

STUDENT MEDIA

MEDIA KIT

2021



STUDENT MEDIA AT BOISE STATE UNIVERSITY



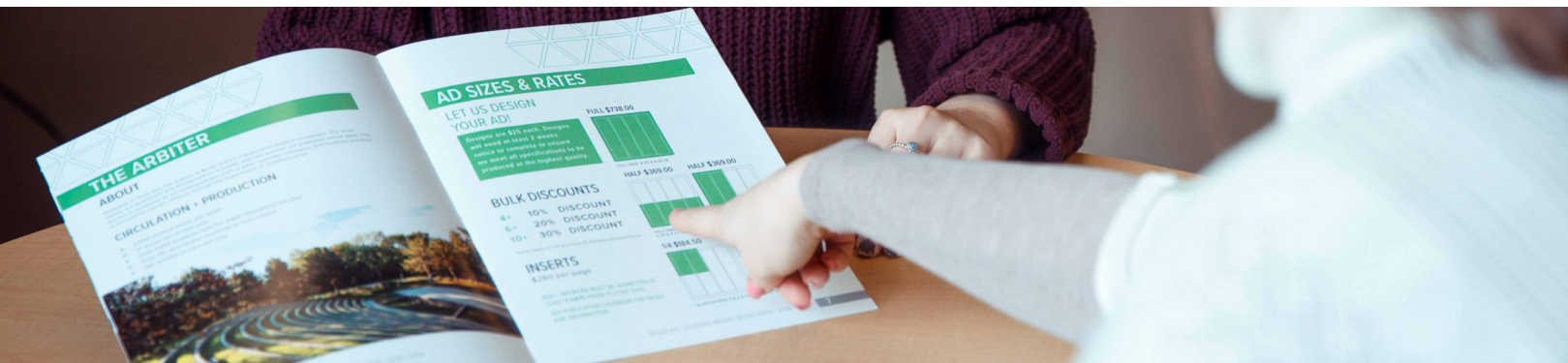
ANNA NOTO

ADVERTISING & SALES MANAGER

Meet Anna, one of our Advertising and Sales manager here at Student Media. Anna is a Marketing Major with a minor in finance. The most rewarding aspect about working at Student Media is the community relationships and communication skills she has developed while working with business professionals. Anna's main goal this academic school year is to increase the amount of community based partnerships Student Media works with, as well as to continue to develop past professional relationships!



2021 ADVERTISING TEAM



DIRECT LINE:
ads@stumedia.boisestate.edu
 Phone: 208.426.6302

WEBSITE:
boisestate.edu/studentmedia
arbiteronline.com
universitypulse.com

MAILING ADDRESS:
 Student Media
 MS 1340
 1910 W University Dr.
 Boise, ID 83725-1340

PHYSICAL LOCATION:
 Located on first floor of Lincoln
 Avenue Garage Suites



KATHERINE STEILEN

ADVERTISING & SALES CONSULTANT

Meet Katherine, one of our advertising and sales consultants. Katherine is currently studying communication with an emphasis in public relations. She enjoys campaign planning and creating social media content to reach a specific audience. Aside from that, she is excited to collaborate with the sales and advertising staff in hopes to reach out and learn about local businesses.



JEN DOUCETTE

ADVERTISING & SALES CONSULTANT

Meet Jen, one of our Advertising and Sales Consultants. Jen is currently pursuing a degree in Marketing with a minor in American Sign Language. She loves communicating and being around others, so she is eager to create personalized advertisements with business professionals. Her goal for this school year is to reach out to local businesses that do not yet have a partnership with Student Media and to help develop and maintain them from scratch.

ONLINE ADVERTISING

ARBITERONLINE.COM

Advertising online is great way to reach a unique audience of students, staff and faculty, offering one of the best options to interact with our users.

