

# COLLEGIAN MEDIA GROUP



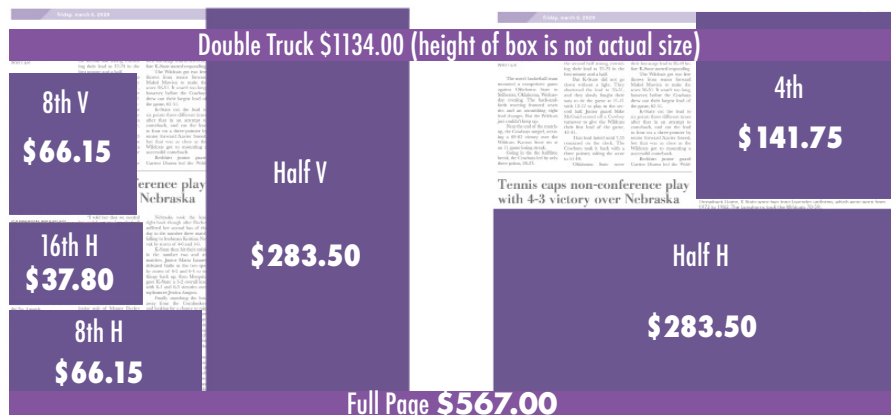
## SPRING 2021 RATE CARD KIT



**collegian**  
MEDIA GROUP

# PRINT LOCAL RATES

## Display Advertising Measurements:



	Width x Height
Full page (6x10).....	10.25 x 10 inches
Half H (6x5).....	10.25 x 5 inches
Half V (3x10).....	5.063 x 10 inches
4th (3x5).....	5.063 x 5 inches
8th H (3x2.5).....	5.063 x 2.5 inches
8th V (2x3.5).....	3.333 x 3.5 inches
16th H (2x2).....	3.333 x 3 inches
Full Double Truck.....	21.25 x 10 inches

Columns per page.....Six  
 Printing method.....Offset  
 Format.....Tabloid

Adds are sold in modular sizes.

## Color Rates and Production Charges:

Four-color.....	\$50
Two spot color.....	\$40
One spot color.....	\$20

Color advertising is available, though not guaranteed, for all issues. Availability is dependent on advertising volume due to press limitation.

## Insert Rates:

Inserts can run remotely. Must run entire press run of 4,750.

One page (front/back).....	\$79 per thousand
3-12 pages.....	\$81 per thousand
13-20 pages.....	\$85 per thousand

Size restrictions:

Minimum 5 x 7 inches

Maximum 10.25 x 10 inches

We will accept folded inserts that are within the guidelines stated above. If you have questions please call: 785-370-6357 and ask for the assistant ad manager.

Rates are non-commissionable and no discounts apply.

## Local Rates

Available to Kansas companies whose headquarters are not located out-of-state.

Net, per column inch.....\$9.45

1-column width.....1.604 inches

2-column width.....3.333 inches

3-column width.....5.063 inches

4-column width.....6.792 inches

5-column width.....8.521 inches

6-column width.....10.25 inches

## Electronic Ad Submission

Our creative staff can create your ad at additional charge. If you choose to create your own ad, please read below for proper submission instructions.

Create your ad in the correct size by following the ad size measurements on this page. A PDF file of your ad is the preferred format. It may be submitted by email to: [advertising@kstatecollegian.com](mailto:advertising@kstatecollegian.com). Please include your contact information. For any further details, please call: 785-370-6357

## Classifieds

One day.....\$10.50 per inch

Three consecutive days.....\$10.35 per inch

Five consecutive days.....\$9.90 per inch

Ten consecutive days.....\$9.60 per inch

Classified display ads can be no more than 5 inches high.

Minimum height is 1 inch. To qualify for the consecutive day rate, the ad must be the same all days it runs. Also, published in the online edition at no extra cost!

For more information, call 785-370-6355

## Advertising Deadlines:

Display ad and cancellation deadlines are 4pm two business days prior to publications. Please allow three days prior to publication for ads requiring extensive production work. Deadlines for display ad corrections is 4pm. the business day before publication.

Classified display ad deadline for publication or cancellation is Noon the business day before publication.

