



collegian
MEDIA GROUP

RATE CARD KIT SPRING 2022



@kstatecollegian



@kstatecollegian

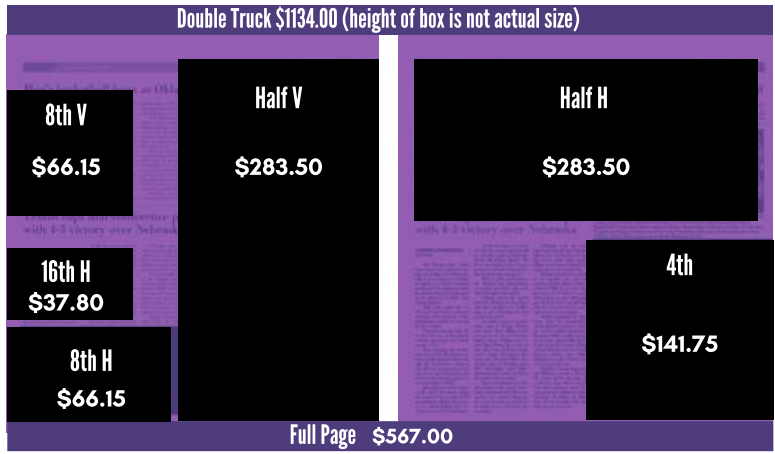


@kstatecollegian

WWW.KSTATECOLLEGIAN.COM

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
8th V (2x3.5).....	3.333 x 3.5
16th H (3.333x2).....	3.333 x 3 inches
Full Double Truck.....	21.25 x 10 inches

Columns per page: 6
 Printing method: Offset
 Format: Tabloid

Ads are sold in modular sizes.

Color Rates and Production Charges

- Full 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 as 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

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. 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

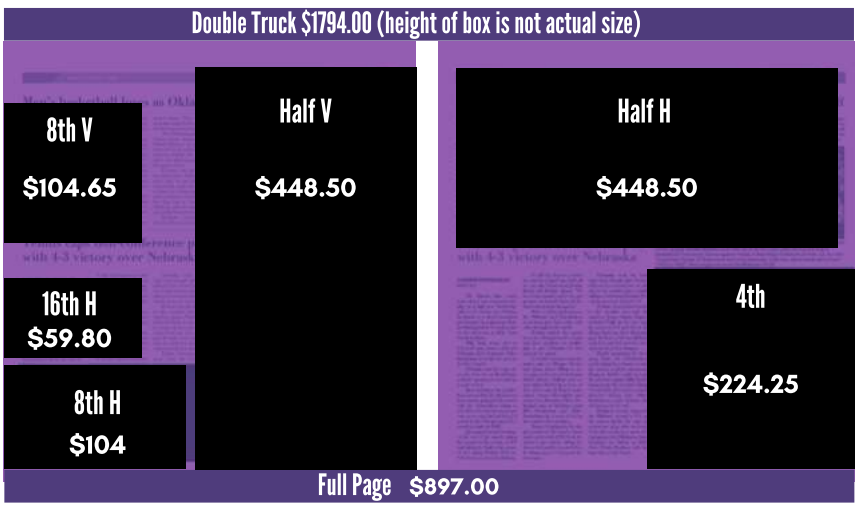
Advertising Deadlines

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



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
8th V (2x3.5).....	3.333 x 3.5
16th H (3.333x2).....	3.333 x 3 inches
Full Double Truck.....	21.25 x 10 inches

Columns per page: 6
 Printing method: Offset
 Format: Tabloid

Ads are sold in modular sizes.

Color Rates and Production Charges

Full 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 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 as for the assistant ad manager. Rates are non-commissionable and no discounts apply.

National Rates

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

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:

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PRINT DATES

.....

The newspaper is printed every Friday.

