



MEDIA KIT



main
hill
media

WE'RE HERE TO HELP

MAIN HILL MEDIA IS STAFFED ENTIRELY BY UNIVERSITY OF ARKANSAS STUDENTS. TOGETHER WE COLLABORATE TO PROVIDE UNIQUE PERSPECTIVES AND HELP CLIENTS FIND THE BEST SOLUTIONS. WE ARE HARD-WORKING, INNOVATIVE, FOCUSED, AND EAGER TO PURSUE EXCELLENCE.



CLIENT TESTIMONIALS

OFF CAMPUS



"MAIN HILL MEDIA WAS WONDERFUL TO WORK WITH THIS SPRING FOR OUR AMAZON PRIME STUDENT CAMPAIGN. RILEY WAS QUICK TO RESPOND AND WAS KNOWLEDGEABLE OF THEIR STUDENT MEDIA ADVERTISING OFFERINGS. IT MADE IT SO EASY TO GET OUR AD CAMPAIGN SET UP. I WOULD 100% RECOMMEND MAIN HILL MEDIA TO ANYONE TRYING TO ADVERTISE TO UNIVERSITY OF ARKANSAS' STUDENTS."

SARAH FOWLER

ASSOCIATE MANAGER, MEDIA, NEXT GEN

ON CAMPUS



"MAIN HILL MEDIA CAME THROUGH WHEN MEMBERS OF THE FINANCE AND ADMINISTRATION TEAM HAD A GRAPHIC DESIGN NEED WITH A QUICK TURNAROUND TIME. THEY WERE THOUGHTFUL IN THEIR APPROACH, MAKING SURE THEY CLEARLY UNDERSTOOD OUR REQUEST, UPDATED US REGULARLY, AND ULTIMATELY, DELIVERED A HIGH-QUALITY PRODUCT. 10/10 WOULD RECOMMEND MAIN HILL MEDIA FOR YOUR GRAPHIC DESIGN NEEDS!"

LOGAN WILSON

SENIOR DIRECTOR OF ADMINISTRATIVE COMMUNICATIONS, UOFA

STUDENT MEDIA PLACEMENTS

PLACING YOUR ADVERTISEMENT IN STUDENT MEDIA IS A GREAT WAY TO REACH THE COLLEGE-AGE AND RECENT GRADUATE TARGET MARKET WHILE SUPPORTING JOURNALISTIC EFFORTS



THE TRAVELER - PRINT

\$320

FULL PAGE
10.5 X 19"

\$140

1/2 PAGE
5.25 X 19"

\$80 1/8 PAGE
5.25 X 4.75"

PRINT DATES

FIRST SEMESTER

SEPTEMBER 6
OCTOBER 4
NOVEMBER 1
DECEMBER 6

SECOND SEMESTER

FEBRUARY 7
MARCH 6
APRIL 3
MAY 1

\$100

1/4 PAGE
5.25 X 9.5"

\$80

1/8
PAGE
2.6 X 9.5"

\$140

1/2 PAGE
10.5 X 9.5"

DEADLINES

SPACE RESERVATION:
FIVE BUSINESS DAYS
BEFORE PUBLICATION

ART/DESIGN: THREE
BUSINESS DAYS BEFORE
PUBLICATION

ASK ABOUT FREE-
STANDING INSERTS



**SPJ BEST
STUDENT
NEWSPAPER**

THE TRAVELER - ONLINE

WWW.UATRAV.COM

\$450* TOP LEADERBOARD (728 X 90 PX)

\$250*
TOP BOX AD (300 X 250 PX)

\$150*
MIDDLE BOX AD (300 X 250 PX)

\$50*
BOTTOM BOX AD (300 X 250 PX)

\$200* BOTTOM LEADERBOARD (728 X 90 PX)

30,000
AVG MONTHLY VIEWS

SOCIAL MEDIA

 **\$25 PER TWEET**
CAN DISCUSS PKG

11.2K
FOLLOWERS

 **\$50 FEED POST**
\$25 STORY POST

1.8K
FOLLOWERS

EMAIL NEWSLETTER

\$30/WK (1080 X 1080 PX)

\$400/SEMESTER

600+
SUBSCRIBERS

*PRICES ARE PER MONTH

HILL MAGAZINE



**SPJ BEST
STUDENT
MAGAZINE FOR
SEVEN YEARS**

**PRINT PUBLICATION
SPRING AND FALL**

500
COPIES
DISTRIBUTED

UAHILLMAG.COM

\$200
TOP BOX AD (900 X
350 PX)

\$100
BOTTOM BOX AD
(900 X 350 PX)

\$300

FULL PAGE
(8.25 X 10.17")

\$350

INSIDE COVER

\$400

BACK COVER

\$200

1/2 PAGE
(8.25 X
5.32")