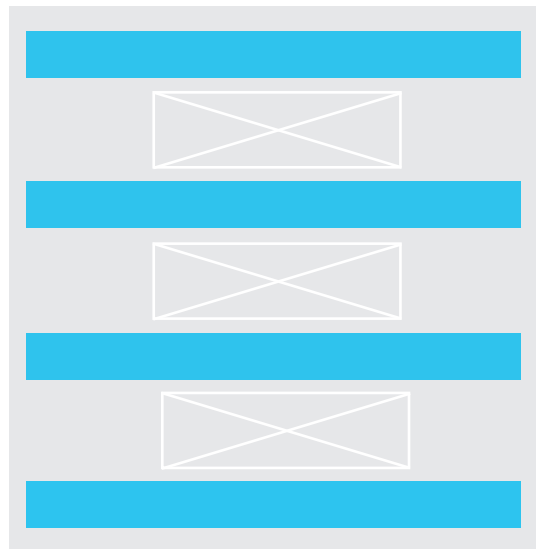
HOMEPAGE ADVERTISING

AD BANNER 1

- ▶ \$490.00 / MONTH
- ▶ 728 X 90 PX

AD BANNER 2

- ▶ \$400.00 / MONTH
- ▶ 728 X 90 PX



AD BANNER 3

- ▶ \$400.00 / MONTH
- ▶ 728 X 90 PX

FOOTER

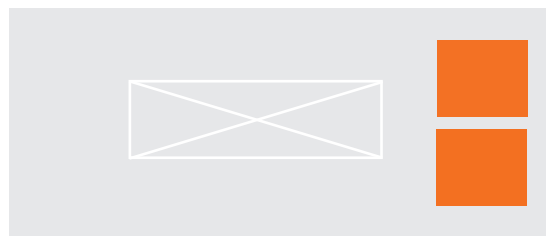
- ▶ \$370.00 / MONTH
- ▶ 728 X 90 PX



ARTICLE PAGE ADVERTISING

PRIMARY SIDEBAR

- ▶ \$490.00 / MONTH
- ▶ 300 X 250 PX



SECONDARY SIDEBAR

- ▶ \$350.00 / MONTH
- ▶ 300 X 250 PX

SPONSORED ARTICLES

- ▶ \$200.00 / 2 WEEKS ON HOMEPAGE
- ▶ 300 WORD COUNT

For sponsored articles, clients must send an article draft 2 weeks prior to publication date. We reserve the right to tweak article to fit our guidelines. Client will also provide a 1200 X 675 PX photo, artwork or graphic to be published alongside.

UNIQUE READERS

HYPER-LOCALIZED AUDIENCE

ARBITER EMAIL NEWSLETTER

NEWSLETTER AD

- ▶ \$50.00 / WEEK
- ▶ 1200 X 853 PX

The Arbiter newsletter is a weekly email update sent to almost 800 students. The email highlights multiple eye-catching news stories, each from a different section of the paper: news, culture, opinion, sports and a featured article of the week. The stories are accompanied with a photo, brief teaser and link directly to the article on our website.

WEBSITE TRAFFIC

OCTOBER 2020 TO APRIL 2021

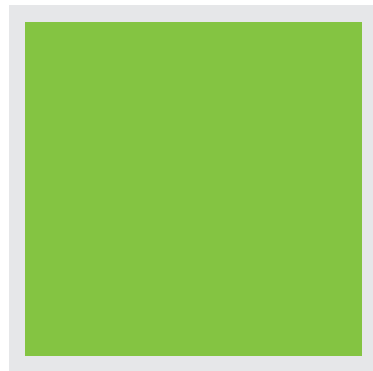
- ▶ 99,000 TOTAL VIEWS TO SITE
- ▶ AVERAGE OF 16,500 VIEWS PER MONTH
- ▶ INCREASE FROM 10,000 VIEWS PER MONTH FROM 2019-2020

358 ARTICLES POSTED

PRINT ADVERTISING SIZES & RATES

ADS + ARTWORK
MUST BE
SUBMITTED AT
LEAST 5 DAYS
PRIOR TO
POST DATE.