January: 21, 28
February: 4, 11, 18, 25
March: 4, 11, 25
April: 1, 8, 15, 22, 29
May: 6



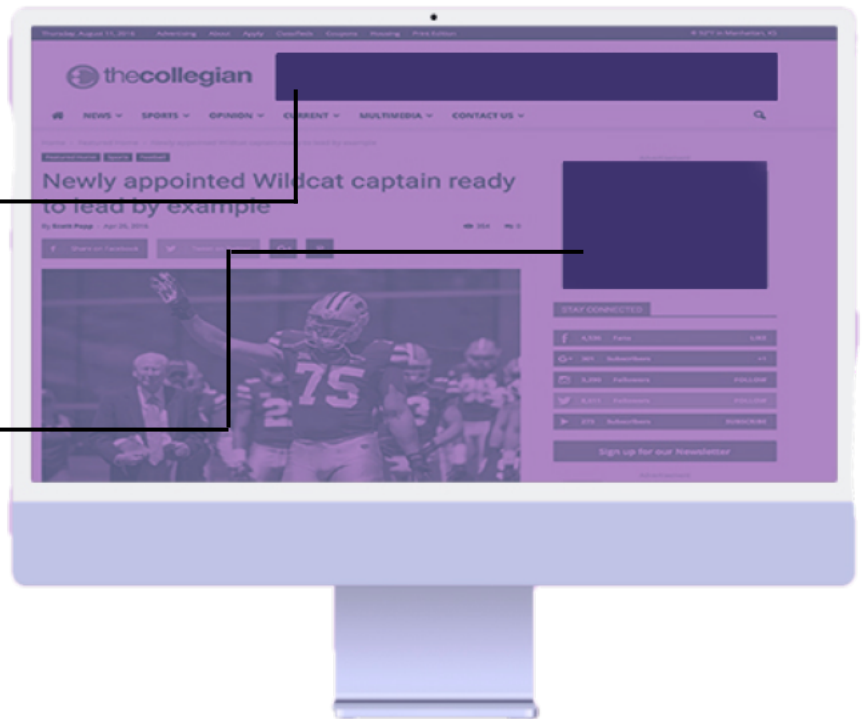
EVERY FRIDAY

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



Online Rates

Leaderboard.....\$180/mo. (1 spot available)
Medium Rectangle.....\$150/mo. (4 spots available)

