Join the team!
Northwest Student Media
Based on Fall 2018 enrollment, there are 6,857 enrolled students, of which 61% are in-state, 33% are out of state, and 6% are international. There are 261 full-time staff members.
About Student Media

We Are Northwest

We are the No. 1 sources for news, sports, features and entertainment of Northwest Missouri State University for students, faculty, staff and alumni, as well as residents of the Maryville community. The Northwest Missourian, weekly newspaper; NWMissourinews.com, daily online news website; Tower Yearbook; KNWT Channel 8, television station; and KZLX 106.7 The X, radio station, are all solely produced by Northwest students. Their work is consistently recognized for excellence by the Missouri College Media Association, College Broadcasters, Inc., Associated Collegiate Press, College Media Association and College Media Business and Advertising Managers.
a-di-da-da

Eine Art Stretch) oder über die Schau, wie man sich an den schönen Bildern rummachen kann... doch dann fällt mir gerade noch recht

ich, dass ich mit Hilfe meiner Töch
er Melodien Fragen in mein Nöriz

geschrieben habe. Und die werden

Bibi jetzt stellen, obwohl es eigent
liche einige Ansprüche auf dieser Welt

dürfte, die Bibi nicht schätzen kann,

bisher Erfolg gebührt. Sie beobacht

et jeden Tag in ihren Clips alle Fra
nen rund um ihr Leben, und zwar ohne

zu wissen, dass jemand sie stellen würde.

Wenn sich jemand fragt, was Bibi Erfolge ste

ist, so lautet die Antwort: Gesund

Reden über sich.

Ein paar Dinge: Bibi ist 34 Jahre alt, sei

nen Kanal gibt es seit 2012, aber es lie

gen Millionen Abonnenten und bisher

60.000.000 Aufrufe. Sie ist die erfolgre

che deutsche Frau auf YouTube. Ob

Dass irgendwelche FeministInnen je einen

Lob auf sie geben würden, da hätte also

so eine junge Frau aus Köln im Paradi

szentrum YouTube noch gar nichts ge

acht. Ihr Song wurde letzten Woche 3 Mi

llionen mal bei YouTube abgerufen.

Wag-up

Nach Millionen Mal: Das ist wahr

lich mehr, als die Beatles, die Stones

und Co. auf YouTube erreicht han

den. „Wag-up“ ist ein schillernder

Klang, der auf jeden Fall bei vielen

Teenagern aufgeht. Allerdings hat Bibi

sich das alles nicht vorgestellt.

Das Gemachet geht ungefähr so: Bibi,

Zeitpunkt, Bibi kann nicht singen. Bibi

fragt, ob der Song geklaut, alle Vorurtei

le, die sie nicht mag, vielleicht nicht. In

Fahrherr geht es natürlich nur um eine

Idee. Es geht um Mut. Auf YouTube viel

Licht mehr als im sonstigen Leben.

Das Gemachet hat, wie so oft, mehr

Auffrischungsstoff auf sich genommen als der

erste Teil der Schau. Die Show war wie die

Kinderzimmer Bilder, einzigartig.

Wag-up, ba-da-di-da-da

Wenn ich also meine Kinder in ihre

Zimmer schmieke, um Bibis Clips zu inha

len, treue ich Bibi in Wahrheit einen Ge

fallen. Und darum tut Bibi mir jetzt auch

etwas: Sie schreibt eine lange Liste Auto

griffe für meine Kinder und ihre Freunde.

Auf dem Weg nach Hause: Anruf mei

ner minderjährigen Töchter: „Mama, Bibi

hat sich in Ihrer Snapcharter aufge

nommen – du hast Interview Nummer

sieben.“

Ich bin Interview Nummer sieben! In

Bibis Windschatten habe auch ich es in

er Top Ten geschafft.
Who am I reaching?

Homecoming Guide:
  Alumni, NW Students, Faculty, Staff, Administrators.

Cats Guide:
  Incoming Freshman & Transfer Students and their parents, NW Students.

Homecoming and Cats Guide Rates

<table>
<thead>
<tr>
<th>Color</th>
<th>B&amp;W</th>
<th>1 Color</th>
<th>2 Color</th>
<th>Full</th>
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Advertising Design Guidelines
The preferred files for advertising are PDF and EPS. Adobe & JPG are also acceptable. Unless otherwise noted, deadlines are:

- Ad Buying Deadline: 5 p.m. Thursday
- Ad Approval Deadline: 3 p.m. Tuesday

Inserts
Inserts have a minimum size of 3” x 5” and a maximum of 10.35” x 10”. All prices are based on per 1,000.

