

# STUDENTS' UNION HANDBOOK MEDIA KIT

2021 / 2022  
**STUDENT HANDBOOK**

Marketing and Communications

Students' Union Building  
Suite 2 - 900, 8900 - 114 Street  
Edmonton, Alberta, Canada  
T6G 2J7

[handbook@su.ualberta.ca](mailto:handbook@su.ualberta.ca)



## MEET THE HANDBOOK

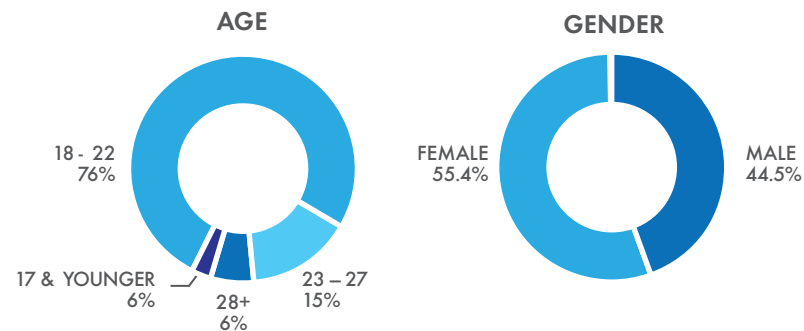
The Student Handbook is *mailed out directly to all first-year students* (so that advertisers are guaranteed that their message will be seen) and is available free to all undergraduates. It includes a calendar section, as well as a complete guide to campus life and student government. In other words, an essential resource that is used by many students throughout their degree.

The University of Alberta is more than just classes, books and studying. Our campus is a place where different trends, tastes and cultures flourish together. Our audience is diverse, and relies on the Handbook to point them in the right direction... whatever direction that might be!

## MEET THE STUDENTS

Advertising in the Student Handbook is a great way to get your message in front of the 38,000 students at the University of Alberta. As a key resource used by many students on a daily basis, the Handbook can help create interest and awareness of your business during a time when students' consumer habits are being established.

Key demographics for the campus population are shown below.



29,683

FULL TIME STUDENTS

2,407

PART TIME STUDENTS

33%

FIRST GENERATION STUDENTS

67%

COMMUTE VIA PUBLIC TRANSIT

48%

LIVE WITH PARENT OR GUARDIAN

AD BOOKING DEADLINE:  
**Friday, April 30, 2021**

*First come, first served. Space is limited.*

AD CONTENT DEADLINE:  
**Friday, May 7, 2021**

## MECHANICAL REQUIREMENTS

### COLOUR

Ads should be prepared in full colour. Please convert any spot colours to CMYK and ensure images are saved as CMYK, not RGB. **All ads should be high resolution (300 DPI).**

### MARGINS & BLEEDS

The Handbook will be printed on white paper and saddle stitched. To ensure that ad artwork is not compromised, leave **0.625" margin on both sides** of the ad to allow for binding.

### FILE TYPE

In order of preference, ads should be saved in **PDF, EPS, or TIFF formats only**. EPS files should include all fonts and links.

### CUSTOM DESIGN

The advertiser is responsible for supplying final, print-ready artwork. If required, the Students' Union can create an ad for you (\$45/hr, minimum 1 hour charge).

AD SIZES	IMAGE AREA	PLUS 0.125" BLEED
<b>FULL PAGES</b> (covers and inside pages)	5.75" x 8.75"	6" x 9"
<b>HALF PAGE</b>	5.75" x 4.375"	6" x 4.5"
<b>BANNERS</b>	5.75" x 1.5"	6" x 1.625"
<b>COUPONS</b>	5.75" x 2.19"	6" x 2.315"



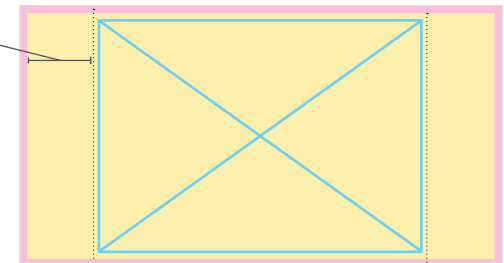
Handbook ads should be designed with a 0.125" bleed, and a 0.625" allowance for binding on either side of the image area. All sizes are width x height.

0.625" allowance for binding

0.125" bleed area

text-safe area

image-safe area



The above sample ad is shown with the correct bleed (in pink) and a generous text-free margin to allow for the coil.



We have *Illustrator (Ai)* and *Photoshop (PSD)* template files for all the ad sizes available for download at [uasu.ca/templates](http://uasu.ca/templates)



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