# PRINT NATIONAL RATES

## Display Advertising Measurements:

Double Truck \$1794.00 (height of box is not actual size)			
<div>8th V</div> <div>\$104.65</div>	<div>Half V</div> <div>\$448.50</div>	<div>4th</div> <div>\$224.25</div>	
<div>16th H</div> <div>\$59.80</div>			
<div>8th H</div> <div>\$104</div>		<div>Half H</div> <div>\$448.50</div>	
Full Page \$897.00			

### Width x Height

Full page (6x10).....	10.25 x 10 inches
Half H (6x5).....	10.25 x 5 inches
Half V (3x10).....	5.063 x 10 inches
4th (3x5).....	5.063 x 5 inches
8th H (3x2.5).....	5.063 x 2.5 inches
8th V (2x3.5).....	3.333 x 3.5 inches
16th H (2x2).....	3.333 x 3 inches
Full Double Truck.....	21.25 x 10 inches

Columns per page.....	Six
Printing method.....	Offset
Format.....	Tabloid

Adds are sold in modular sizes.

## Color Rates and Production Charges:

Four-color.....	\$120
Two spot color.....	\$80
One spot color.....	\$40

Color advertising is available, though not guaranteed, for all issues. Availability is dependent on advertising volume due to press limitation.

## Insert Rates:

Inserts can run Tuesday-Friday. Must run entire press run of 4,750.

One page (front/back).....	\$79 per thousand
3-12 pages.....	\$81 per thousand
13-20 pages.....	\$85 per thousand

### Size restrictions:

Minimum 5 x 7 inches

Maximum 10.25 x 10 inches

We will accept folded inserts that are within the guidelines stated above. If you have questions please call: 785-370-6357 and ask for the assistant ad manager.

Rates are non-commissionable and no discounts apply.

## National Rates

Net, per column inch.....\$14.95

1-column width.....	1.604 inches
2-column width.....	3.333 inches
3-column width.....	5.063 inches
4-column width.....	6.792 inches
5-column width.....	8.521 inches
6-column width.....	10.25 inches

## Electronic Ad Submission

Our creative staff can create your ad at additional charge. If you choose to create your own ad, please read below for proper submission instructions.

Create your ad in the correct size by following the ad size measurements on this page. A PDF file of your ad is the preferred format. It may be submitted by email to: [advertising@kstatecollegian.com](mailto:advertising@kstatecollegian.com). Please include your contact information. For any further details, please call: 785-370-6357

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Classified display ads can be no more than 5 inches high. Minimum height is 1 inch. To qualify for the consecutive day rate, the ad must be the same all days it runs. Also, published in the online edition at no extra cost!

For more information, call 785-370-6355

## Advertising Deadlines:

Display ad and cancellation deadlines are 4pm two business days prior to publications. Please allow three days prior to publication for ads requiring extensive production work. Deadlines for display ad corrections is 4pm. the business day before publication.

Classified display ad deadline for publication or cancellation is Noon the business day before publication.

# PRINT DATES

The newspaper is printed every Friday.

**\*\*DUE TO COVID-19 DATES ARE SUBJECT TO CHANGE\*\***

January: Friday the 29th.