\$100

1/4 PAGE
(4.07 X
5.32")

DEADLINES

SPACE RESERVATION: FIVE BUSINESS DAYS BEFORE
PUBLICATION

ART/DESIGN: THREE BUSINESS DAYS BEFORE PUBLICATION

*PRICES ARE PER MONTH

THE RAZORBACK YEARBOOK

\$500

FULL PAGE
(7 X 8")

\$350

1/2 PAGE
(7 X 4")

\$150

1/4 PAGE
(3.5 X 4")

\$80 1/8 PAGE
SIZE

SOCIAL MEDIA



\$40 FEED POST

\$20 STORY POST

1K
FOLLOWERS

PLACE SENIOR ADS,
CONGRATULATE THE
GRADUATING CLASS, OFFER
STUDENT DISCOUNTS, ETC!



**PACEMAKER
100 AWARD
WINNER**

PACKAGES

BIG RED

INCLUDES:

1/4 PAGE AD IN THE TRAVELER,
RAZORBACK YEARBOOK, AND HILL
MAGAZINE

4 BLOCK ADS IN THE TRAVELER
WEEKLY NEWSLETTER

1 MONTH UATRAV.COM BOX AD

\$500
\$720 VALUE

BOSS HOG

INCLUDES:

1/2 PAGE AD IN THE TRAVELER,
RAZORBACK YEARBOOK, AND HILL
MAGAZINE

4 BLOCK ADS IN THE TRAVELER
WEEKLY NEWSLETTER

1 MONTH UATRAV.COM BOX AD

2 HOUR FLYER HANDOUT EVENT

\$1000
\$1440 VALUE

HOGNOXIOUS

INCLUDES:

FULL PAGE AD IN THE TRAVELER,
RAZORBACK YEARBOOK, AND HILL
MAGAZINE

4 BLOCK ADS IN THE TRAVELER
WEEKLY NEWSLETTER

1 MONTH UATRAV.COM BOX AD

FEED POST ON THE YEARBOOK INSTAGRAM

2 HOUR STREET TEAM EVENT AND 50
POSTERS AROUND CAMPUS

\$1500
\$2020 VALUE

COLLABORATE WITH US CAMPUS INFLUENCER PROGRAM



WHY INFLUENCER MARKETING?

61%

of consumers trust influencer recommendations, compared to 38% who trust brand-produced content.

93%

of marketers have used influencer marketing in their campaigns.

90%

of respondents indicated that they believe influencer marketing to be effective.

DATA FROM INFLUENCER MARKETING HUB

HOW DOES THE PROGRAM WORK?

STEP 1

We schedule a meeting to discuss specific marketing goals, budget, and target audiences.

STEP 2

We connect you with our vetted campus influencers and move forward with campaign planning and contractual agreements.

STEP 3

Our influencers create organic content to promote your brand and help meet your goals.