- $100 for 1-4 pages
- $150 for 5-10 pages
- $200 for 10+ pages

Sponsorships

<table>
<thead>
<tr>
<th>Category</th>
<th>Price</th>
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<tbody>
<tr>
<td>ICYMI/Puzzles and Cartoons</td>
<td>$250 for 30 Issues</td>
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<tr>
<td>Sports Statistics</td>
<td>$250 for 30 Issues</td>
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<tr>
<td>Athlete of the Week</td>
<td>$400 for 30 Issues</td>
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<tr>
<td>NCAA Bracket</td>
<td>$50 per spot/2 issues</td>
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### Print Rates

<table>
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<th>Community Rate</th>
<th>Campus Rate</th>
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<td>$41</td>
<td>$33</td>
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<tr>
<td>2x5</td>
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<td>$82.50</td>
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<tr>
<td>1/8 Page</td>
<td>$153.75</td>
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<td>$295.06</td>
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<td>1/2 Page</td>
<td>$491.76</td>
<td>$395.81</td>
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<td>$1,001.30</td>
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<td><strong>B&amp;W</strong></td>
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<tr>
<td>Full Page</td>
<td>$610.55</td>
<td>$415.17</td>
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</table>
Who am I reaching?
NW Students, Faculty, Staff, Administrators, Maryville community members.
2,000 papers on campus 2,000 in the community

Frequency Discount
10% Discount for 5 - 7 runs
15% Discount for 8 - 11 runs
20% Discount for 12 - 19 runs
25% Discount for 20 - 28 runs

Display Rates
Community Rate | Campus Rate
Price/PCI
B&W $6.25 | $4.25
Full Color $10.25 | $8.25

Banner Rates
All Banner Ads are Full Color
Front Page $100.00
Back Page $85.00

Directories
Church Weekly $200/year
Retail & Automotive Monthly $125/year

Directory ads are printed in black and white and are 2.26" x 2.18".

Back-To-School Special

$4.25

BADMINTON SINGLES TNLMT OPEN 8/28/17-9/17/17 None 9/22/2017

PUNT, PASS, & KICK TNLMT OPEN 8/28/17-10/15/17 None 10/17/2017

SPORT/EVENT DIVISIONS REGISTRATION DATES CAPTAIN'S MEETING PLAY BEGINS

JOSEPH ANDREWS

`Hounds set for trench turn around as they prepare for the regular season

America has been plagued by data breaches and cyber attacks. In fact, the company has been working to improve their security measures. However, they still face challenges in protecting their data.

Lawmakers considering electronic ballot ban

Members of the Missouri Senate are discussing a bill that would ban the use of electronic voting systems in the state. The bill was introduced by State Senator Steve Lynch and has received widespread support.

Young talent propels women to first road victory

The women's cross-country team at Northwest Missouri State University had a successful weekend, with several members earning personal bests.

**Banners**

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**Advertise**

The Missourian offers a variety of advertising options, including banners, display rates, and directory ads. For more information, please contact us at 555-1234.
hear it
KZLX, known as 106.7 “The X,” is a low-power FM radio station housed in the School of Communication and Mass Media, run by students. Featuring music and programming to meet the needs of the northwest Missouri region, The X’s programming is comprised of the current charts for the Top 40, Rock, Hip-Hop, Rap and Alternative formats, specialty shows and local sports coverage.

Program Sponsorships

<table>
<thead>
<tr>
<th>Program</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Specialty Shows</td>
<td>$250/sem.</td>
</tr>
<tr>
<td>NWMSU Sports</td>
<td>$500 per Sport (Home Games only)</td>
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<tr>
<td>MHS Sports</td>
<td>$350 for Football (Home Games only)</td>
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</tbody>
</table>

Rates  Community Rate | Campus Rate

<table>
<thead>
<tr>
<th></th>
<th>Weekly</th>
<th>Trimester</th>
<th>Year</th>
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</thead>
<tbody>
<tr>
<td>2 Underwriting Spots</td>
<td>$26</td>
<td>$320</td>
<td>$600</td>
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<tr>
<td>4 Underwriting Spots</td>
<td>$46</td>
<td>$525</td>
<td>$1,000</td>
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<tr>
<td>6 Underwriting Spots</td>
<td>$60</td>
<td>$750</td>
<td>$1,400</td>
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<tr>
<td>8 Underwriting Spots</td>
<td>$72</td>
<td>$900</td>
<td>$1,600</td>
</tr>
</tbody>
</table>

DJ Services
DJ for 2 hours $150 | $125
*$50 for each additional hour

Live Remotes
2 hours on location w/ 1 week underwriting
$175 | $150

Who am I reaching?
College and high school students. Pop music lovers.
Who am I reaching?
Students and Maryville residents with Suddenlink.

