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AUTHENTIC
RELEVANT
BRAND ENGAGEMENT
MORE THAN A NEWSPAPER

The State News

Michigan State University’s leading Independent student news organization that publishes high-quality, ethical, trusted, local content and offers innovative marketing solutions.

Over 2.5 million people per year consume The State News, in print, online and across mobile devices.

The first issue of The Holcad was published on Feb. 22, 1909. More than 115 years later, it remains a cornerstone of Michigan State University and the East Lansing & Lansing communities.

The State News is an editorially independent, student-run news organization; recognized as among the best college media outlets in the country.

Beyond the print edition of the State News, SNMedia Group has made the necessary steps to grow and adapt with the changing landscape of news.

As a pioneer online, StateNews.com has attracted millions of visitors since its debut in 1996.

An expanded digital presence includes an active involvement on social media platforms such as Facebook, Twitter and Instagram.

The State News prides itself on being a vehicle to promote and showcase campus organizations and community businesses.

With continuing evolution in both physical and digital platforms, student media at MSU offers advertisers a diverse array of advertising options and a variety of opportunities to reach clients across different forms of media.

A NOTEABLE LEGACY SINCE 1909

MORE THAN A NEWSPAPER

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A NOTEABLE LEGACY SINCE 1909
“MSU pushes the boundaries of discovery and forges enduring partnerships.”

Campus Profile
51,477 Total Students and Faculty
  39,423 Undergraduate
  10,928 Graduate & Professional
  13,491 Faculty & Academic Staff
  7,201 Support Staff Employees
576,000 Living Alumni Worldwide
  All 83 Counties in Michigan
  All 50 States in the US
  And 141 Other Countries

MSU’s Economic Impact
5,967 = Acres Owned by MSU
$2,912,879,872 = Total Economic Impact
$589,016,845 = Spending with Local Businesses

MSU FUN FACTS
Founded in 1855
Nickname - Spartans
Colors - Green & White
Mascot - Sparty
Conference - Big Ten
The State News continues to serve Michigan State University and the community for over 110 years. Our weekly newsmag is informative, vibrant and engaging.
2020 STATE NEWS

PUBLICATION CALENDAR

SPECIAL PUBLICATIONS

7/13  2020-2021 MSU Student Orientation Mail Home Issue
8/31  Fall 2020 Welcome Week Issue
10/6  Housing Guide
10/27 Halloween and MSU Homecoming
12/8  Finals Week

CIRCULATION
5,000 to over 280 locations on-campus at Michigan State University, East Lansing and Lansing, MI

DEADLINES
Space  Friday by 5pm
Artwork  Artwork by 5pm
Payment  Monday by 3pm
# 2021 Publication Calendar

## January

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## 2021 Special Publications

- **1/19/21**: MLK & Diversity and Inclusion Issue
- **2/9/21**: Love & Sex Edition
- **2/23/21**: Spring Housing Guide
- **3/16/21**: March Madness
- **3/30/21**: Best of MSU
- **4/6/21**: TBA
- **4/13/21**: TBA
- **4/27/21**: TBA
SPECIAL EDITIONS

SUMMER MAIL HOME
JULY 13, 2020

WELCOME WEEK
AUGUST 31, 2020

FALL HOUSING GUIDE
OCTOBER 16, 2020

BASKETBALL PREVIEW
OCTOBER 27, 2020

MARTIN LUTHER KING JR. | DIVERSITY
JANUARY 16, 2020

LOVE & SEX ISSUE
FEBRUARY 13, 2020

BEST OF MSU
MARCH 5 – APRIL 16, 2020

SPRING HOUSING GUIDE
FEBRUARY 27, 2020

Sign up to recieve email updates regarding discounts and special editions.
statenews.com/marketing
PRINT DISPLAY
ADVERTISING