PRINT ADVERTISEMENTS



FULL PAGE

- ▶ \$738.00
- ▶ 9.75 X 9.65 IN



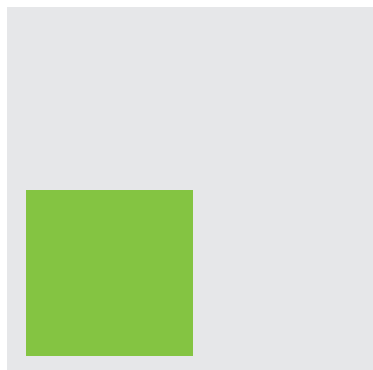
HALF PAGE

- ▶ \$369.00
- ▶ 9.75 X 4.75 IN



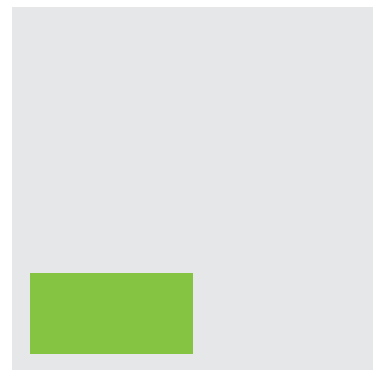
HALF PAGE

- ▶ \$369.00
- ▶ 9.75 X 4.75 IN



1/4 PAGE

- ▶ \$184.50
- ▶ 4.8 X 4.75 IN



1/8 PAGE

- ▶ \$92.00
- ▶ 4.8 X 2.3 IN

- ▶ FALL 2021 PUBLICATIONS: AUG 19, SEP 9, SEP 30, OCT 14, NOV 4, NOV 18, AND DEC 9.
- ▶ SPRING 2022 PUBLICATIONS: JAN 20, FEB 17, MAR 10, MAR 31, AND APR 21.

ADVERTISEMENT WITH INSERTS ▶ \$280.00 PER PAGE
Clients are responsible for design, printing, and dropping off inserts.



BUNDLE IT!

Make a statement and be more memorable! Let your audience become familiar with seeing you. With the potential to reach thousands of students, staff, and faculty per issue, advertising multiple issues throughout the year will allow your business the chance to reach a variety of the Boise State campus.

PRINT + ONLINE BUNDLE

- ▶ 2 WEEKS EMAIL NEWSLETTER
- ▶ 1/2 PAGE PRINT 1 ISSUE
- ▶ 1 MONTH PRIMARY SIDEBAR

\$770 VALUED AT \$959

BULK DISCOUNT BREAKDOWN

- ▶ 4+ 10% DISCOUNT
- ▶ 6+ 20% DISCOUNT
- ▶ 10+ 30% DISCOUNT

RATES APPLY TO THE PURCHASE OF MULTIPLE AD PLACEMENTS.

HIRE OUR DESIGNERS

Let our experienced designers take on your creative ideas and reach your audience the way you want. Designs will need at least 2 weeks notice to complete to ensure we meet all specifications to be produced at the highest quality.

PRINT + ONLINE DESIGN SERVICES

- NEWSSTAND AD CREATION ◀
- ONLINE BANNER / NEWSLETTER DESIGN ◀
- PRINT FEATURE DESIGN ◀



ABOUT

The Arbiter is Boise State’s editorially independent student newspaper. As a student-run organization, our vision is to be the recognizable, distinguished resource that best represents the complete scope of campus and Boise life. Articles are posted online daily and in print every 2-4 weeks. The Arbiter is produced by an undergraduate staff of paid, volunteer members, and students enrolled in journalism classes offered through the Department of Communication. Journalism classes offered through the Department of Media and the Department of Communication.

THE NUMBERS

- ▶ 2,000 printed issues per publication
- ▶ About 6,500 papers were picked up last year
- ▶ Over 50+ distribution locations across campus
- ▶ Over 350 articles published online & in print
- ▶ Average pick up rate of 833 papers per issue

AWARDS

FIRST PLACE:

GENERAL EXCELLENCE / 2019 & 2018

GRAPHICS / 2020

Sarah Schmid – “Collection of graphics: Sign language, Gen Z voters, and Health Services”

EDITORIAL / 2020

Blake Hunter – “This legislative session, Idaho must choose to protect its children”

PHOTOGRAPHY / 2020

Mackenzie Hudson – “Collection of Photos: Bee team, football, and baseball”

WEBSITE GENERAL EXCELLENCE / 2020, 2019, 2018, & 2017

MEDIA KIT / 2020

Maddie Ceglecki, Anna Noto, Sarah Schmid, Taylor Humby, Mackenzie Hudson, Tessa Bishop – “Student Media Fall 2020 Media Kit”

REVIEW / 2020

McKenzie Heilieman – “Fall book reviews”

SECOND PLACE:

PAGE DESIGN / 2020

Sarah Schmid – “Collection of Fall 2020 feature page designs”

SERIOUS FEATURE / 2020

Blake Hunter – “The political impact of Gen Z”

WATCHDOG / INVESTIGATIVE / 2020

Paige Wirta – “Transgender community in Boise feels the effects of House Bills 500 and 509”

LIGHT FEATURE / 2020

Blake Hunter – “Opportunity, isolation, and tools for connection; What art can provide during a pandemic”

SPORTS NEWS REPORT / 2020

Brad Verbout – “The return of collegiate sports: Why athletes are coming back to the game during a pandemic”

THIRD PLACE:

WATCHDOG / INVESTIGATIVE / 2020

Blake Hunter – “Boise State's efforts to mitigate climate change in a growing global crisis”