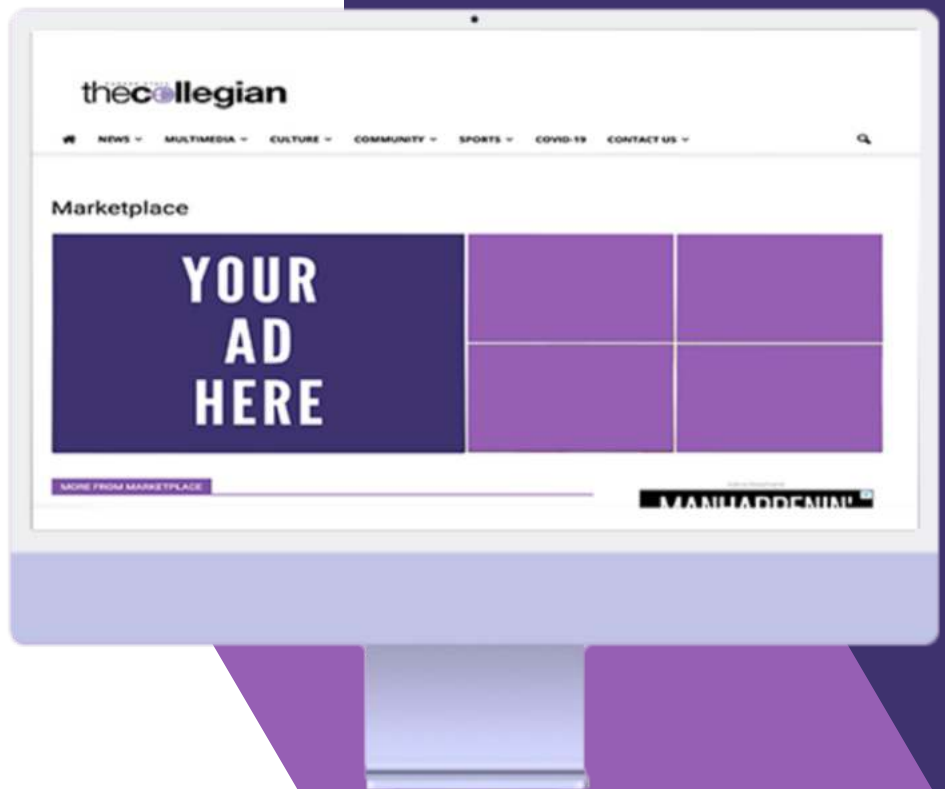
MARKETPLACE

We host 3rd-part sponsored content on The Collegian's website in a special section called Marketplace.

We allow do-follow links and your post stays on the website

\$50 per post

Subject to EIC (Editor-in-Chief) approval



VISIT

www.kstatecollegian.com/marketplace/

SOCIAL MEDIA

Platforms & Prices

Pick Two Platforms.....\$180.00

All Three Platforms.....\$270.00

You will receive 3 posts on each platform



11,700 + followers



8,900+ followers



6,100+ followers

The Collegian's social media platforms are the fastest way to engage with students.

**FOLLOW US:
@KSTATECOLLEGIAN**



NEWSLETTER

Our online newsletter is sent out twice per week on Tuesdays and Fridays.



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 to advertise in our email newsletter, or with any questions you may have.

**Over 19,100 students, faculty, staff, and
Manhattan area subscribers!**

Example Ad:

Help support student journalism by contributing to the
Collegian Media Group scholarship fund.

**KANSAS STATE UNIVERSITY
FOUNDATION**

**collegian
MEDIA GROUP**

CLICK HERE:
DONATE

BOLDLY ADVANCING K-STATE FAMILY

WELCOME BACK

Sizes and Pricing

	Local	National
1/8 Page Vertical (3.333" w X 3.5" h).....	\$66.15	\$104.65
1/8 Page Horizontal (5.063" w X 2.5" h).....	\$66.15	\$104.65
1/4 Page (5.063" w X 5" h).....	\$141.75	\$224.25
1/2 Page Vertical (5.063" w X 10" h).....	\$283.50	\$448.50
1/2 Page Horizontal (10.25" w X 5" 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: January 19

Run Date: January 21



A PLACE TO CALL HOME



Sizes and Pricing

	Local	National
1/8 Page Vertical (3.333" w X 3.5" h).....	\$66.15	\$104.65
1/8 Page Horizontal (5.063" w X 2.5" h).....	\$66.15	\$104.65
1/4 Page (5.063" w X 5" h).....	\$141.75	\$224.25
1/2 Page Vertical (5.063" w X 10" h).....	\$283.50	\$448.50
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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)

**MHK Housing subscribers
 get an additional 25% off!**

Sign Up for all 6 weeks and get 20% off!

Deadlines:

January 19
 January 26
 February 2
 February 9
 February 16
 February 23

Run Dates:

January 21
 January 28
 February 4
 February 11
 February 18
 February 25



A PLACE TO CALL HOME: DIGITAL

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

Pricing

	1 Post per Platform	2 Posts per Platform
1 week package:	\$90	\$180
3 week package:	\$270	\$540
6 week package:	\$540	\$1080

Starting Week of

Run Dates:

January 21
January 28
February 4
February 11
February 18
February 25



***Deadline is Friday before each week**

MHK Housing subscribers get 25% off!

TIP-OFF

Sizes and Pricing

Double Truck (21.25"w x 10"h).....	\$1,134.00
Back Page (10.25"w x 10"h).....	\$725.00
Full page (10.25"w x 10"h).....	\$567.00
Half H (10.25"w x 5"h).....	\$283.50
Half V (5.063"w x 10"h).....	\$283.50
4th (5.063"w x 5"h).....	\$141.75
8th H (5.063"w x 2.5"h).....	\$66.15
8th V (3.333"w x 3.5"h).....	\$66.15
16th H (3.333"w x 2"h).....	\$37.80

Color Rates:

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

2022 KSU Basketball Schedule

Deadlines:

January 19
January 26
February 2
February 9
February 16
February 23
March 2

Run Dates:

January 21
January 28
February 4
February 11
February 18
February 25
March 4

Game Dates:

January 22
January 29
February 5
February 12
February 19
February 26
March 5



LINE UP

6 Games to build up excitement and get exposure

Kansas University (Jan 22)

Oklahoma State (Feb 2)

Baylor (Feb 9)

West Virginia (Feb 14)

Iowa State (Feb 26)

Oklahoma (Mar 5)

Be a part of the excitement!

