

**REACH 70,000+ PEOPLE.
ALL IN ONE PLACE.**



CFUV 101.9FM



martlet

NEXUS

camosun's student voice since 1990

VICTORIA CAMPUS ADVERTISING GUIDE



CFUV 101.9FM



marquette

NEXUS

camosun's student voice since 1990

WHY CAMPUS MEDIA?

When you invest in students,
you gain a customer for life.

REACH MORE, EMAIL LESS.

Instead of spending your time and money hopping from platform to platform hoping your advertisement will reach the right audience, with one advertising deal you can ensure that your ad reaches local audiences with up to 70,000+ views.

A NEW AUDIENCE, EVERY SEMESTER, ALL IN ONE PLACE.

Campus media is in a unique position to have a self-renewing pool of customers to advertise to. Every semester, new students flood our platforms, searching for businesses like yours. Even if you use the same advertisement, you are gaining new attention on every booking.

CAMPUS IS NOT JUST STUDENTS - IT'S A COMMUNITY.

By advertising with campus media, you're not only reaching students, but thousands of staff, faculty, alumni, and surrounding community members who are regular consumers of UVic and Camosun campus media.

SKIP THE BOTS AND GET YOUR MONEY'S WORTH

When you advertise with websites like Google and Meta, **an estimated 51% of views are from bots, not humans**. With campus media, make sure that your ad reaches real local people and know where your money is going - back into the local economy.

DEMOGRAPHICS



CFUV 101.9FM



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ADVERTISE ACROSS VICTORIA CAMPUSES ALL IN ONE PLACE.

- 3,000 papers a month distributed across UVic, Victoria, Sydney, and Langford
- 20,000 website views a month
- 1,500 newsletter subscribers, x2 newsletters a month



Contact: Rae Dawson
Operations Manager
business@martlet.ca
250-721-8359

- More than 30,000* monthly listeners across Greater Victoria and Gulf Islands at 101.9 FM and online at CFUV.ca

*Estimated number due to nature of terrestrial radio



CFUV 101.9FM

Contact: Rowan Grice
Station Manager
manager@cfuv.ca
250-721-8701

- 750 papers biweekly distributed across UVic, Camosun, and Victoria
- 16,000 website views a month

NEXUS

camosun's student voice since 1990

Contact: Greg Pratt
Managing Editor
editor@nexusnewspaper.com
250-370-3591

AD PACKAGES

“THE BIG” AD PACKAGE

Includes:

- 2 colour print ads:
 - *Martlet*, ¼ page
 - *Nexus*, ½ page
- Online ad placements
 - 1 month on martlet.ca
 - 1 month on nexusnewspaper.com
 - 1 month on cfuv.uvic.ca
- 2 weeks CFUV 101.9 FM on air ad run

Estimated Views:

80,000+

Market Price:

\$2,025.00

You pay:

\$1,822.50*

*5% GST is charged on all sales in addition to advertised cost.

“THE MEDIUM” AD PACKAGE

Includes:

- 2 colour print ads:
 - *Martlet*, postcard
 - *Nexus*, ¼ page
- Online ad placements
 - 1 month on nexusnewspaper.com
 - 2 weeks on martlet.ca
- 1 week CFUV 101.9 FM on air ad run

Estimated Views:

41,000+

Market Price:

\$1,320.00

You pay:

\$1,188.00*

*5% GST is charged on all sales in addition to advertised cost.

“THE SMALL” AD PACKAGE

Includes:

- 2 colour print ads:
 - *Martlet*, business card
 - *Nexus*, business card
- Online ad placements
 - 2 weeks on nexusnewspaper.com
 - 2 *Martlet* newsletter ads
- 1 week CFUV 101.9 FM on air ad run

Estimated Views:

15,000+

Market Price:

\$412.00

You pay:

\$370.80*

*5% GST is charged on all sales in addition to advertised cost.

READY TO BOOK?

Great news! Here is your next steps:

Email business@martlet.ca and let us know:

- What package you'd like to pursue
- How many months you would like your advertisement package to last

Next steps will be:

- Confirming your booking by signing an advertising contract
- Receiving an invoice to be paid within 30 days of advertisement booking.

Relevant Due Dates:

- Advertisement booking deadlines for this package deal is the 15th day of the month previous to the desired advertisement insertion date.
 - Ex: I would like my ad to run for the month of October, so I will confirm my booking by September 15.
- All advertising materials and graphics are due on the 25th day of the month previous to your insertion date.

Any questions can be sent to business@martlet.ca.