February: 5, 12, 19, 26

March: 5, 12, 19, 26

April: 2, 9, 16, 23, 30

**EVERY FRIDAY!!**

# ONLINE

## Layout Guide

### Leaderboard:

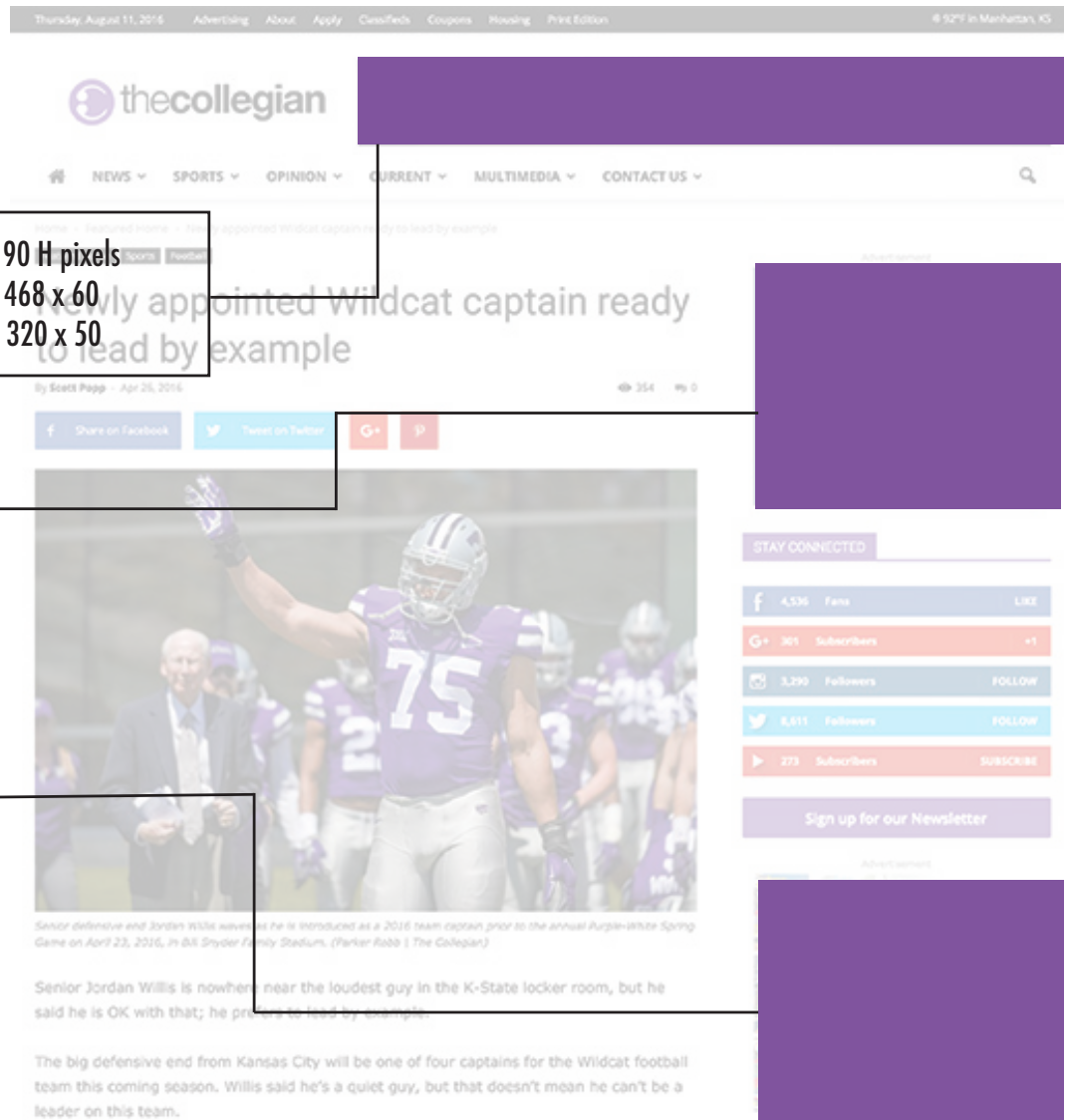
728 W x 90 H pixels  
tablet: 468 x 60  
mobile 320 x 50

### Medium Rectangle

300 W x 250 H pixels  
tablet & mobile: 180 x 150

### Medium Rectangle

300 W x 250 H pixels  
tablet & mobile: 180 x 150



## Online Rates:

Leaderboard.....\$180/mo. (10 spots available)  
Medium Rectangle 1.....\$150/mo. (10 spots available)  
Medium Rectangle 2.....\$120/mo. (10 spots available)

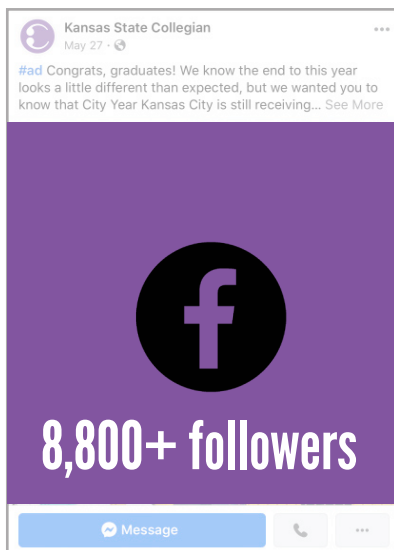
# SOCIAL MEDIA

## Platforms & Prices

Pick Two Platforms.....\$180.00

All Three Platforms.....\$270.00

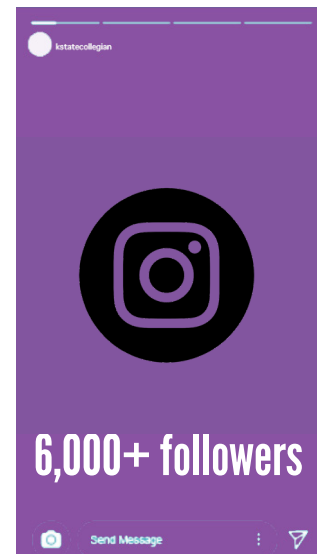
You will receive 3 posts on each platform.