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



EXPLORE MHK: THE K-STATER'S GUIDE TO MANHATTAN

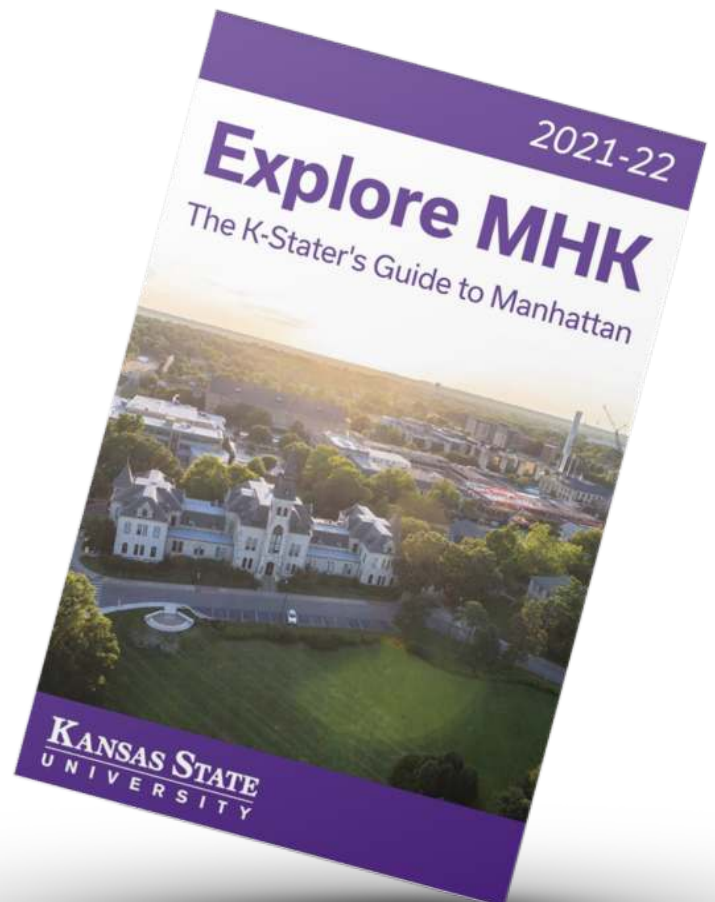
.....

Double Truck.....	\$750.00
Back Page.....	\$400.00
Inside Cover.....	\$375.00
Full Page.....	\$350.00
1/2 page.....	\$250.00
1/4 Page.....	\$150.00

Deadline: April 22

Run Date: June 3

unconditionally supporting our wildcats



MANHAPPENIN' MAGAZINE

Sizes and Pricing

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)

Deadline: March 11

Release Date: April 14



MANHAPPENIN' MAGAZINE

RELEASE EVENT SPONSORSHIP PACKAGES



Platinum **\$500**

Your business logo on the promotional ads for the Manhappenin' Magazine release event on social media, print, e-mail newsletter, and online. Mentions on 91.9 during the event and the week leading up to it. Table in the event space to interact with the Manhappenin' readers during the event. ONLY two spots available.

Gold **\$250**

Your business logo on the promotional ads for the Manhappenin' release event on social media, print, e-mail newsletter, and online. Mentions on 91.9 during the event and the week leading up to it.

Silver **\$150**

Your business logo on the promotional ads for the Manhappenin' release event on social media, print, e-mail newsletter, and online.

Any of the above are available with the purchase of a half page ad or larger



THINK LOCAL

Three-part print series about supporting local businesses in Manhattan

Includes two social media ads that can be run anytime between March 25 and April 8. Three print with two digital.