LIGHT FEATURE / 2020

Taylor Rico-Pekerol – “Managing a pandemic: What Boise State is doing to keep you safe”

GENERAL NEWS STORY / 2020

Taylor Rico-Pekerol – “Student Veteran Center loses grant-funded position”

SERIOUS FEATURE / 2020

Madi Jones – “Accessibility for all: The importance of American Sign Language for everyday life”

SPORTS NEWS REPORT / 2020

Delaney Brassil – “Making moves toward mental wellness”

NATIONAL ACHIEVEMENTS

CMA / PINNACLE AWARDS

1st place for Best Rate Card/Media Kit

NATIONAL COLLEGE MEDIA CONVENTION BEST IN SHOW AWARDS

2nd place for 4-year less than weekly newspaper

NATIONAL COLLEGE MEDIA CONVENTION BEST IN SHOW AWARDS

2nd place for Rate Card/Media Kit (for 2019-2020)

NATIONAL COLLEGE MEDIA CONVENTION BEST IN SHOW AWARDS

3rd place for Election Reporting by Blake Hunter for The Political Impact of Gen Z

ACP / PACEMAKER AWARDS

2nd place for Advertising Brochure/Rate card

ACP / PACEMAKER AWARDS

4th place for Design of the Year - Illustration done by Wyatt Wurtenberger for Meet the President Cover

NEWSSTAND ADVERTISING

WANT TO GO TO THE NEXT LEVEL?

Grab the attention of over 25,000 students, staff and faculty members across campus with newsstand billboards. We have 40 newsstands placed strategically throughout campus in high-traffic areas, allowing you to connect with future customers, extend your business' brand and increase customer retention.

ADS + ARTWORK MUST MEET **TWO WEEK SCHEDULING MINIMUM.**

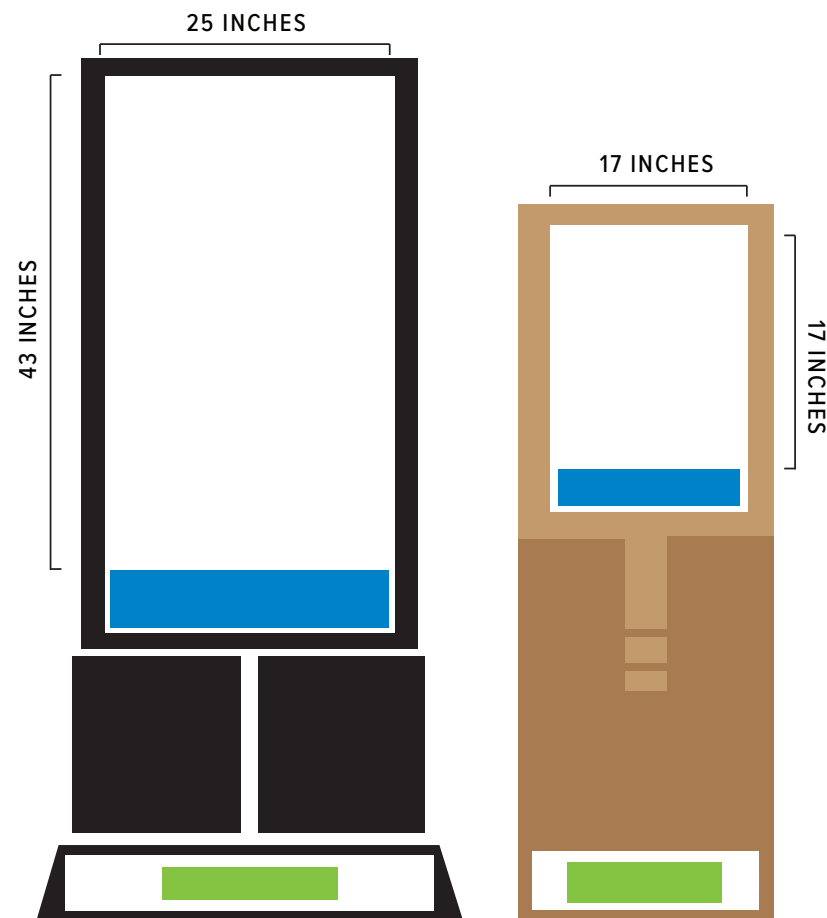
PRICE PER WEEK

SIZE 17 X 17 / \$40

SIZE 25 X 43 / \$85

► Ads will be sent by Student Media to be approved by Boise State University Sponsorship Office.

► Newsstand location placement is at the discretion of Student Media Staff.



