

ADVERTISING PACKAGE

ALGONQUIN COLLEGE
ADVERTISING NETWORK
A captive stage for your brand.



Campus
Services

ALGONQUIN
COLLEGE

Audiences

**Our Campus reaches
~20,000 individuals weekly
across multiple platforms.**

Our primary audience consists of thousands of Gen Z and Millennial consumers, influencers and current and future leaders.

Our secondary audience consists of a diverse group of close to 4,000 employees primarily in the 40+ age group.



PRIMARY: STUDENTS



MALE

53%



FEMALE

46%

Top activities include: sports, eSports, arts, concerts and events, dance, and photography.

Lifestyle products such as clothing, technology, food, health and wellness and entertainment are typically what students spend their disposable income on.

AGED 24+ ————— 34%
AGED 20 - 24 ————— 40%
UNDER 20 ————— 26%

Our students are also receptive to necessity products and services with tailored offers such as banking, cell phones, internet providers, etc.

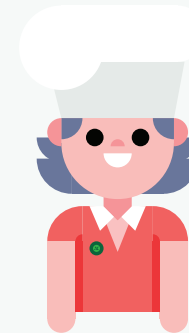
SECONDARY: EMPLOYEES



FULL-TIME EMPLOYEES

1,505

UNDER 40 ————— ~15%
AGED 40+ ————— ~75%



PART-TIME EMPLOYEES

2,271

UNDER 40 ————— ~50%
AGED 40+ ————— ~50%

What we offer

Advertising with Algonquin College will allow you to effectively reach your target demographic where they spend the majority of their day, on campus. With a breadth of platforms available, your vision is our mission.

20

**DIGITAL
SCREENS**

50

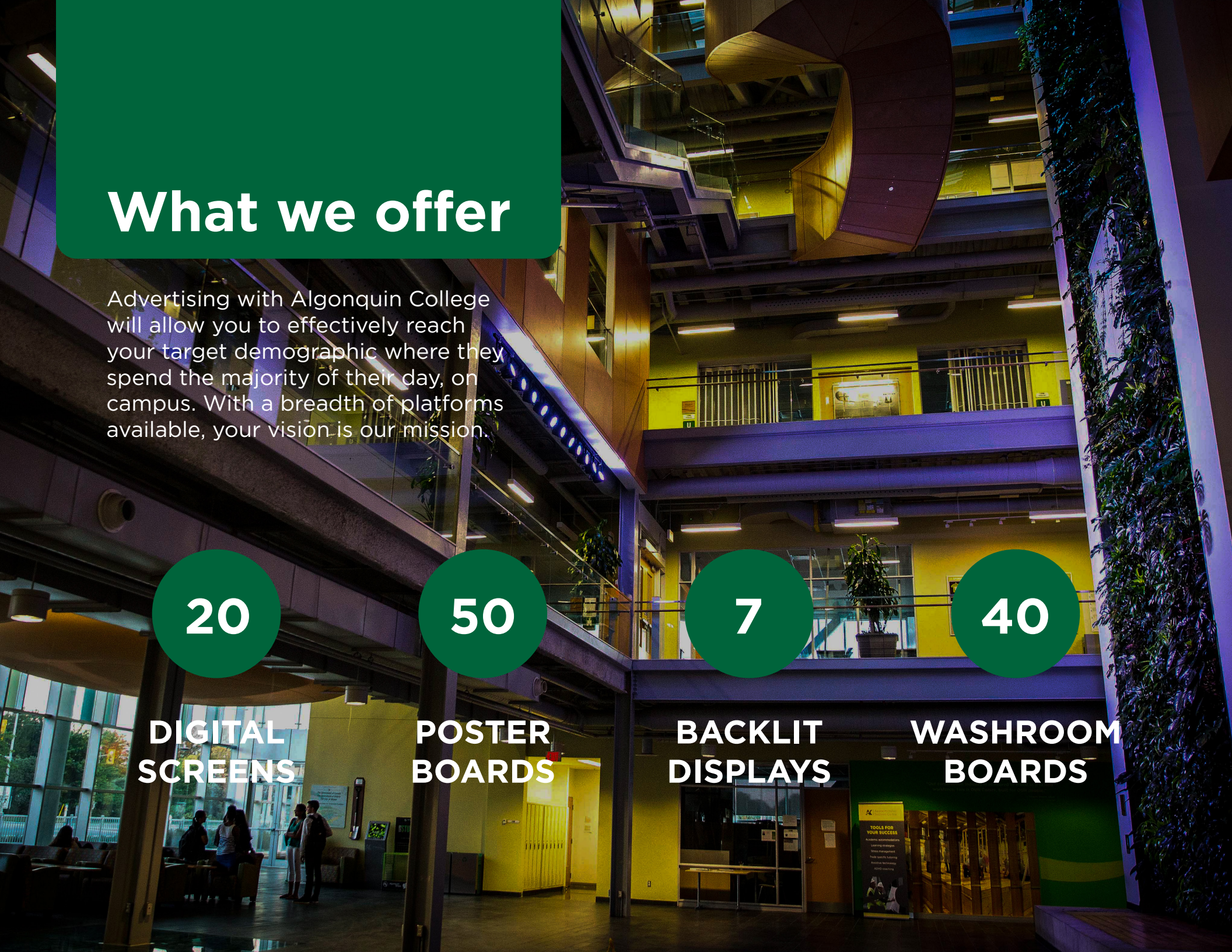
**POSTER
BOARDS**

7

**BACKLIT
DISPLAYS**

40

**WASHROOM
BOARDS**



DIGITAL SCREENS



20 SCREENS

COST PER MONTH

SINGLE PACKAGE

20 screens, 10x0.15 sec spots/hour, 16/day.

\$2,500

COMBO PACKAGE

Same inclusions as single package + video wall.

\$3,500

Design available for an additional fee.

POSTER BOARDS

50 BOARDS

COST PER MONTH

- 11"x17"
- Printing included

50 FOR \$250



BACKLIT DISPLAYS

6 BACKLIT DISPLAYS

COST PER MONTH

- 3.75'x5.5' Display area
- Printing included
- 15% discount for multi-month install

\$800 EACH



WASHROOM BOARDS



40 BOARDS

COST PER MONTH

- 13"x17"
- Printing included

1-24 \$50 EACH

25+ \$40 EACH

PACKAGES

Essential

1 MONTH
\$3,600

- All poster boards on campus (50)
- 40 washroom boards
- One backlit display
- Digital signage (single package - 20 screens, 10x15 sec spots/hour, 16/day)

Premium

3 MONTHS
\$9,990

- All poster boards on campus (50)
- 40 washroom boards
- One backlit display
- Digital signage (combo package - 20 screens, 10x15 sec spots/hour, 16/day, video wall)

BEST VALUE

Elite

SEPTEMBER - APRIL
\$25,000

- Up to six content swap outs per year
- All poster boards on campus (50)
- 40 washroom boards
- Two backlit displays
- Digital signage (combo package - 20 screens, 10x15 sec spots/hour, 16/day, video wall)

To advertise, contact:

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