RATES AND SIZING

- **EIGHTH**
  - Size: 4.69 in. x 3.5 in.
  - Price: $199.50

- **QUARTER**
  - Size: 4.69 in. x 6.5 in.
  - Price: $370.50

- **HALF HORIZONTAL**
  - Size: 9.5 in. x 6.5 in.
  - Price: $741.00

- **FULL**
  - Size: 9.5 in. x 12 in.
  - Price: $1425.00

SPECIAL PLACEMENTS

- **DOUBLE CENTER SPREAD**
  - Price: $3025.00

- **GUARANTEED PLACEMENT**
  - Additional Cost: +$250

- **FRONT PAGE BANNER**
  - Size: 9.5 in. x 2 in.
  - Price: $1200

DEADLINES

- **Space**
  - Monday by 5pm

- **Artwork**
  - Tuesday by 5pm

- **Payment**
  - Wednesday by 3pm

- **FULL PAGE OPTIONS**
  - BACK COVER:
    - Price: $1725.00
  - INSIDE COVER:
    - Price: $1675.00
Statenews.com sees over 2.5 million visitors each year, and roughly half of those come via mobile devices. 80% of internet users own a smartphone. 88% of consumers who search for a type of local business on a mobile device call or visit that business within 24 hours. 73% of people always have their mobile device with them. People pick up their mobile devices 150 to 200 times a day.

WEB ADVERTISING

- MEDIAE KETD&TIK RMAC
  Adveretixings, etcDigialDligM
  ksSonuwe e................... cm/efbN

- MEDI2EKOS2ITEN ExAEI RM2TC
  verOtveitirng, etcDigialDligM
  ksSonuwe e................... ecmOefbN

- DQAAD&TIK RDDC
  Adveretixings, metDigialDIM
  ksSonuwe e................... ecmEefbN

- aAGr iElRarC
  vvereBvteirng, metDigialDIM
  ksSonuwe e................... ecmBefbN

MOBILE ADVERTISING

- MEDIA KA T&RDTR&KCM2A
  Adveretivsers, nDagI m e dikkkkkkkkkkkkkkkkddk

- MEDIA KM &OMKR SNTedA KCMMR2
  Avdrdteivsrng, nDagI m e dikkkkkkkkkkkkkkkkddk

Minimum purchase of 30,000 impressions. Additional impressions in increments of 10,000. Bulk discounts are available.
SOCIAL MEDIA AUDIENCE

41,707 followers
Twitter
Gain high exposure to your ad with our large following!
@thesnews
@thesnews_sports

14,103 followers
Facebook
Use this popular app to notify and plan events with our followers
The State News
@thesnews

1,986 followers
Instagram
Boost your online visual presence on our insta feed
The State News
@thesnews

82% of our social media audience have attended or are currently students in college!

46%
Currently Attending

36%
Have Attended

58% of our social media followers are from the Mitten State!
SOCIAL MEDIA

SNEWS has thousands of followers on its social media. Sponsored posts can be purchased for any time of day, any day of the week.

**PRICING**

<table>
<thead>
<tr>
<th>Number of Posts</th>
<th>Price per Post</th>
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<tr>
<td>Single Post</td>
<td>$50</td>
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<tr>
<td>2-5 posts</td>
<td>$48/post</td>
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<tr>
<td>6-9 posts</td>
<td>$46/post</td>
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<tr>
<td>10-19 posts</td>
<td>$42/post</td>
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<tr>
<td>20-30 posts</td>
<td>$40/post</td>
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<td>30+ posts</td>
<td>$38/post</td>
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Limit one sponsored post per brand/product per day with a maximum of 4 per week.

Social media posts will be prefaced with “AD”, “Sponsored content”, etc., based on the platform. You may not post or target individual groups, but you may include your own social media handle.

Tweets may contain up to 271 characters. Statistics will be sent as available. Tweets may include hashtags, mentions, photos or video.
HIGH IMPACT PRINT PRODUCTS

Inserts
Reach thousands of readers with your pre-printed advertising inside The State News. Full-run distribution at over 300 locations. Deadline is 7 days prior scheduled insert date. Minimum insert is full run at 7,000. Rates are CPM.