Rates
Community Rate | Campus Rate

<table>
<thead>
<tr>
<th>Ads/Night</th>
<th>Ads/Week</th>
<th>Price/Week</th>
<th>Price/Semester</th>
</tr>
</thead>
<tbody>
<tr>
<td>2 Ads</td>
<td>112 Ads</td>
<td>$40</td>
<td>$35</td>
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<tr>
<td>4 Ads</td>
<td>224 Ads</td>
<td>$60</td>
<td>$55</td>
</tr>
<tr>
<td>6 Ads</td>
<td>448 Ads</td>
<td>$80</td>
<td>$75</td>
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</tbody>
</table>

Sponsorships
Mentioned in a “Brought to you by” statement and logo shown to viewers during the beginning, end and any commercial breaks during the program. A half hour program has four mentions and a quarter hour show has three mentions.

<table>
<thead>
<tr>
<th>Trimester</th>
<th>Year</th>
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<tbody>
<tr>
<td>Half Hour</td>
<td>$250</td>
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<tr>
<td>Quarter Hour</td>
<td>$125</td>
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</table>

Creative Services and Streaming
Live stream your event to Youtube, Facebook Live, etc.

Single Camera for 2 hours
Multi Camera for 2 hours

$150 | $125
$400 | $350

$50
commercial production fee.

Programming
KNWT programming is original in nature and entirely student produced. New programming airs 6 p.m. to 9 p.m on Mondays then loops continually for the remainder of the week.
Shows cover Bearcat and Spoohound athletics, campus and community news, area history and events, video games, and student film and music video production. Rates are based on the number of commercial spots per week. All packages are based on a 11-week KNWT semester schedule and do not include a one-time production fee per commercial.
click it
Who am I reaching?
Alumni, Undergrads/Graduate students, Faculty, Staff, Administrators, Maryville community members. World wide reach!

Online Rates

Our website is an interactive supplement to the weekly print edition that covers breaking news and daily events at the university and in the Maryville community.

Top Leaderboard
Size: 728x90 px  $25/week

Middle Leaderboard
Size: 728x90 px  $20/week

Bottom Leaderboard
Size: 728x90 px  $15/week

Top Rail
Size: 300x250 px  $20/week

Middle Rail
Size: 300x250 px  $15/week

Bottom Rail
Size: 300x250 px  $15/week

Online ads may rotate with no more than three advertisers per spot.

30-40K Views Per Month
nwmissourinews.com
1. Underwriting or advertising or sponsorship(s) may be placed at Northwest Missouri State University’s Student Media Office at 030 Wells Hall, 800 University Drive, Maryville, MO 64468; by calling 660-562-1635; or by e-mail, nwmadv@nwmissouri.edu, by forwarding the information as well as mailing the proper payment to the address above. Classified ads may be placed by phone, 660-562-1635; e-mail, nwmadv@nwmissouri.edu; or fax, 660-562-1521. Call 660-562-1635 for further information, but no other underwriting or advertising or sponsorship(s) will be accepted by telephone without written approval.

2. The Northwest Student Media Department can assist a client with all marketing and promotion needs, including campaigns, production and design of underwriting or advertising or sponsorship(s), or remote(s) and event marketing.

3. Deadline for print and online advertisements and inserts is 5 p.m. the Thursday prior to publication. Deadline for classified advertisements is 5 p.m. Tuesday prior to publication. The advertising/general media manager must receive one copy of pre-printed inserts two weeks prior to publication for review. Ready-to-insert copies should arrive at the production plant at least four business days before publication. Send to NPG Printing Co., c/o Northwest Missouriian, 1301 South 58th Street, St. Joseph, MO 64507. Full circulation is 4,000 copies. Campus-students only circulation is 2,000 copies.

4. Deadlines for radio underwriting and television advertising are two weeks prior to the initial airdate. For broadcast production consultations and/or questions, call 660-562-1635.

5. All underwriting or advertising or sponsorship(s) is subject to acceptance by the advertising/general media manager and student media leaders of Northwest Student Media, which reserves the right to reject underwriting or advertising or sponsorship(s) at its sole discretion at any time prior to publication or broadcast.

6. Northwest Student Media will not accept underwriting or advertising or sponsorship(s) that is libelous; untrue; promotes academic dishonesty; promotes irresponsible use of alcohol; violates any local, state or federal laws; or encourages discrimination against any individual or group on the basis of race, sex, age, creed, religion, national origin or disability.

7. Underwriting or advertising or sponsorship(s) using a person’s name, photograph or other likeness must be authorized to run by written consent of the person named or pictured.