Facebook



Twitter



Instagram  
Story

Follow us!

@kstatecollegian



# WELCOME BACK

## Special Edition!

### Sizes and Pricing:

	Local	National
1/8 Page Vertical (2.47" w X 4.92" h).....	\$66.15	\$104.65
1/8 Page Horizontal (5.06" w X 2.375" h).....	\$66.15	\$104.65
1/4 Page (5.06" w X 4.92" h).....	\$141.75	\$224.25
1/2 Page Vertical (5.06" w X 10" h).....	\$283.50	\$448.50
1/2 Page Horizontal (10.25" w X 4.92" h).....	\$283.50	\$448.50
Full Page (10.25" w X 10" h).....	\$567.00	\$897.00
Double Truck (21.25" w X 10" h).....	\$1,134.00	\$1,794.00

### Color Rates:

Four color:	\$50 (local)	\$240 (national)
Two spot:	\$40 (local)	\$160 (national)
One spot:	\$20 (local)	\$80 (national)

Deadlines: **February 10**

Run Date: **February 12**



# TIP-OFF

## Sizes and Pricing:

1/16 Page Horizontal (3.333" w X 2" h).....	\$37.80
1/8 Page Vertical (3.333" w X 3.5" h).....	\$66.15
1/8 Page Horizontal (5.063" w X 2.5" h).....	\$66.15
1/4 Page (5.063" w X 5" h).....	\$141.75
1/2 Page Horizontal (10.25" w X 5" h).....	\$283.50
1/2 Page Vertical (5.063" w X 10" h).....	\$283.50
Full Page (10.25" w X 10" h).....	\$567.00
Back Page (10.25" w X 10" h).....	\$725.00
Double Truck (21.25" w X 10" h).....	\$1,134.00

## Color Rates:

Four color: \$50   Two spot: \$40   One spot: \$20

## Sign up for...

All 7-9 issues.....	30% off each ad
5-6 issues.....	15% off each ad
3-4 issues.....	10% off each ad



## 2021 KSU Wildcat Basketball Schedule

Opponent	Run Date	Deadline
Texas A&M	Jan. 29	Jan. 27
Kansas	Jan. 29	Jan. 27
Texas Tech	Feb. 5	Feb. 3
Texas	Feb. 5	Feb. 3
Oklahoma St.	Feb. 12	Feb. 10
Kansas	Feb. 12	Feb. 10
TCU	Feb. 19	Feb. 17
Oklahoma	Feb. 19	Feb. 17
West Virginia	Feb. 26	Feb. 24



# LINE-UP

4 Games to build up excitement and get exposure.

BE A PART OF THE EXCITEMENT!

\$120	\$120	\$250	\$250
(3x5)		(3x10)	
\$120	\$120		
\$475		\$475	
(6x10)			

\*First 6 businesses to sign up for all 6 games get their logo on the front for FREE

\*Ads must be black and white\*

Texas A&M	2/2
Oklahoma St.	2/9
KU	2/16
Oklahoma	2/23

What's on the other side?

Artwork created by students



# MANHAPPENIN' MAGAZINE

## Sizes and Pricing:

\*Magazines are placed in all campus housing and facility office mailboxes

Double Truck (15.75" x 10.375").....	\$1,200.00
Back Cover (7.875" x 10.375").....	\$750.00
Inside Cover (7.875" x 10.375").....	\$700.00
Full Page (7.875" x 10.375").....	\$600.00
Half Page (7.875" x 5.125").....	\$325.00
1/4 Page (3.875" x 5.125").....	\$175.00
1/8 Page (3.875" x 2.5").....	\$90.00

## Social Media Bundle:

3 posts on the Manhappenin' Social Media Page.....\$90

Sponsored Content: \$120-600 (depending on length of story)

Release Date: **April 15**

Deadline: **March 12**



# THINK LOCAL

Three-part print series with 2 digital ads on supporting local businesses in Manhattan.

