



Covering What Matters at CMU

Since 1919



MEDIA KIT



25/26



8,155
MONTHLY PRINT READERS



28,255
DAILY EMAIL SUBSCRIBERS



54,999
MONTHLY WEBSITE READERS



77,273
DAILY SOCIAL FOLLOWERS

FALL 2025

AUGUST 21. BACK TO SCHOOL/CM LIFE

AUGUST 24. CAMPUS CASH ISSUE

OCTOBER 2. CM LIFE PUBLISHES

FALL 2025 BREAK

Monday, October 6 and Tuesday, October 7, 2025

NOVEMBER 6. CM LIFE PUBLISHES

THANKSGIVING BREAK.

Wednesday, November 26 – Sunday, November 30, 2025

DECEMBER 4. CM LIFE PUBLISHES

DECEMBER 12–13. COMMENCEMENT

WINTER BREAK.

Saturday, December 12 – Sunday, January 11, 2026



CM-LIFE.COM



@cmlife



@centralmichiganlife



@cmlife



@centralmichiganlife



@centralmichiganlife



@cmlife



@cmlifevideo

SPRING 2026

JANUARY 15. BACK TO SCHOOL/CM LIFE

JANUARY 24. CAMPUS CASH ISSUE

FEBRUARY 5. BEST OF CENTRAL MICHIGAN/CM LIFE

MARCH 3. CM LIFE PUBLISHES

SPRING BREAK 2026

Monday, March 9 - Sunday, March 15, 2026

APRIL 2. CM LIFE PUBLISHES

GENTLE BREAK

Thursday, April 2 and Friday, April 3, 2026

MAY 1. CM LIFE PUBLISHES

COMMENCEMENT

May 8-9, 2026

**JUNE 1. ORIENTATION ISSUE 2026
CENTRAL LIVING MAGAZINE 2026/27**





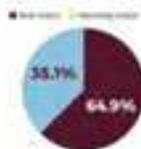
DIGITAL

CM-LIFE.COM VISITORS

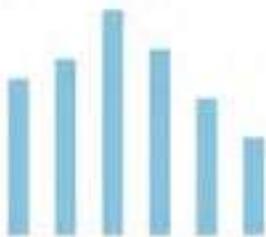
54.9K MONTHLY



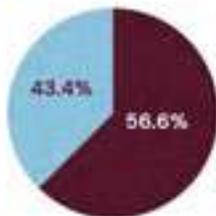
Visitors	Views	Pages
619,709	431,519	909,667
Pages/session	Avg. Session Duration	Bounce Rate
1.38	00:08:51	63.85%



AUDIENCE BY AGE



AUDIENCE BY GENDER



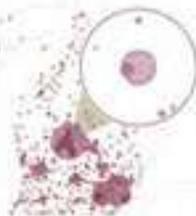
AUDIENCE - MICHIGAN

36.2K MONTHLY



AUDIENCE - MOUNT PLEASANT

10.2K MONTHLY



DISPLAY RATES

LEADERBOARD	\$900 MO. OPEN/\$590 CONTRACT
RECTANGLE	\$850 MO. OPEN/\$500 CONTRACT
DOUBLE RECTANGLE	\$995 MO. OPEN/\$695 CONTRACT

SPECIAL PLACEMENT

INTERSTITIAL	\$250 PER DAY/\$750 WEEKLY
SITWRAP	\$500 PER DAY/\$990 WEEKLY
SITE TAKEOVER*	\$400 PER DAY/ \$800 WEEKLY*
MASTHEAD	\$350 PER DAY/\$850 WEEKLY*
IN-STORY VIDEO	\$100 PER DAY/\$350 WEEKLY

*Site takeover is top leaderboard, double rectangle position and rectangle. Site and masthead takeover; maximum buy is one week per month. Only one special placement per day.

AD SPECIFICATIONS

930 X 90	CM-LIFE.COM/LEADERBOARD
320 X 50	CM-LIFE.COM/MOBILE LEADERBOARD
300 X 250	CM LIFE.COM MEDIUM RECTANGLE
600 X 300	CM-LIFE.COM DOUBLE RECTANGLE
550 X 480	CM-LIFE.COM INTERSTITIAL POP UP

*CM-LIFE.COM SITWRAP (ASK FOR TEMPLATE FOR SIZING)

PROGRAMMATIC DIGITAL ADS

For as low as \$10 CPM, targeted digital can take your brand beyond Mount Pleasant. Our programmatic placement uses keywords, services, previous site visits, location, premium news networks, consumer behavior or topic networks.