INSERT PAGE COUNT
2  $71
4  $73
8  $75
12 $77
*Minimum size 4” x 6”
Maximum size 9” x 12”

Distribution-Stand Billboard Posters
We have over 280 (OOH) distribution stand billboards located in high traffic areas of every MSU building. Maximize your advertising dollars by purchasing billboard posters in our small or large stands. Posters are purchased and reserved on a monthly basis. Over 75,000 people on campus will see your poster everyday. Think of all those undergraduate students, graduate students, doctoral students, faculty, staff, alumni, and visitors seeing your branded message on a full-color poster.

JUMBO STAND
19” x 36” poster size
(pricing is based per location, per month)
1-4 stands $500
5-9 stands $450
10+ stands $400

MEDIUM STAND
17.25” x 21.25” poster size
(pricing is based per location, per month)
1-4 stands $450
5-9 stands $400
10+ stands $350

Must print and ship to:
Michigan Web Press
10441 Enterprise Drive
Davisburg, MI 48350.
Please mark clearly: State News and the date of insertion.
SNDaily E-Newsletter
The State News daily email newsletter delivers essential, trustworthy news right into the inbox of over 75,000 subscribers who strive everyday to stay ahead on the latest news and trends. This newsletter sponsorship will deliver your brand at the forefront and more importantly... be at the top of mind for key readers. Our daily newsletters have a high engagement rate.

570x120 pixel ad per day (only one advertiser per day)

E-Blast. Ads are due 7 days prior to scheduled E-Blast. 2 day commitment required.

E-HEADER SPOT $400/week
E-FOOTER SPOT $250/week

Original Content Creation
Do you need help creating original content for your website, newsletter, company magazine or other marketing materials? Our public relations team is here to assist you in researching topics conducting interviews and putting the pieces together to produce articles of material that will tell the story of your business and services.

Pricing is project based. Visit statenews.com/marketing for more information.

Native Advertising
Native Advertising or sponsored content is content posted for one week on our website www.statenews.com or in our print product. This is usually an article produced by an advertiser or a State News Marketing Consultant with a specific intent to promote a product. Content posted is labeled as “sponsored advertising content” and owned by the client.

ARTICLE WITH PHOTO ON STATENEWS.COM $450
Approx. 300 words | Listed for a week on the homepage. Limit one per week.

ARTICLE WITH PHOTO IN THE STATE NEWS PRINT PUBLICATION $750
Approx. 300 words | Half page, Full Color, page placement decided by GM
Classified ads are printed in the State News and posted to our main webpage on statenews.com. Classified advertising is advertising which is sorted by category. It is used heavily for employment and apartment rentals, but is also an effective, inexpensive way to promote many other products. Classifieds are text only and your online classifieds may include a link to your website, as well as direct calling to your listed phone number.

The State News offers classifieds under these categories:

- Rentals
- Sublet
- Employment
- Services
- For Sales
- Notices

- There is a 4-line minimum charge for classified line ads.
- The first two words in each ad are in all caps.

All classified liners must be prepaid and we take checks or credit cards: Visa, Mastercard and American Express.

**Puzzle Sponsorships**
Reserve space all semester long on our puzzle page released weekly in our print publication.

1 SEMESTER $1200
Be included in our weekly print directory every Thursday and featured online at: statenews.com/religiousdirectory

Let us help you to spread the word to our readership and provide valuable information on your religious organization. There is nothing better than regular weekly and online exposure.

**WHAT IS INCLUDED IN PRINT?**
Name of Organization
Address
Phone Number
Worship Hours
Website and contact information

**WHAT IS INCLUDED ONLINE?**
Name of Organization
Address
Phone Number
Worship Hours
Website and contact information

*photos (1-4 total)
*introductory paragraph of no more than two-three sentences.

**Prices**

<table>
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<th>1 SEMESTER</th>
<th>$400</th>
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<td>FULL ACADEMIC YEAR</td>
<td>$650</td>
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Are you looking for Creative Images and unique video content to tell your story? Let our public relations team meet with you to visualize your business on a website. Our team can help craft a script for you, or direct Film or photography Production on your business. After project completion, the images and videos will become yours to use for all your marketing means.