Includes 2 social media ads that can be run anytime between March 26 and April 9. 3 print with 2 social media ads.

**\$339 FOR EVERYTHING**

Limited Space - 3.333 x 2.5 inch space with full color.

<b>Deadline:</b>	<b>Run Dates:</b>
<b>March 24</b>	<b>March 26</b>
<b>March 31</b>	<b>April 2</b>
<b>April 7</b>	<b>April 9</b>



# A PLACE TO CALL HOME

*Special Edition!*

## Sizes and Pricing:

	Local	National
1/8 Page Vertical (2.47" w X 4.92" h).....	\$66.15	\$104.65
1/8 Page Horizontal (5.06" w X 2.375" h).....	\$66.15	\$104.65
1/4 Page (5.06" w X 4.92" h).....	\$141.75	\$224.25
1/2 Page Vertical (5.06" w X 10" h).....	\$283.50	\$448.50
1/2 Page Horizontal (10.25" w X 4.92" h).....	\$283.50	\$448.50
Full Page (10.25" w X 10" h).....	\$567.00	\$897.00
Double Truck (21.25" w X 10" h).....	\$1,134.00	\$1,794.00

## Color Rates:

Four color:	\$50 (local)	\$120 (national)
Two spot:	\$40 (local)	\$80 (national)
One spot:	\$20 (local)	\$40 (national)

**Sign up for all 5  
and get 20% off!**

## Run Dates:

**Jan. 29**  
**Feb. 5**  
**Feb. 12**  
**Feb. 19**  
**Feb. 26**

## Deadlines:

**Jan. 27**  
**Feb. 3**  
**Feb. 10**  
**Feb. 17**  
**Feb. 24**

**MHKhousing.com subscribers  
get 25% off!**



# A PLACE TO CALL HOME: DIGITAL

*Digital Edition!*

Get 1 post on Facebook, Twitter and Instagram Story: for a total of 3 posts each week!

1 week package: 3 posts for \$90

3 week package: 9 posts for \$270

6 week package: 18 posts for \$540

Run Dates:

**Jan. 18 - 22**

**Jan 25 - 29**

**Feb. 1 - 5**

**Feb. 8 - 12**

**Feb. 15 - 19**

**Feb. 22 - 26**



**Deadline is Friday before each week**

**MHKhousing.com subscribers get 25% off!**

# MHKHOUSING.COM



MHKhousing.com is The Collegian's OFFICIAL student off-campus apartment and housing website brought to you by the *students* for the *students*!

**MHKhousing.com subscribers get 25% off  
"A Place to Call Home" print and digital!**

**Rates:**

**Privately Owned Property (1 address/property):**

\$75 for 1-month (or month-to-month) per property

\$200 for 6-months (billed at \$33.33/month) per property

\$300 for 12-months (billed at \$25/month) per property

**Housing, Apartment & Property Management Companies:**

**Month-to-Month \$250 per month**

Includes unlimited listings and 1 home page spot

**Semester Plan- \$125 per month**

Includes unlimited listings and up to 3 home page spots

**Year Plan- \$100 per month**

Includes unlimited listings and up to 5 home page spots

**Other Advertising Opportunities:**

**Landing Page Digital: (300x250 png) link to your website**

Month to month - \$200 per month - Home page spot

Semester Plan - \$75 per month - Home page spot

Year Plan - \$50 per month - Home page spot



# PARENT & FAMILY GUIDE

The guide for all NEW incoming freshmen at K-State.

The guide is available to download from the Parent and Family Program newsletter.

The email newsletter rate is 10,000 contacts with a 40% open rate.

ALL new incoming families are encouraged to view the guide during orientation.

The guide lives on the PFP website all year.

The guide can be tweeted/shared on Facebook. PFP has over 5,000 followers!

## Sizes and Pricing:

Double Truck.....	\$750
Inside Cover.....	\$375
Full Page.....	\$350
Half Page.....	\$250
1/4 Page.....	\$150
Back Page.....	\$400

\*Custom Packages Available\*

Deadline:      **April 23**



# NEWSLETTER

Our email newsletter is sent out 3 times a week on Monday, Wednesday and Friday at noon.

