
Full Feature	400	Sidebar Ad (Homepage, 4 month min), Facebook and Instagram post, Sponsored content (1500 words).
Any One Service	Variable	Any combination of our various offers

Questions? Contact EIC@acadiau.ca for more details