

The Weal deal in advertising

By Krista Conrad

The Weal offers a unique opportunity to increase your business by advertising to thousands of Calgary students.

Founded in 1926, the weekly paper boasts a press run of 4,600 copies distributed throughout SAIT campus, the Alberta College of Art and Design, student residence, and 90 off-campus locations in the surrounding area.

With over 67,000 students and 2,000 staff members in various technical, business, and applied arts training programs at SAIT, the Weal caters to a wide range of readers.

The Weal brings campus and city news, student concerns and lifestyles, sports, and entertainment information to its readership.

With competitive advertisement rates and a specific target audience, the Weal provides businesses with the prospect of increasing their businesses.

“We have seen a 15 per cent increase in the amount of student patients in our office,” said Dr. Johnny Chun of Ora Dental in northwest Calgary.

Ora Dental has been advertising with the Weal for three years.

“We provide local businesses with



The voice of SAIT students, the Weal boasts a run of 4,600 copies weekly.

a real opportunity to reach out to the student population that lives and works here,” said Heather Setka, publications manager at the Weal.

Colour pages regularly appearing in the print issue of the paper attract the eye of the reader and draw attention to advertising.

“When we switched to a colour ad in the Weal, we noticed a huge increase in weekend business,” said Summer Phillips, manager of The Yardhouse in Kensington.

Advertisements placed in the Weal draw the attention of both students and staff and are beneficial to local businesses.

“We have had an influx of new customers to our restaurant since we started advertising in the Weal,” said Phillips. “A good percentage of that business comes from

students who have recently moved to Calgary and are just learning about hotspots and services in their area.

“A quality student newspaper is a great resource for them, and ideal advertising for us to tap into our target market.”

The advertising opportunities do not end there. The Weal also offers ad space on its website, www.theweal.com, home to an online version of the newspaper each week.

“We are increasing our online traffic every week,” Setka said. “So online advertising is really on the rise.”

For more information on advertising with the Weal, contact Heather Setka by email at heather.setka@edu.sait.ca.