For more information visit statenews.com/marketing

Social media platforms are an integral part of your business and without a doubt the most complicated. Let our sophisticated, knowledgeable social media team, analyze your audience, audit your competition and develop sound, creative strategies to increase your brand awareness. Additionally, let us manage all your social media handles!

For more information visit statenews.com/marketing

Our team of experienced professional campus poster staff is waiting to place your posters in advantageous spots both around campus on designated message boards, at the entrance to buildings, study halls, dorms, cafeterias, high traffic public areas, hallways, indoors, and outdoors. We know the area well and can assess the best high-traffic places for your particular message.

For more information visit statenews.com/marketing

Our staff will place original printed static clings around campus in unsuspecting locations. This type of media offers a high quality impression with an increased likelihood of recall. Use them in bathrooms, on drinking fountains, benches, windows, mirrors, and public areas where students will be.

For more information visit statenews.com/marketing

These unique, full-color sidewalk vinyls are placed around campus on high traffic walkways using a non-permanent adhesive. These impactful graphics deliver lasting impressions to students on the move and in their environment. Posters, static clings, sidewalk vinyl, and mobile billboards are available for guerilla placement on Michigan State University’s campus and public areas. We offer full service planning, printing, and placement.

For more information visit statenews.com/marketing
Create a fun experience for guests, with stunning photo layouts and GIFs. Pix Share Photo Booth is effortless and guests will have time to take as many photos as they want. Our intuitive screen layout allows your guests to quickly send photos by email or text message.

FULL SERVICE RENTAL

Work with us to setup and manage your photo booth experience from start to finish. An experienced on-site team member will keep you stress-free and help your guests capture great pics. Create a custom branded experience with a #hashtag of your choice.

PRICE: $649.00 (3 HOURS)
• Local Delivery, set up, and breakdown
• Customizable start screen
• Unlimited guest use during active hours
• Friendly attendant to provide customer service
• No props or backdrop required. Get creative!
• Complete collection of photos and GIFs delivered the day after your event
• Unlimited instantaneous delivery of photos or gifs straight to phone via sms/text. (when wifi available)
• Guests Share on Facebook, Instagram or Twitter
• Lead capture and Analytics to grow your prospect list

ENHANCEMENTS

$125 per additional hour
$50 cellular hotspot (when venue does not have reliable wi-fi)
$50 Custom logo or text overlay
$150 Live Showcase Gallery

DON’T WAIT!
BOOK YOUR SELFIE CREW NOW AT PIXSHAREBOOTH.COM
OUR TEAM
IS YOUR TEAM
LET US WORK FOR YOU

IS YOUR BRAND AND MESSAGE ON CAMPUS?
Advertising has always been the defining landmark of our cultural landscape
Marketing is fuel for your brand

WHAT WE DO

- Advertising and Marketing Services
- Interactive Photo Booth Rental
- Integrated-media campaign development/implementation
- Street Teams
- Social Media Management
- E-Campaign Services
- Graphic Design
- Custom Content Creation
- SEO (Search Engine Optimization)
- Print Publishing, Design and Production
- Market Research and Analysis
- Photography and Video
- Digital advertising (AdWords/Display/Facebook/Twitter/Instagram)
- Full Service Media Planning & Buying
- Communication Strategy
- Web Development, Hosting & Support
- Podcasting Services
- Event Production
- Brand Management
# Design Specifications

## Print Advertising

### Sizing
Measured through column inches (width) and inches (height)
Column Inches: 1.48”

### Color Space: CMYK
Any other color spaces such as RGB or Spot colors will be converted to CMYK.
Do not use Rich Black, Registration, or any 4C black options.
Max Ink Density: 180

### Resolution
- Images: 200 ppi min
- Line Art: 1200 ppi min

*ppi: pixels per inch

### Type
- 10 pt. Minimum for reverse type
Please avoid fine serif type. Any text a part of the image is subject to graphic reproduction standards.

