

Saint Leo University



Media Kit 2008-2009

Lions' Pride Mission Statement

It is the mission of The Lions' Pride to provide accurate news and diverse opinions that are important to the Saint Leo community. It is our goal to inform and entertain readers while providing thought-provoking journalism without fear of reprisal. The Lions' Pride is a student managed publication free from institutional interference from conception to print. The staff upholds the Benedictine values, especially Excellence, Integrity, and Community, while supporting the First Amendment Rights.

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From News to Entertainment, Opinion to Sports, The Lions' Pride covers it all.

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These issues highlight holidays and events on campus; increased readership guaranteed.

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Easy-to-read diagrams to help you figure out your perfect order. Buy in bulk for discounts! Saint Leo clubs and organizations get specials.

Advertising Policies: 11

This page outlines what advertisements can be accepted, payment terms, disclaimers, and other general policies.

Publication Calendar:

Plan ahead! You can use the calendar to figure out which dates you want your ad to run.

Saint Leo University

Saint Leo University is one of the largest and most innovative private Catholic universities in the United States. Neatly located in the rolling hills of west central Florida, Saint Leo is around 30 minutes from the bustling city of Tampa. With students from thirty-eight states and more than forty countries, there are incredible opportunities to reach an audience with interests as unique and diverse as the opportunities offered. Ensuring this wide range of interest is St. Leo's academic program; there are a total of 41 programs with 25 undergraduate majors and specializations and four graduate degree programs.

Newspaper Layout

There are a total of four broad categories in every issue of The Lions' Pride, each encompassing a wide range of topics.

News:

The Lions' Pride only reports important and timely news stories that address the concerns of the Saint Leo community.

Opinion:

Opinion matters to us. Our opinion section has the highest readership due to the popularity of our signature "He Said, She Said" editorials.

Sports:

There are a total of 10 sports covered throughout the year. Our issues give the latest information on scores, injuries, and even provides player profiles.

Entertainment:

Movies, artist profiles, and books are just some of the topics covered in our Entertainment section. Saint Leo may be small, but it has a lot to offer on and off campus.

Orientation:

This issue covers the grounds of Saint Leo: what to do on and off campus, maps, Greek organizations, clubs, and more. This issue comes out mid July.

Thanksgiving:

The Thanksgiving issue is usually profile oriented. The Lions' Pride strives to incorporate diversity by featuring students, faculty, and staff from various parts of the world and what they're thankful for.

Christmas/New Years:

Our Christmas issue is packed with hot deals on gifts, wish lists, and the true meaning of Christmas. The New Years' section is geared towards resolution profiles.

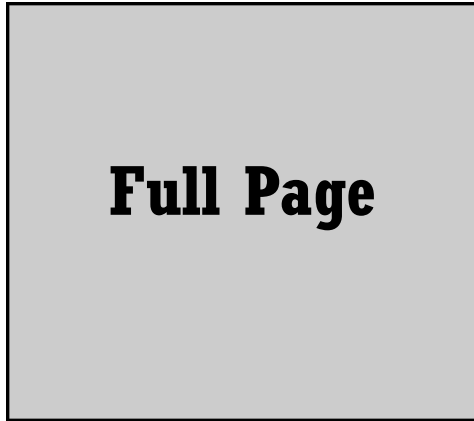
Valentine's Day:

For Valentine's Day, we like to suggest romantic dates, movies, and gift ideas.

Graduation:

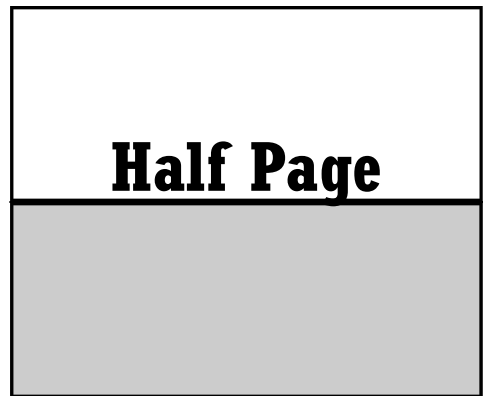
Our Graduation issue includes a full list of the graduating class, feature profiles on seniors and retiring professors, and highlights of the year.