UNIVERSITY PULSE — RADIO —



ABOUT

The University Pulse Radio is an independent, online radio station operated entirely by undergraduate students at Boise State University. Listen live 24/7 to recorded shows and podcasts at universitypulse.com and on the RadioFX app. By purchasing a sponsorship package, your business will stand out because of the limited number of the ad space that station has to offer.

THE NUMBERS

- ▶ 6,086 listening sessions on universitypulse.com in the 2019-2020 school year
- ▶ 3,354 unique users on universitypulse.com in the 2019-2020 school year
- ▶ 2,341 sessions on RadioFx in the 2019-2020 school year
- ▶ 268 unique users on RadioFx in the 2019-2020 school year

ADVERTISING WITH PULSE

OPTION #1

TELL US WHAT TO SAY

University Pulse Radio will produce your advertisement for you. Please provide a script and outline of your ad. We will only use royalty free music and sound bites in producing the ad. This option includes an extra service fee of \$50.

OPTION #2

PLAY YOUR ADVERTISEMENT

Provide your own, 30 second audio advertisement. It can be in either stereo or mono format, but please only provide MP3 files at least 192 kbps.

PODCASTS

Reach out to our Advertising Team to learn about the case by case experience in advertising with our Podcasts.

STANDARD / 2WKS / \$120.00
Total of 112 Ads
7 per day / 30 secs long

MONTHLY / 4WKS / \$196.00
Total of 224 Ads
7 per day / 30 secs long

SEMESTER / \$420.00
Total of 840 Ads
7 per day / 30 secs long

SCHOOL YEAR / \$840.00
Total of 1,680 Ads
7 per day / 30 secs long

UNIVERSITYPULSE.COM

The University Pulse Radio's website, universitypulse.com, hosts a platform for radio listeners to track their favorite shows. With a unique audience of 700 listening sessions a month, this website is a great platform to reach a specific set of Boise State students.

LEADERBOARD

▶ \$100.00 / MONTH

▶ 728 X 90 PX

INTERNAL PAGES

▶ \$70.00 / MONTH

▶ 262 X 400 PX



CREATIVE SERVICES



THE CREATIVE HIVE GROUP

The Creative Hive Group is a student-run organization offering creative services to Boise State University and the wider Boise community. We operate under Boise State Student Media, and The Creative Hive Group also works with organizations both on and off-campus, providing creative and commercial services. Our Advertising and Sales Consultants are ready to help anyone with a marketing plan to reach a wide population at Boise State University and in the nearby community.

DESIGN

Our Graphic Design team is responsible for creating and editing compelling images for The Arbiter and University Pulse Radio, as well as promotional materials to support Student Media. This includes working with the Sales team to create and edit advertisements for clients. For advertisements in The Arbiter or on our website, let us design your ad for an additional \$25. Designs will need at least 2 weeks notice to complete to ensure we meet all specifications to be produced at the highest quality.

VIDEOGRAPHY

Rates are based on needs for a project. Please call us to discuss the project and we will be able to give you a quoted price. Projects will need at least 4 weeks notice to complete to ensure we meet all specifications to be produced at the highest quality.

PHOTOGRAPHY

Rates are based on needs for a project. Please call us to discuss the project and we will be able to give you a quoted price. Projects will need at least 4 weeks notice to complete to ensure we meet all specifications to be produced at the highest quality.



HAVE AN IDEA?

Have an idea for our organization? Reach out to us and we will see what we can come up with!





THE FINE PRINT

All advertising is subject to Student Media's advertising policies and guidelines.

These policies and guidelines are available upon request. Failure to adhere to these guidelines may result in termination of current contracts and/or future advertising. In the case of violation(s), ignorance of policies and guidelines does not constitute an excuse or defense. Decisions on this matter will be made at the discretion of Student Media staff members.

PREPAYMENT:

For new advertisers, prepayment is required prior to publication. For multiple run contracts, 25% of the total contract price must be paid until credit is established. All political advertising must be prepaid.

CREDIT:

Invoices are sent out at the end of each week with statements being mailed out monthly. Terms are net 30 days and there is a 15% charge on all returned checks. If an account becomes delinquent after 30 days, the account will accrue a charge of 1.5% per month (18% APR) or a minimum of \$15 and may be turned over to a collection agency after 120 days past due.

PAYMENT TYPES:

Checks, Visa, MasterCard or Discover are gladly accepted.

*American Express is not accepted by University policy

If your advertisement does not print correctly or there is an error on our end, you may be entitled to a re-print of your ad, or up to a 25 percent discount depending on the circumstance.