The FIRST three businesses get a free sponsored story in the paper!

\$349 FOR EVERYTHING

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

Deadline:

March 23

March 30

April 6

Run Dates:

March 25

April 1

April 8



MHK HOUSING



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

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 one home page spot

Semester Plan \$125 per month

Includes unlimited listings and three home page spots

Year Plan \$100 per month

Includes unlimited listings and five 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

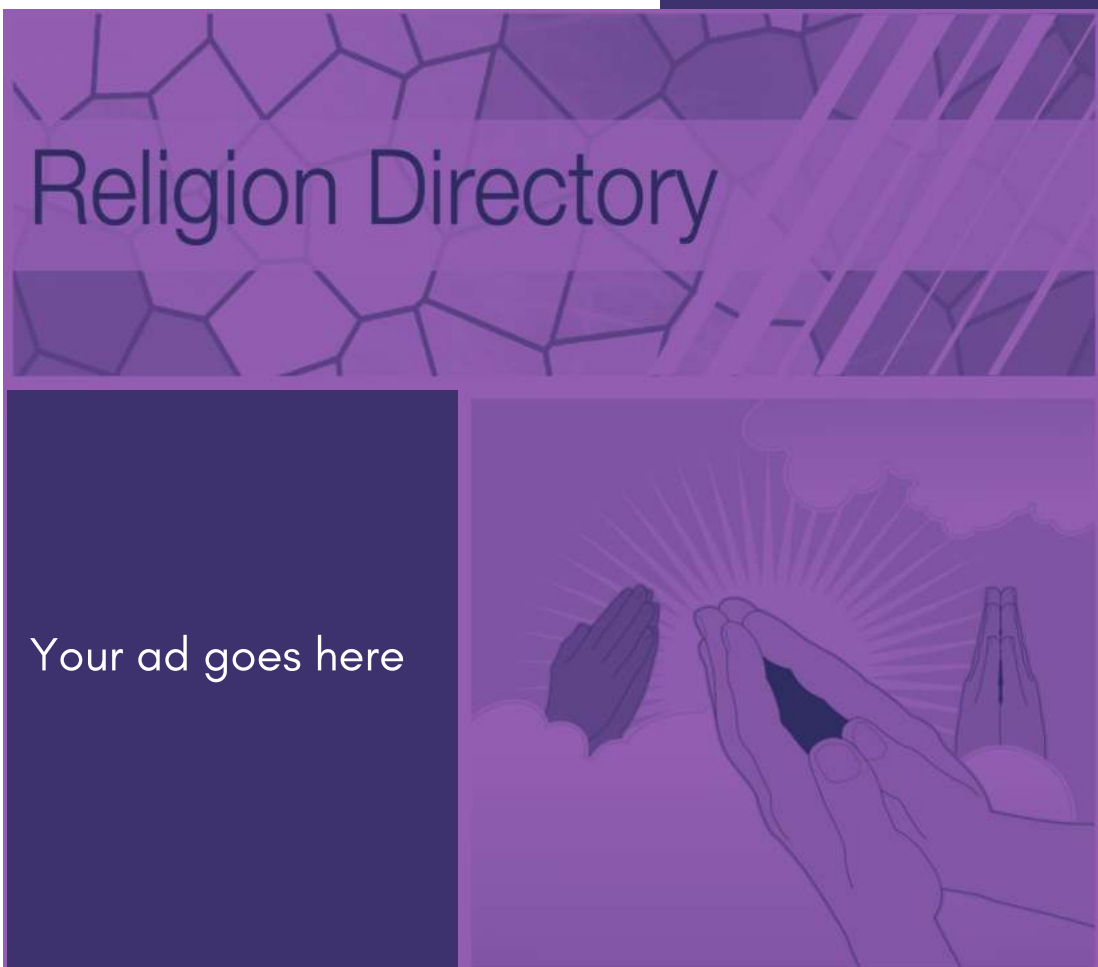
RELIGION DIRECTORY

The perfect way to attract new congregants from the incoming students by reaching them every week!

