
SINCE



1960

TheLaSallian

THE BASTION OF ISSUE-ORIENTED CRITICAL THINKING

Partnership Packages
2018-2019



VISION-MISSION

The LaSallian is of the students, by the students, and for the students; a student publication that strives for nothing less than journalistic excellence. Committed to the University's mission of producing Lasallian Achievers for God and Country that teach minds, touch hearts, and transform lives, its writers, photographers, artists, and web managers seek for truth and work for change as competent leaders and ambassadors of critical thinking.



ABOUT

OF THE STUDENTS	BY THE STUDENTS	FOR THE STUDENTS
As a student publication, The LaSallian is accountable mainly to the studentry of De La Salle University-Manila.	The LaSallian , as a completely student-run and managed publication, is a training ground for professional, competent, and responsible journalists.	The LaSallian , through its news and perspectives, represents and fights for the rights and welfare of the studentry.

Aside from producing monthly print issues, the publication also has an established online presence. We cover university-wide and national events, bringing the latest news updates to our dear Lasallians.



175,000

FACEBOOK LIKES
@thelasallian



220,000

TWITTER FOLLOWERS
@thelasallian



14,000

INSTAGRAM FOLLOWERS
@thelasallian

** As of September 2018*



SERVICES GUIDE

SERVICES	SAMPLE OR DESCRIPTION	THE CLIENT MUST	THE LASALLIAN MUST	RELEASED ON	CROSS-POINTED ON
PRESS RELEASE	<p>An official statement issued to newspapers giving information on a particular matter</p> <p>SAMPLE: http://thelasallian.com/2016/01/27/press-release-coca-cola-launches-the-newest-global-campaign-taste-the-feeling/</p>	Provide Press Release with accompanying cover photo.	Upload article with cover photo following agree upon posting schedule.	TheLasallian.com	Facebook Page
PREVIEW ARTICLE	<p>Straight forward Question and Answer article with an event organizer. Format is as follows: Brief intro, Q and A portion, quick plug on event details (e.g. Ticket Buying)</p>	Provide access to an interview with event organizer, speaker, etc.	Upload article with cover photo following agree upon posting schedule.	TheLasallian.com	Facebook Page
EVENT GUIDE	<p>Collection of information from brief interviews from organizers and the event's social media accounts, packaged stylishly by TLS. (See BANDWAGON's Paradise IMF Guide)</p>	Provide full information of the event as well as allow us of event collaterals.	Upload article with cover photo following agree upon posting schedule.	TheLasallian.com	Facebook Page
EVENT RECAP	<p>A writer will produce an article about their experience during the event</p> <p>SAMPLE: http://thelasallian.com/2016/04/26/writers-recap-the-day-i-dressed-up-as-a-taft-4-dead-zombie/</p>	Provide media access to event and provide food for the photographer.	Cover 80% of the event's duration. Upload article with cover photo within 72 hours of the event.	TheLasallian.com	Facebook Page
PHOTO ALBUM	<p>SAMPLE: https://www.facebook.com/media/set/?set=a.10153852593569760.1073742653.149678604759&type=3</p>	Provide photo access to event and provide food for the photographer.	Cover 80% of the event's duration. Upload article with cover photo within 72 hours of the event.	Facebook Page	Twitter Feed

SERVICES	SAMPLE OR DESCRIPTION	THE CLIENT MUST	THE LASALLIAN MUST	RELEASED ON	CROSS-POINTED ON
IMAGE	SAMPLE: <i>https://www.instagram.com/p/BD-RWgUK0Y1/?taken-by=thelasallian</i>	Either A) Provide copy and collaterals or B) Allow media and photo access to event.	Post the material given or created within the day of the event with proper hashtags and instructions.	Instagram Feed	Twitter Feed
TWEET	SAMPLE: <i>https://twitter.com/TheLaSallian/status/715530917767356416</i>	Either A) Provide copy and collaterals or B) Allow media and photo access to event. (Keep in mind Twitter post restrictions)	Post the material given or created within the day of the event with proper hashtags and instructions.	Twitter feed	None
PRINT AD	Available in 6.5x7.75. Must coordinate with EIC for endorsement schedule and Layout Editor. (B&W unless specified)	Provide a copy of the print advertisement with the proper size, following any special instructions from Layout Editor.	Ensure issue with print advertisement is realeased on time to avoid any penalties. Provide a copy of the issue to the client for documentation.	Print Issue	None
INSERTS	Must coordinate with Circulations Manager to have manpower to insert all flyers before circulation.	Provide copies of their flyers. Maximum of 3,000 per issue.	Place one flyer in each print issue before circulation.	Print Issue	None



PACKAGES GUIDE

COVERAGE PACKAGES

PREMIUM COVERAGE

- *Priority coverage*
- *Photo coverage to be published on all TLS social media pages*

P 500

BRONZE

- *Press release to be published a week before the said event on all TLS social media pages*
- *Photo coverage to be published on all TLS social media pages*

P 800

SILVER

- *Press release to be published two weeks before the said event on all TLS social media pages*
- *Preview article (behind the scenes preparations of the event, interview with the organizers) to be published a week before the said event, cross-posted on all TLS social media pages*
- *Photo coverage to be published on all TLS social media pages*

P 1,000

GOLD

- *Press release to be published two weeks before the said event on all TLS social media pages*
- *Preview article (behind the scenes preparations of the event, interview with the organizers) to be published a week before the said event, cross-posted on all TLS social media pages*
- *Photo coverage to be published on all TLS social media pages*
- *Event Recap of the event to be posted within two days after, on all TLS social media pages*

P 1,200

***ALL SUBJECT TO STAFFER AVAILABILITY.
PACKAGES MAY BE CUSTOMIZABLE ACCORDING TO YOUR NEEDS.***



CONTACT INFORMATION

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