## Sizes and Pricing:

Above Masthead Banner.....	\$250/week - \$600/month
Footer Banner.....	\$175/week - \$450/month
Double Height Above Masthead Banner.....	\$375/week - \$900/month
Double Height Footer Banner.....	\$262.50/week - \$675/month

Email: [advertising@collegianmedia.com](mailto:advertising@collegianmedia.com) to advertise in our email newsletter, or with any questions you may have.

\*\* see examples of sizing and location of ads on the photo to the right \*\*

Over 15,700 students, faculty, staff, and  
Manhattan area subscribers!



# DAILY DEALS

Runs every Friday in print

\$50 per week to advertise food and drink specials.

Now also being published digitally!

tuesday, january 22, 2019

@thecollegian 05

## AGGIEVILLE

### DAILY DEALS



Monday	
<b>Gordo's</b> Quesadilla Fajita 1/2 price All Margaritas	<b>Kite's</b> 75¢ Wings After 10 p.m. \$3 Bottles • \$2 Wells

Tuesday	
<b>Gordo's</b> Fish Tacos • Sangria Margaritas \$5 All Jumbo Margaritas	<b>Kite's</b> \$3.50 Taco Basket • \$3 Corona/ Dos Equis After 10 p.m. \$2 Wells

Wednesday	
<b>Gordo's</b> Fajita Nachos 1/2 Price Beers	<b>Kite's</b> 1/2 apps After 10 p.m. \$3 Premiums • \$3 Bombs • \$2 Wells

Thursday	
<b>Gordo's</b> Chile Verde Mango, Peach, Strawberry, and Watermelon	<b>Kite's</b> 1/2 Price Burgers After 10 p.m. \$1 Wells • \$2 Pounders

Friday	
<b>Gordo's</b> Fajita Chimichanga • CoronaRita \$2 16 oz Draft Beer Jumbo Gato Souza Margarita	<b>Kite's</b> \$6 3pc Chicken strip Basket After 10 p.m. \$4 Premium Whiskey

Saturday	
<b>Gordo's</b> Enchiladas Supremas \$6.99 All Jumbo Margaritas Jumbo Gato Souza Margarita	<b>Kite's</b> After 10 p.m. \$4 Premium Vodka

Sunday	
<b>Gordo's</b> Burrito Gordos \$6.99 Peach and Watermelon Margs Jumbo Gato Souza Margarita	<b>Kite's</b> \$6.50 Philly • \$2 You Call It

### DRUNK TEXTS from Aggieville

where are my friends and why am I lost

This week I learned I'm the kind of person who really likes wine coolers. Also why does alcohol make so many people?

Got a funny drunk text? Send it to us on Twitter @fromdrunk

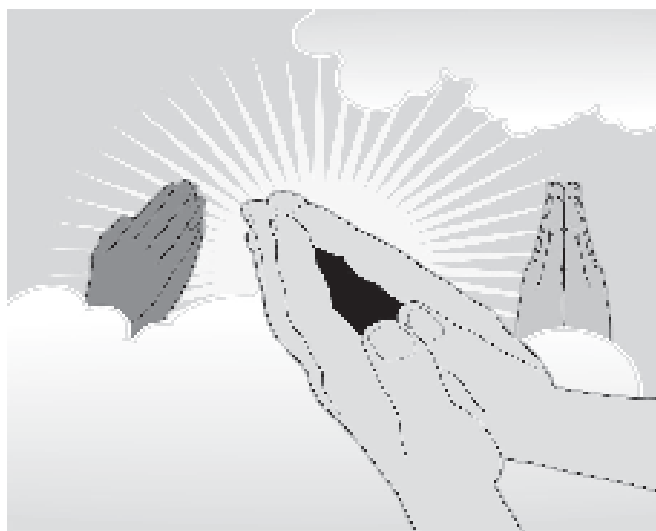
If I was more drunk I would be crying a mardy




# RELIGION DIRECTORY

Rates:

\$25 per week



Sizing: 1/8 Page Vertical

# VALENTINE'S DAY

## *Valentine's Day: Date Night Destination*

2-part series in print on February 5 and February 12.

Reach the thousands of K-State students looking to make their Valentine's Day plans by advertising your business in The Collegian and on our social media platforms. The first two businesses to purchase the Premium Package will also get a sponsored story written about their business featured in The Collegian! The story will also be featured on the website for your business to share!

### Premium Package:

Sponsored Story to run in the 2/5 or 2/12 print edition of The Collegian (\$500 value).\*

Half Page 4-color display ad in both the 2/5 and 2/12 editions (\$667 value).