Ad Rates: Non-Campus Ads

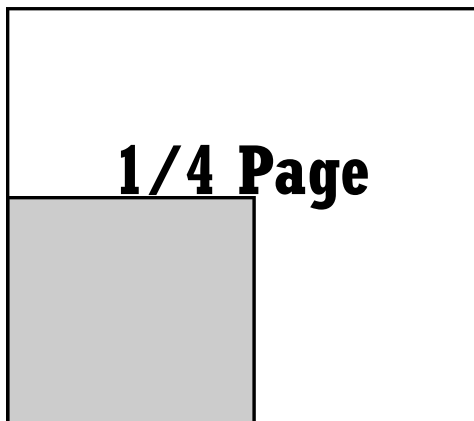


Size: 11x17
Price: \$250
Order #: 2210

Size: 11x8.5
Price: \$140
Order #: 2211



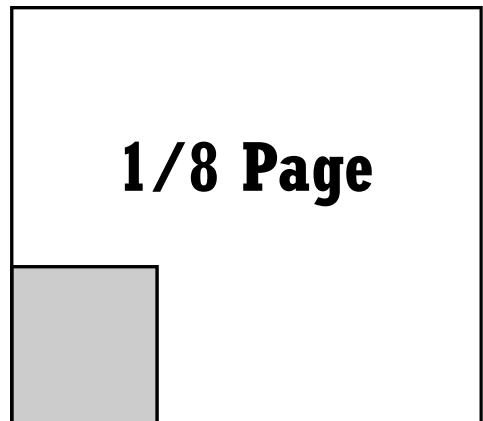
Half Page



1/4 Page

Size: 5.5x8.5
Price: \$90
Order #: 2212

Size: 5.5x4.5
Price: \$50
Order #: 2213



1/8 Page

Bulk Rates: Non-Campus Ads

Advertise in 3 issues:

Full Page: \$225

Order #:2214

Half Page: \$140

Order #:2215

Quarter Page: \$90

Order #:2216

One Eight Page: \$50

Order #:2217

Advertise in 6 issues:

Full Page: \$200

Order #:2218

Half Page: \$112

Order #:2219

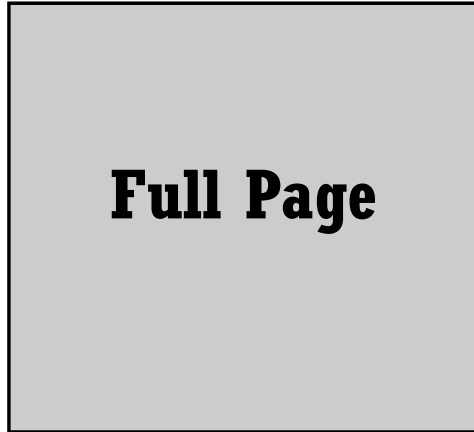
Quarter Page: \$72

Order #:2220

One Eight Page: \$40

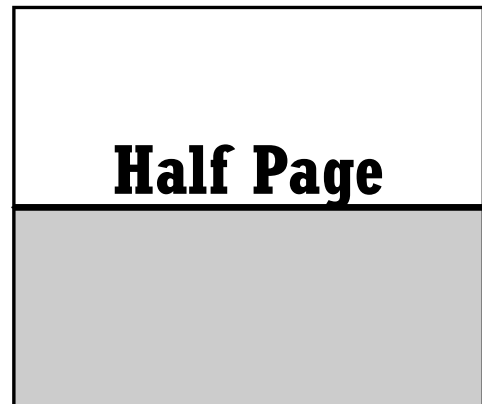
Order #:2221

Ad Rates: Saint Leo Ads

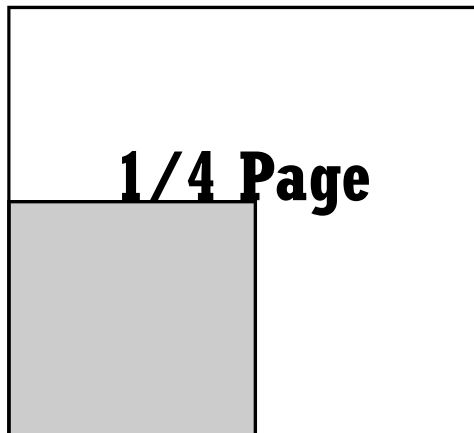


Size:11x17
Price:\$175
Order #:2310

Size:11x8.5
Price:\$100
Order #:2311



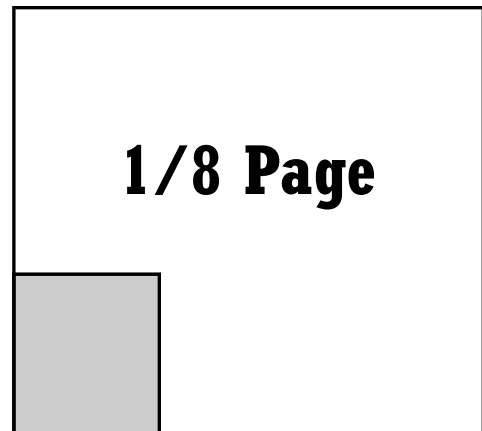
Half Page



1/4 Page

Size:5.5x8.5
Price:\$60
Order #:2312

Size:5.5x4.5
Price:\$35
Order #:2313



1/8 Page

Bulk Rates: Saint Leo Ads

Advertise in 3 issues:

Full Page: \$158

Order #:2314

Half Page: \$90

Order #:2315

Quarter Page: \$54

Order #:2316

One Eight Page: \$30

Order #:2317

Advertise in 6 issues:

Full Page: \$126

Order #:2218

Half Page: \$72

Order #:2219

Quarter Page: \$43

Order #:2220

One Eight Page: \$24

Order #:2221

Advertisement Policies

General Policy & Liability Claim:

The Lions' Pride reserves the right to accept, reject, edit, or cancel any and all advertisement submissions. The decision to run an advertisement does not imply endorsement of the product, service, or belief being advertised. *The Lions' Pride* will not run an advertisement that goes against the Benedictine Values.

Submission & Deadline Policy:

Advertisement must be in PDF format and be submitted with order form at least a week before the scheduled run date. If the advertisement is not submitted as specified, there will be a \$25 fee added onto total payment.

Adjustment

The *Lions' Pride* has full positioning latitude on all advertisements except those with specified position requests.

Payment Policy:

All payments are due upon receipt of invoice. The advertiser shall have two weeks from receipt of invoice to pay the total amount due. In the event the advertiser fails to make a timely payment, the *Lions' Pride* will immediately cancel all orders for advertising and advertiser shall indemnify the *Lions' Pride* for **all** expenses incurred in connection with the collection of amounts payable, including court and attorney's fees.

Publication Calendar: Spring (subject to change)

January

Su	Mo	Tu	We	Th	Fr	Sa
				01	02	03
04	05	06	07	08	09	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

February

Su	Mo	Tu	We	Th	Fr	Sa
01	02	03	04	05	<u>06</u>	07
08	09	10	11	12	13	14
15	16	17	18	19	<u>20</u>	21
22	23	24	25	26	27	28

March

Su	Mo	Tu	We	Th	Fr	Sa
01	02	03	04	05	<u>06</u>	07
08	09	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	<u>27</u>	28
29	30	31				

April

Su	Mo	Tu	We	Th	Fr	Sa
				01	02	03
04	05	06	07	08	09	10
11	12	<u>13</u>	14	15	16	17
18	19	20	21	22	23	<u>24</u>
25	26	27	28	29	30	



Contact Information:

Faculty Advisor: Valerie Kasper valerie.kasper@saintleo.edu
 Online Editor: Joshua Smith joshua.smith02@email.saintleo.edu
 Editor-in-Chief: Kristin Brittain kristin.brittain@email.saintleo.edu
 Ad. Manager: Simone Williams simone.williams@email.saintleo.edu

Lion's Pride Advertising Order Form

Ad Size	Description	# of issues	Price	Subtotal

Order total: _____
Tax: _____
Total: _____

Paste Pre-designed
Advertisement here
or email a copy to
Valerie Kasper, Simone
Williams, or Josh Smith

Name

Address

Phone

Method of Payment

Check

Bill Me

Signature



THE LIONS' PRIDE
Saint Leo University
33701 State Road 52
Saint Leo, Fl 33574