PODCASTS

SPONSORSHIP	\$100 MONTH/9 MONTHS
ORIGINAL PROGRAM	\$1800 ANNUAL

Podcasting is an increasingly popular pastime in the U.S., and close to 70 million people listened to podcasts in 2023. According to Statista, this number is projected to rise even further, reaching over 110 million listeners by 2029.

RATE DISCOUNTS AVAILABLE. CONTACT YOUR ACCOUNT MANAGER FOR VOLUME CONTRACTS OR MULTI-MEDIA BUNDLES.





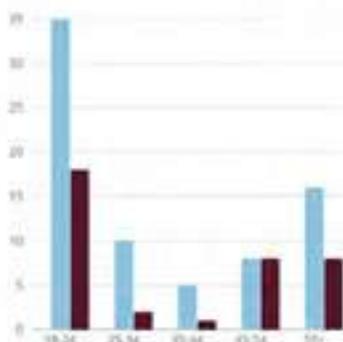
EMAIL

TODAY'S TOP HEADLINES

1.3 M EMAIL OPENS

54.6 K LINK CLICKS

AUDIENCE BY AGE



63%
AUDIENCE
BY GENDER



31%

AUDIENCE PERFORMANCE



180 EMAILS
DELIVERED



30% AVERAGE
OPEN RATE



2.1% AVERAGE
CLICK RATE

Direct mail your marketing message to more than 25,000+ emails every day during the school year. Central Michigan Life's newsletter showcases three to four top stories for the day.

DAILY CM LIFE NEWSLETTER

TOP RECTANGLE (800X300)	\$495 per day
NATIVE STORY POST	\$350 per day
MIDDLE RECTANGLE (800X300)	\$320 per day
SITE TAKEOVER*	\$800 per day
BOTTOM RECTANGLE (800X300)	\$195 per day

AD SPECIFICATIONS

All digital ads should be PNG or GIF format.

All ad positions include link to your website or social media page of your choice. Discount of 20% to reserve two positions.

*Site takeovers (when available) get all rectangles - three positions.

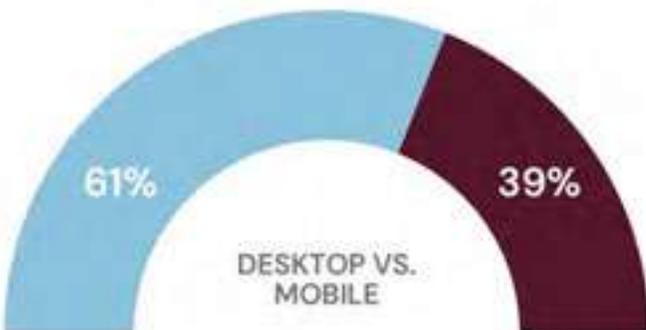
Native Story Posts include a headline, photo or video and four to five line description and text links to your website and/or social media pages. Native story posts will be labeled sponsored content.

SPONSORED CONTENT EXCLUSIVE EMAIL

All customized emails for advertisers are presented in native advertising form. That means it is designed to look like a news story. We can help you write it. It includes up to six photographs and/or a video.

This email exclusive is limited to one time per week. Businesses can choose the day.

\$995 PER DAY





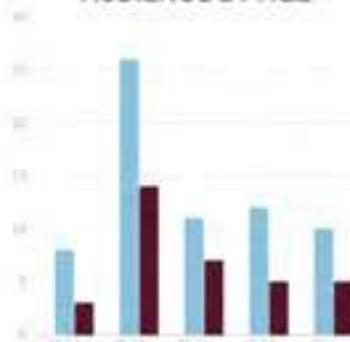
SOCIAL

f FACEBOOK

ANNUAL POST REACH)	989,148
POST ENGAGEMENTS	141,756
POST LIKES/COMMENTS	17,292
LINK CLICKS	6,072



AUDIENCE BY AGE



Instagram



BEST TIME OF DAY
6-10 PM



BEST DAYS OF WEEK
SUNDAY-THURSDAY

ANNUAL IMPRESSIONS	3,571,200
POST REACH	132,900
POST LIKES/COMMENTS	94,827
PROFILE VISITS	39,614
LINK CLICKS	8,940
SHARES/SAVES	4,798

8.85% ENGAGEMENT RATE

Most social media marketing experts agree that strong engagement falls around 1% to 5%. A ratio of 4-6% is excellent, while posts in the high tens and twenties are considered "viral".
SOURCE: Hootsuite.com and Later.com

f FACEBOOK

Facebook is best used in its native format: Videos, images, blogs, inspirational quotes, timely content, behind the scenes, advice and tutorials. Don't forget the stories feature for more impact!