8. Print advertising having the appearance of news must have the word “Advertisement” printed above and be bordered.


10. The client and/or advertising/marketing agency assumes full and complete responsibility and liability for the content (including text, text representations, illustrations, graphics, photos and copyrights) of all underwriting or advertising or sponsorship(s) printed or broadcast pursuant to the agreements, and shall indemnify and hold Northwest Student Media at Northwest Missouri State University harmless against any demands, claims or liability.

11. Northwest Student Media will make all reasonable efforts to see that all underwriting or advertising or sponsorship(s) is published or broadcast as accepted, and that pre-printed inserts are distributed as ordered. However, Northwest Student Media will not be liable for any consequential damages resulting from failure to do so.

12. Clients and advertising/marketing agencies forwarding insertion orders that contain incorrect rates or conditions are hereby advised that underwriting or advertising or sponsorship(s) called for will be inserted and/or broadcast and charged in accordance with the rates and terms of the agreements and the Northwest Student Media Kit in effect at the time of publication and/or broadcast programming. Failure to make an order correspond in price or terms will be regarded as a clerical error, and the underwriting or advertising or sponsorship(s) will be inserted without further notification.

13. Premium placement is not sold nor guaranteed.

14. Cancellation of underwriting or advertising or sponsorship(s) placement is accepted until the reservation deadline. If a client decides to pull underwriting or advertising or sponsorship(s) after placement has been guaranteed and/or during broadcast, the client may pay up to 100 percent of the full cost of the underwriting or advertising or sponsorship(s).

15. Proofs, underwriting, and/or commercials will be delivered or sent via e-mail, upon the client’s request, for any one or more submitted. Deadline for print corrections is 5 p.m. the Tuesday prior to publication. Deadline for radio underwriting and television advertising is two days before the initial airdate.

16. Northwest Student Media is not responsible for underwriting or advertising or sponsorship(s) copy omission, typographical errors or any unintentional errors that may occur in underwriting or advertising or sponsorship(s) other than to correct the error in the next underwriting or advertising or sponsorship(s).

17. Northwest Student Media will not consider adjustment of payment for any underwriting or advertising or sponsorship(s) involving typographical errors of erroneous insertion unless notice is given to the advertising/ general media manager within ten (10) days of receipt for the first monthly statement showing the charge in question. Northwest Student Media shall not be held liable for more than one incorrect insertion of any underwriting or advertising or sponsorship(s).

18. Invoices are delivered either with a copy of the newspaper by an account executive every week or are mailed at the end of each month with the monthly statement from Northwest Missouri State University, unless otherwise requested.

19. All statements and/or invoices for underwriting or advertising or sponsorship(s) placed with Northwest Student Media are mailed at the end of each month and are due by the 15th day of the following month, unless otherwise requested. Each client and advertising/marketing agency will be given a University 919#, please include this number with your payment if you do not include the payment stub with your payment. Payments can be made using cash, check, or money order. Payments should be sent to: Cashiering Department, Northwest Missouri State University, 800 University Drive, Maryville, MO 64468-6001. Please note the payment is for Northwest Student Media.

20. Payment of the full balance is required or the client will pay a 1% per month finance fee on the remaining balance.

21. All new accounts will be required to pay in advance for one semester (16 weeks) until credit is established.

22. All bar and tattoo establishments as well as politicians and political campaigns will be required to pay in advance.

23. A $25 fee will be charged to the client for each returned check.

24. All accounts 90 days past due will be considered delinquent and will not be extended credit until a significant portion of the balance is paid to Northwest Student Media.

25. Verbal agreements, promises or waivers of any nature not contained in Northwest Student Media Kit shall not be binding.
Community Locations

- Americas Best Value Inn
- Bearcat Lanes
- Bram Funeral Home
- Broken Mug
- Casey’s - 16th
- Casey’s - 1st
- Casey’s - Main
- Chamber of Commerce
- City Star
- Deluxe
- Dollar General North
- Holiday Inn
- Hy-Vee
- Hy-Vee Gas
- Maryville Chamber of Commerce
- Maryville High School
- Maryville Public Library
- Nodaway Valley Bank
- Northwest Missouri Credit Union
- Powell Optometry
- Quick Cash
- Priority One Realty
- Senior Center
- Mosaic
- Red Roof Inn
- Styles & Smiles
- The Spec Shoppe
- Post Office
- US Bank North
- US Bank South
- Walgreen’s
- Wal-Mart
**Publication Dates**

nwstudentmedia.com  
well hall #030, 800 university drive maryville, mo 64468  
p: 660.562.1635  f: 660.562.1521  e: nwmadv@nwmissouri.edu

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**Weekly Newspapers**