SOCIAL MEDIA MANAGEMENT

WE OFFER HELP WITH

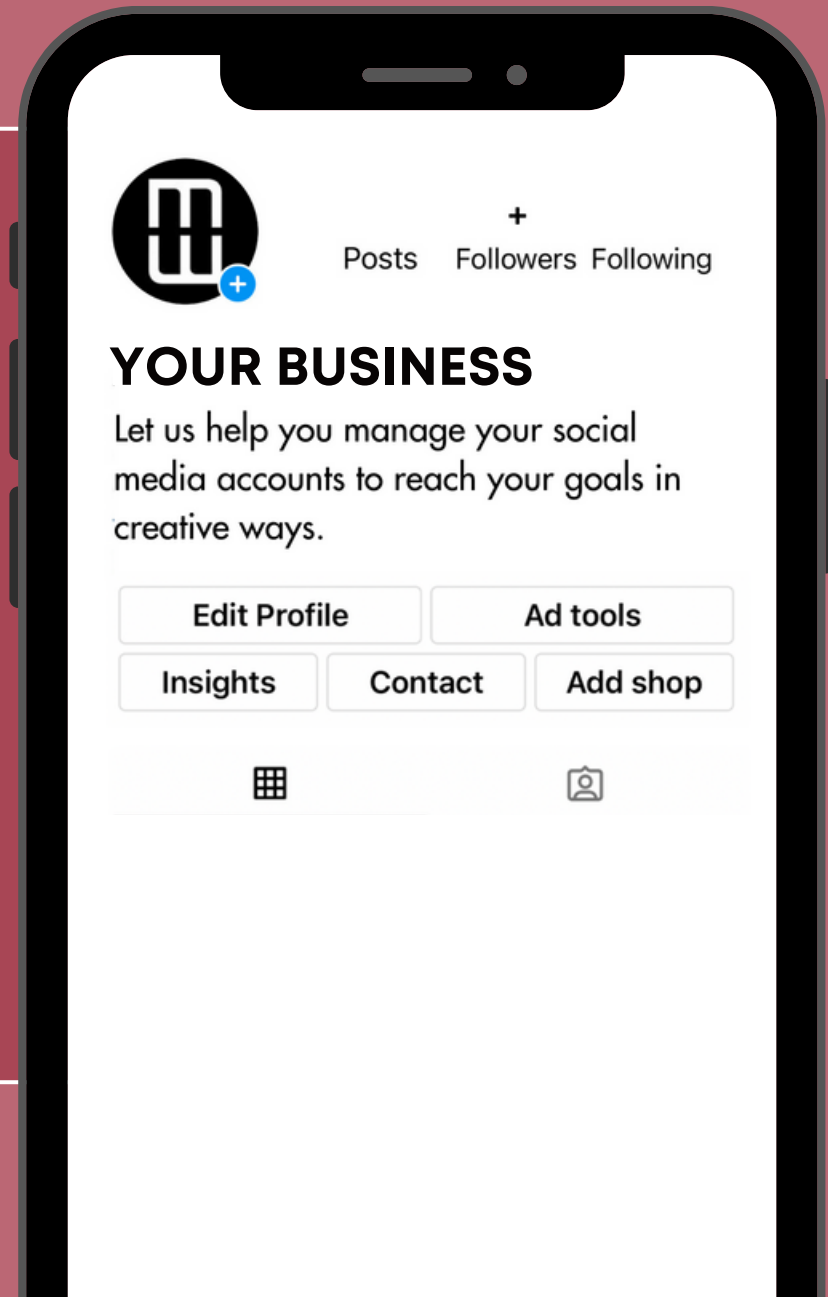


MONTHLY SERVICE: \$300

INCLUDES:

- STRATEGY MEETING
- 4 POSTS ON INSTAGRAM AND FACEBOOK
- MONTHLY ANALYTICS REPORT

OPTIONS FOR ADDITIONAL POSTS AND MEDIA OUTLETS CAN BE DISCUSSED





STREET TEAM EVENTS

FLYERS

\$400

OUR TEAM WILL PASS OUT 300 FLYERS ON CAMPUS

POSTERS

\$300

HANGING UP TO 100 POSTERS AROUND CAMPUS

*PRICE INCLUDES PRINTING SERVICES. \$50 OFF
DISCOUNT CAN BE OFFERED IF YOU PRINT
YOURSELF

*NON-PRINTED GRAPHICS DUE 10 DAYS BEFORE
STREET TEAM EVENT, PRE-PRINTED
FLYERS/POSTERS DUE 2 DAYS BEFORE STREET
TEAM EVENT

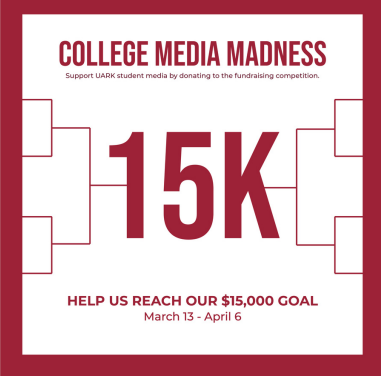
VIDEOGRAPHY AND PHOTOGRAPHY

PRICES VARY PER PROJECT. CONTACT MHDIR@UARK.EDU TO SET UP A MEETING.



GRAPHIC DESIGN

WE CHARGE \$15/HOUR FOR SOCIAL MEDIA, FLYER AND LOGO DESIGN HELP



COLLEGE MEDIA MADNESS
Support UARK student media by donating to the fundraising competition.

15K

HELP US REACH OUR \$15,000 GOAL
March 13 - April 6

SOCIAL MEDIA



Razor Temps
Staffing the best

NOW HIRING HOUSEKEEPERS AT THE UNIVERSITY OF ARKANSAS

\$14 PER HOUR

Monday-Friday
Full-Time 7am-3:30pm
Part-time is available

Duties:
-General housekeeping
-Vacuuming
-Scrubbing
-Mopping
-Dusting
-Bathroom cleaning
-Laundry
-Other duties as assigned

Start and End Date:
5/8/23 - 8/1/23

One Hour Training
5/5/23 @ 10:30-11:30am

Background Check Required:
Criminal and Sex Offender
Registry checks

Minimum Qualifications:
Formal education equivalent
to a high school diploma

SUBMIT AN APPLICATION HERE

The University of Arkansas is an Equal Opportunity-Affirmative Action Institution

ADVERTISEMENTS



 **Making Your Day Work**
<http://workday.uark.edu>

LOGO DESIGN

WE CAN PROVIDE AN ESTIMATE PRIOR TO STARTING WORK, BUT THE FINAL COST WILL BE DETERMINED AFTER THE DESIGNER ADDS UP CONSULTATION, DESIGN AND REVISION TIME.