Sizes and Pricing

\$25 per week

Sizing: 1/8 Page Vertical



RADIO PACKAGES



News \$300/month

(: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!



Weather \$250/month

(: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!



Sports \$250/month

(:10) underwriting billboards at the beginning and backend of, and 2 (:30) adjacent underwriting message during, each sports update segment airing 5 nights per week, from 6pm-7pm and 2 additional (:30) spots scheduled throughout each day's regular programming. Your underwriting message will be featured on the air, the online stream and on the Wildcat 91.9 app!



K-State Sports Pack \$1,500/year

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!

Add-Ons \$75/month

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.

PRX RADIO PACKAGES



PRX News **\$350/month**

Your business will be featured as an underwriting sponsor for Wildcat 91.9's new News programming from PRX. (:30) Underwriting message featured during each of the following programs:

- The World
- The Takeaway
- Reveal



PRX Music **\$300/month**

Your business will be featured as an underwriting sponsor for Wildcat 91.9's new Music programming from PRX. (:30) Underwriting message featured during each of the following programs:

- Sound Opinions
- Live Wire



PRX Entertainment **\$300/month**

Your business will be featured as an underwriting sponsor for Wildcat 91.9's new Entertainment programming from PRX. (:30) Underwriting message featured during each of the following programs:

- The Moth
- To the Best of Our Knowledge

MULTIMEDIA PACKAGES



- **Collegian Display Ad** * *minimum \$200*
- **Social Media** * *minimum \$180*
- **E-mail Newsletter** * *minimum \$250*
- **Online Display Ad** * *minimum \$180*
- **Radio** * *minimum \$250*

DESIGN YOUR PACKAGE

PICK 2: 20% OFF!

PICK 3: 30% OFF!

PICK 4: 40% OFF!

PICK 5: 50% OFF!

PICK MORE, SAVE MORE

AGGIEVILLE UPDATES



Weekly Sponsor Options:

Aggieville Updates "Sponsor Spotlight" \$250.00

- The participating Business Sponsors that week's Aggieville Updates page in The Collegian and is recognized with their logo and mentions.
- Receive a 1/4 page ad with full color (\$191.75 value) placed within that week's edition on The Aggieville Updates page.
- Your business logo will be featured in the promotional ads on all 3 of our social media channels, our newsletter and online ads on all 3 websites. The text on social media ads will also make mention of your business and can link to your own social media pages.
- 50% discount on any other ads purchased with us on The Collegian, our social media packages, newsletter, or online that begin within 2 weeks of your sponsored week.

Aggieville Updates "Sponsor Spotlight +" \$500.00

- The participating Business Sponsors that week's Aggieville Updates page in The Collegian and is recognized with their logo and mentions.
- Receive a 1/4 page ad with full color (\$191.75 value) placed within that week's edition on The Aggieville Updates page.
- Your business logo will be featured in the promotional ads on all 3 of our social media channels, our newsletter and online ads on all 3 websites. The text on social media ads will also make mention of your business and can link to your own social media pages.
- 50% discount on any other ads purchased with us on The Collegian, our social media packages, newsletter, or online that begin within 2 weeks of your sponsored week.
- Sponsored story that will be featured in the print edition of The Collegian, our app and website about your business. You are free to share this story to your own social media pages and/or website.

STREET TEAM

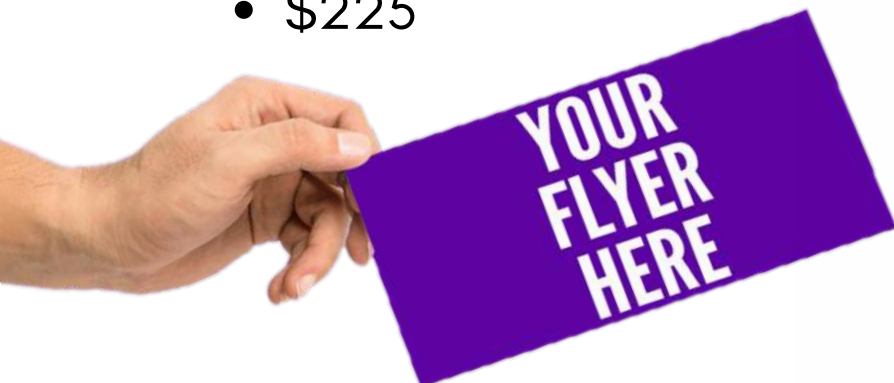
Tabling

- 2-hour promotional tabling event
\$225



Postering/Flyering

- 100 posters/200 flyers
- Across campus or Manhattan public locations
- Any printing costs are the responsibility of the client.
- \$225