### Ad Files
PDF files are preferred. Do not include any printer’s marks.
Send via email to the account executive you are in contact with or to: advertising@statenews.com
Please include contact information in the text portion of the email.

All ads are subject to print reproduction standards.

## Web Advertising

### Sizing
Measured by pixels
Column Inches: 1.48”

### Color Space: RGB
Any other color spaces such as CMYK or Spot colors will be converted to RGB

### Resolution
- Images: 72 ppi

*ppi: pixels per inch

### Ad Files
Send files as png, jpeg, or gif
Send via email to the account executive you are in contact with or to: advertising@statenews.com
Please include contact information in the text portion of the email.

All ads are subject to web reproduction standards.
Terms of Payment
SNMedia Group understands that you want your invoice in a timely fashion with accurate billing information. If you have a question or there is a discrepancy with your invoice at any time, please contact our Accounting Department as soon as possible.

All rates are non commissionable, net rates. Checks, ETF, American Express, Mastercard and Visa are accepted.

Out-of-town and new advertising accounts must prepay for advertising until credit is established. All political, “closing” and “going out of business” advertising must be prepaid.

Credit may be extended by completing a credit application. Please allow 30 days for approval.

Advertising invoices are mailed every week to accounts with established credit history.

All balances not paid in 30 days are subject to a finance charge of 1.5% per month (annual/percentage rate is 18%).

A charge of $40.00 will be assessed on any returned check.

NOTE: No refunds will be given. In the case of an error by The State News, account credit will be granted. In the case of an error by the customer no credit will be granted.

General Advertising Policies
SNMedia Group reserves the right to reject any advertising for any reason.

SNMedia Group makes every effort to produce error free ads; however, if an error should occur, please notify our sales office within three days of the error. Liability for any errors is limited to the cost of the space occupied by the error.

All ad changes and cancellations must be made before the advertising deadline. Ads canceled after the deadline will be charged for two-thirds of the ad’s space.

Advertising having the appearance of news must be labeled as “Paid Advertising.” All political and cause advertisements must carry the information required by law (e.g., Paid by Committee for Jane Doe, John Doe, Treasurer).

By having an advertisement printed in the State News or any SNMedia group publication, the advertiser is purchasing space and circulation only.

The advertiser assigns to SNMedia Group all rights, title and interest to all original art produced by SNMedia Group.

SNMedia Group will not knowingly accept any advertisement that is defamatory, promotes academic dishonesty, violates any federal, state or local laws or encourages discrimination against any individual or group on the basis of race, sex, sexual orientation, color, creed, religion, national origin, ancestry or disability.

The advertising management reserves the right to reject ads considered distasteful or defamatory.

Classifieds of a business nature may not appear in the “Personal” classification.

Proofs requiring changes initiated by the advertiser will be corrected with or without additional charge depending on the extensiveness of the revisions and the amount of typesetting and/or photographic work required.

Rates listed in this rate card are valid for January 1, 2020 - December 31, 2021

Unless otherwise noted, no position will be sold or guaranteed.

Contracted space is for the sole use of the signing advertiser and may not be used by another advertiser.

The advertiser assumes full liability for advertisements and links (both print and online) and agrees to hold SNMedia Group harmless for any claims that result from the advertiser providing material that could result in illegal use (i.e. providing copyrighted artwork without authorization).

All advertisements shall have a clear statement of a bona fide offer or announcement made in good faith.

Advertisements placed by anonymous advertisers will not be published. Advertisers must provide name, business name, address and phone number to SNMedia Group.

Classified advertisements will not intentionally be misclassified at the request of advertisers.

Advertising copy delivered electronically is not considered camera-ready and is subject to normal copy deadlines.

Copy received after the deadline will not be guaranteed a proof. Late copy will be assessed a $25 fee.

The State News is not responsible for errors on advertisements in which advertising copy is delivered past deadline.

Copy regulations are subject to change without notice.