AD SUBMISSION:

Final ad designs must be submitted at least 5 days before the printing of the issue. Student Media must approve all inserts in advance. Student Media reserves the right to refuse any pre-printed inserts at any time. Inserts simulating editorial style must carry the identification "This is a pre-paid advertisement" on each page of the insert.

Ads must be in the CMKY color profile, 300 ppi and appropriately sized for the highest quality submission.

STUDENT MEDIA DESIGNED ADS:

The Graphic Design team is responsible for creating and editing compelling images for The Arbiter and University Pulse Radio. We work on promotional materials to support Student Media, including working with the Sales team to create and edit advertisements for clients.

Designs are 25\$ each. Designs will need at least 2 weeks notice to complete to ensure we meet all specifications to be produced at the highest quality.

SUBMISSION PROCESS:

- ▶ 2 Weeks Prior to Run Date:
 - CONTRACT SIGNED
- ▶ If Student Media is creating the Design:
 - Submit Design Request
- ▶ 5 Days Prior to Run Date
 - Submit Artwork
- ▶ Run Date
 - Ad Runs
- ▶ 4 Days After Run Date
 - Receive Invoice

THE ARBITER

	PRICE	X	QUANTITY	=	ITEM TOTAL
1/8 page print ad (per issue)*	\$92.00	X	_____	=	_____
1/4 page print ad (per issue)*	\$184.50	X	_____	=	_____
1/2 page print ad (per issue)*	\$369.00	X	_____	=	_____
Full page print ad (per issue)*	\$738.00	X	_____	=	_____
Inserts (per issue)	\$280.00	X	_____	=	_____
Online Primary Banner (per month)	\$490.00	X	_____	=	_____
Online Secondary Banner (per month)	\$400.00	X	_____	=	_____
Online Third Banner (per month)	\$400.00	X	_____	=	_____
Online Footer Banner (per month)	\$370.00	X	_____	=	_____
Online Primary Article Sidebar (per month)	\$490.00	X	_____	=	_____
Online Secondary Article Sidebar (per month)	\$450.00	X	_____	=	_____
Email Newsletter Ad (per week)	\$50.00	X	_____	=	_____
Online Sponsored Article (per 2 weeks)	\$200.00	X	_____	=	_____
Newsstands 17 X 17 (per week)	\$40.00	X	_____	=	_____
Newsstands 25 X 43 (per week)	\$85.00	X	_____	=	_____

UNIVERSITY PULSE RADIO

Standard Package (two weeks)	\$120.00	X	_____	=	_____
Monthly Package (four weeks)	\$196.00	X	_____	=	_____
Semester Package (up to 16 weeks)	\$420.00	X	_____	=	_____
School Year Package (up to 32 weeks)	\$840.00	X	_____	=	_____
Production Fee to Produce an Ad	\$50.00	X	_____	=	_____
Online Leaderboard (per month)	\$100.00	X	_____	=	_____
Online Internal pages (per month)	\$70.00	X	_____	=	_____

DESIGN

Standard add-on price to produce/edit design for advertisement	\$25.00	X	_____	=	_____
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TOTAL = _____

DID WE MISS SOMETHING?

Want to talk more about creative services like video, promotion, branding, or podcasts? Contact your Advertising Team to learn more!



BOISE STATE STUDENT MEDIA

PROFESSIONALISM & QUALITY, RELEVANCE,
INCLUSIVITY, CREATIVITY & PASSION

We are home to The Arbiter and University Pulse Radio, along with our digital content, design, sales, and web/it teams. Our vision is to be the recognizable, distinguished resource that best represents the complete scope of campus and Boise life. We are a student-run organization that produces accurate and hyper-local information through non-partisan and socially responsible media. As a team of passionate students, we value professionalism, quality, relevance, inclusivity and creativity.

Connect directly to campus and fellow students! The Arbiter's mission is to provide accurate, relevant, and trustworthy information to the Boise State community. University Pulse Radio provides students an opportunity to engage with audiences by allowing them to give their diverse perspectives in music, campus culture, and localized views of wider topics on a reliable platform. The Digital Content, Design, Sales, and Web/IT teams support these two media outlets.

We employ 25 students, support over 40 University Pulse Radio Show producers, and over 20 staff writers for The Arbiter.

STUDENT MEDIA 208.426.6302 BOISE, ID



boisestate.edu/studentmedia

f @arbiteronline @universitypulse
t @arbiteronline @pulseradioatbsu
o @arbiteronline @universitypulse