

The Lions' Pride Media Group

2026-27 Advertising Packet

Connect with the Saint Leo community —
Let our readers become your readers.



Why advertise with us?

- **Extensive Campus and Community Reach**

The Lions' Pride distributes over 1,500 copies per print issue, reaching 50+ locations across campus and in the Saint Leo, San Antonio, and Dade City communities — including local businesses, the Publix Plaza, and the Mirada community.

- **Engaged and Trusted Readership**

As Saint Leo University's official student-run newspaper, our publication is a reliable and respected source of campus news, read by students, faculty, and community members alike.

- **Multi-Platform Advertising Opportunities**

We offer print, online, and social media advertising options to help you reach your audience wherever they are — in print, on our website, or across our growing social platforms.

- **High-Quality, Flexible Ad Design**

Each issue is professionally printed in full color (11x17 tabloid format) and offers full-page, half-page, and quarter-page placements, allowing you to choose the format that best fits your message.

- **A Partnership with Purpose**

Advertising with The Lions' Pride supports student journalism, Benedictine values, and First Amendment principles — while connecting your business with a community built on trust and integrity.



Follow us on Instagram, Facebook, and YouTube @lionspridemedi

The Lions' Pride Media Group

2026-27 Advertising Packet

Connect with the Saint Leo community —
Let our readers become your readers.



What we offer:

Print Advertising

- Full, half, quarter, or eighth-page options
- Sponsored articles to highlight your business
- Custom ad design assistance (optional)
- Placement preference (front, interior, or back section)
- Discounts available for multi-issue commitments

Online/Web Advertising

- Sponsored articles to highlight your business
- Ad placement on our website

Social Media Advertising

- Static Post – Eye-catching image and caption crafted by our media team.
- Story Feature – Short-term ad with interactive options (polls, links, etc.).
- Video or Reel – Dynamic way to showcase your product, event, or brand story.
- Professional visuals and copywriting support
- Tagging and engagement tracking available upon request



Follow us on Instagram, Facebook, and YouTube @lionspridemedi

The Lions' Pride Media Group

2026-27 Advertising Packet

Connect with the Saint Leo community —
Let our readers become your readers.



Rates & Discounts (Print):

NON-CAMPUS

SIZE	1 ISSUE	2 ISSUES	4 ISSUES
Full 10x16	\$250	\$225/issue	\$200/issue
Half 10x8	\$140	\$126/issue	\$112/issue
Quarter 5x8	\$90	\$81/issue	\$72/issue
Eighth 5x4	\$65	\$58.50/issue	\$52/issue

CAMPUS

SIZE	1 ISSUE	2 ISSUES	4 ISSUES
Full 10x16	\$200	\$180/issue	\$160/issue
Half 10x8	\$125	\$112.50/issue	\$100/issue
Quarter 5x8	\$75	\$67.50/issue	\$60/issue
Eighth 5x4	\$50	\$45/issue	\$40/issue



Follow us on Instagram, Facebook, and YouTube @lionspridemedi

The Lions' Pride Media Group

2026-27 Advertising Packet

Connect with the Saint Leo community —
Let our readers become your readers.



Rates & Discounts:

Website:

1 MONTH	3 MONTHS	6 MONTHS
\$45	\$121.50	\$216

Social Media:

Static Feed Post	Story Feature	Reel Post
\$40/post	\$30/post	\$55/post

Sponsored Articles/Sponsored Issues:

Sponsored issues include a full page ad or sponsored article, 3 months of web advertisement for 16-page issue (6 months for 20-page issue), and weekly social media ads.

Sponsored Article (Print and Online)	16-Page Issue	20-Page Issue
\$300	\$1400	\$1700

Contact us for custom advertising packages!



Follow us on Instagram, Facebook, and YouTube @lionspridemedi

The Lions' Pride Media Group

2026-27 Advertising Packet

Connect with the Saint Leo community —
Let our readers become your readers.



Contact Us!

Faculty Advisor

Valerie Kasper

valerie.kasper@saintleo.edu

Advertising Manager

Emily Baay

emily.baay@saintleo.edu

Editor-in-Chief

Elijah Penn

elijah.penn@saintleo.edu



Follow us on Instagram, Facebook, and YouTube @lionspridemedia