FINALS EDITION



Sizes and Pricing

	Local	National
1/8 Page Vertical (3.333"w X 3.5"h).....	\$66.15	\$104.65
1/8 Page Horizontal (5.063"w X 2.5"h).....	\$66.15	\$104.65
1/4 Page (5.063"w X 5"h).....	\$141.75	\$224.25
1/2 Page Vertical (5.063"w X 10"h).....	\$283.50	\$448.50
1/2 Page Horizontal (10.25"w X 5"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

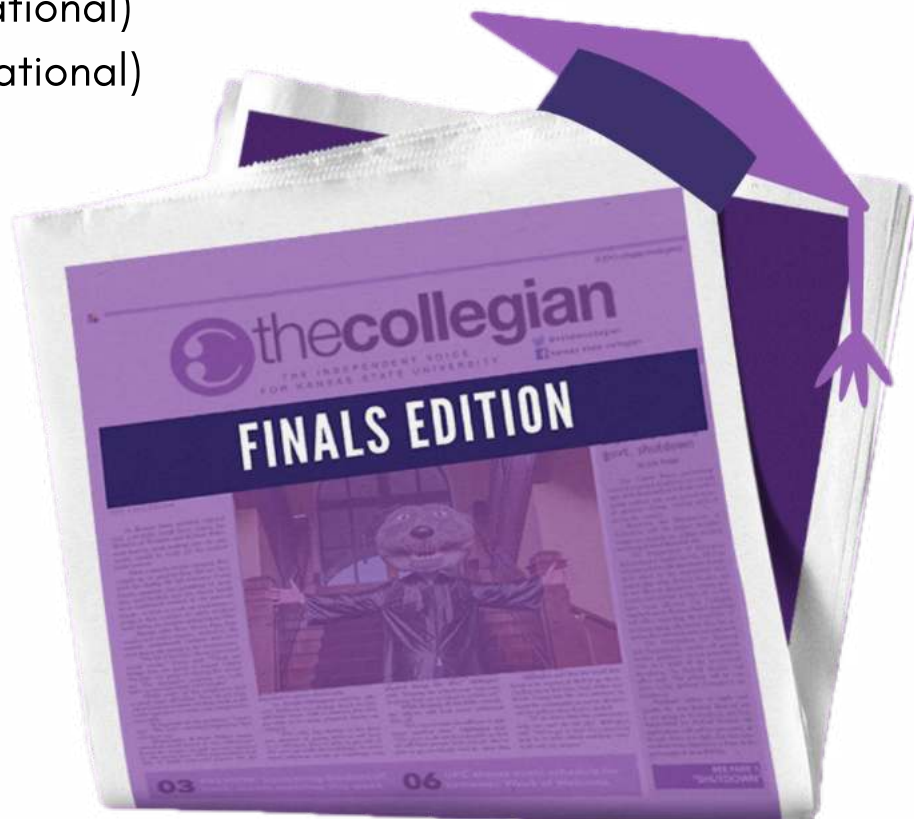
Four color: \$50 (local) \$120 (national)

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

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

Deadline: May 4

Release Date: May 6



CONTACT US

**WANT TO ADVERTISE WITH US,
OR HAVE QUESTIONS?**

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

Email: **advertising@collegianmedia.com**

Visit our website and order online with our new Ad Shop!
<https://advertising.collegianmedia.com/>

FOLLOW US!



@KSTATECOLLEGIAN



KSTATECOLLEGIAN.COM