Pick 3 social media package (\$270 value)

**ALL FOR \$800!**

### Sweetheart Deal+

1/4 page 4-color display ad in both the 2/5 and 2/12 edition (\$383.50 value)

Pick 3 social media package (\$270 value)

One week of email newsletter footer ad the week before Valentine's Day (\$175 value)

**ALL FOR \$650!**

### Sweetheart Deal

1/4 page 4-color display ad in both the 2/5 and 2/12 edition (\$383.50 value)

Pick 3 social media package (\$270 value)

**ALL FOR \$500!**

\*First two businesses to sign up\*



**Deadline: Feb. 3**

# STREET TEAM

Our team will display your posters and/or flyers around campus and the Manhattan community.

## Rates for 100 posters per event:

Price per poster event.....\$225

## Rates for 200 flyers per event:

Price per poster event.....\$225

\*Custom options available, inquire for pricing.





# RADIO PACKAGES



## NEWS:

(:10) underwriting billboards at the beginning and backend of, and 1 (:30) adjacent underwriting message during, every newscast including NBC News updates, at the bottom of every hour, including top of the hour during the drive times. Your underwriting message will be featured on the air, the online stream and on the Wildcat 91.9 app!

**\$300/Month**



## WEATHER:

(:10) underwriting billboards at the beginning and backend of, and 1 (:30) adjacent underwriting message during, every weather segment, at the top and bottom of every hour, around the clock. Your underwriting message will be featured on the air, the online stream and on the Wildcat 91.9 app!

**\$250/Month**



## SPORTS:

(:10) underwriting billboards at the beginning and backend of, and 1 (:30) adjacent underwriting message during, each sports update segment airing 5 nights per week, from 6pm-7pm. Your underwriting message will be featured on the air, the online stream and on the Wildcat 91.9 app!

**\$250/Month**



## K-STATE SPORTS PACK:

4 (:30) underwriting messages aired during every football, men's basketball and select women's basketball home games all season long. Your underwriting message will be featured on the air, the online stream and on the Wildcat 91.9 app!

**\$1,500/Year**

## ADD-ONS:

**SPONSOR PAGE:** Your business will receive its own webpage linked off the 91.9 website where your business may feature photos, text, video and coupons.

**\$75/Month**

# MULTIMEDIA PACKAGES

☐ COLLEGIAN DISPLAY AD ☐ SOCIAL MEDIA  
\*MINIMUM \$200 \*MINIMUM \$180

☐ E-MAIL NEWSLETTER ☐ RADIO  
\*MINIMUM \$250 \*MINIMUM \$250

☐ ONLINE DISPLAY AD  
\*MINIMUM \$180

## DESIGN YOUR PACKAGE:

PICK **2**: 20% OFF!

PICK **3**: 30% OFF!

PICK **4**: 40% OFF!

PICK **5**: 50% OFF!

PICK MORE, SAVE MORE



# FINALS EDITION

*Special Edition!*

## Sizes and Pricing:

	Local	National
1/8 Page Vertical (2.47" w X 4.92" h).....	\$66.15	\$104.65
1/8 Page Horizontal (5.06" w X 2.375" h).....	\$66.15	\$104.65
1/4 Page (5.06" w X 4.92" h).....	\$141.75	\$224.25
1/2 Page Vertical (5.06" w X 10" h).....	\$283.50	\$448.50
1/2 Page Horizontal (10.25" w X 4.92" h).....	\$283.50	\$448.50
Full Page (10.25" w X 10" h).....	\$567.00	\$897.00
Double Truck (21.25" w X 10" h).....	\$1,134.00	\$1,794.00

### Color Rates:

Four color: \$50 (local) \$120 (national)

Two spot: \$40 (local) \$80 (national)

One spot: \$20 (local) \$40 (national)

Deadline: **April 28**

Run Date: **April 30**

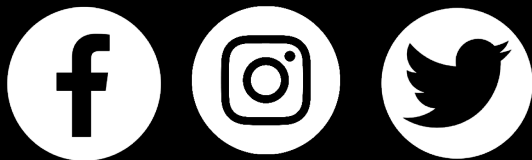


# Want to advertise with us, or have questions?

Advertising Sales: **785-370-6357**

Email: **advertising@collegianmedia.com**

## Follow Us!



@kstatecollegian



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