Instagram

Instagram gets best results in its native format: Photos, videos, inspirational quotes, timely content, behind the scenes, advice and tutorials. Don't forget the stories feature for more impact!

SNAPCHAT

Snapchat best results tips: Keep your videos short and sweet and make a few different versions of your video ads to avoid advertising fatigue. Make sure to provide a link to your website!

THREADS

The app offers users the ability to post and share text, images, and videos, as well as to interact with other users' posts through replies, reposts, and likes. Let's see where it takes us this year!

TIK TOK

Tips for Tik Tok ads: Use high impact visuals or an engaging hook. Think music, trends, and keep videos short and concise. And, as with all social media, user-generated content dominates!

X (FORMERLY TWITTER)

X is best used in its native format: Photos, video, polls, quizzes, Q & A's, infographics, quotes. Don't forget to use hashtags, ask for retweets, incorporate trending topics and provide an external link.

AD SPECS:

All social ads should be PNG, GIF or MP4 in format.

FB/THREADS/X POST:
1200 x 630 or 1080 x 1350
INSTAGRAM POST:
1080 x 1350
INSTA/FB STORY,
SNAPCHAT/TIKTOK
1920 x 1080

\$250 ADD-ON/	5 POSTS
\$490 SOCIAL ONLY	Choice of Platforms
\$450 ADD-ON/	10 POSTS
\$690 SOCIAL ONLY	Choice of Platforms
\$675 ADD-ON/	20 POSTS
\$1295 SOCIAL ONLY	Choice of Platforms
\$895 ADD-ON/	30 POSTS
\$1785 SOCIAL ONLY	Choice of Platforms

RATE DISCOUNTS AVAILABLE. CONTACT YOUR ACCOUNT MANAGER FOR VOLUME CONTRACTS OR MULTI-MEDIA BUNDLES.



PRINT

DISPLAY RATES

FULL PAGE	\$775
HALF PAGE	\$450
QUARTER PAGE	\$275
EIGHTH PAGE	\$150

POSITION RATES

BACK COVER	\$875
INSIDE COVERS	\$800
1-PAGE INNOVATIVE	\$525
2-PAGE INNOVATIVE	\$850
2-PAGE SPREAD	\$1295
FRONT PAGE STRIP	\$395

PRE-PRINT RATES

1-16 PAGES/CPM	\$75/CPM
20-36 PAGES/CPM	\$95/CPM
40+ PAGES/CPM	\$125/CPM



CLASSIFIED LINE RATES

MONTHLY 3-LINE	\$25/MONTH
MONTHLY 5-7 LINE	\$80/MONTH
MONTHLY 8-15 LINE w/photo	\$95/MONTH
ADD-ON/Highlight, Bold Face, Box (Print)	\$10/MONTH

CLASSIFIED DISPLAY RATES

MARKETPLACE	\$125 MONTH
MIGHTY MINI	\$50 MONTH

CLASSIFIED RENTAL BUNDLE

MONTHLY	\$150/MONTH
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Monthly print and online ad on CM-LIFE.com with unlimited text and 1 photo of propertyPLUS monthly online ad on www.centralmichiganapartments.com. Listing includes description, unlimited photos and video tour link. Only 1 property per ad bundle.

DAILY EMAIL CLASSIFIED ADS

WEEKLY 3-LINE (5 ADS)	\$75/WEEK
TWO WEEK 3-LINE (10 ADS)	\$125/MONTH
MONTHLY 3-LINE (20 ADS)	\$200/MONTH

3-line listing with link to email, pdf, social media page or website. NO ART.

OBITUARIES

DIGITAL/PRINT ONLY	\$150 OPEN
DIGITAL/EMAIL/PRINT	\$200 OPEN

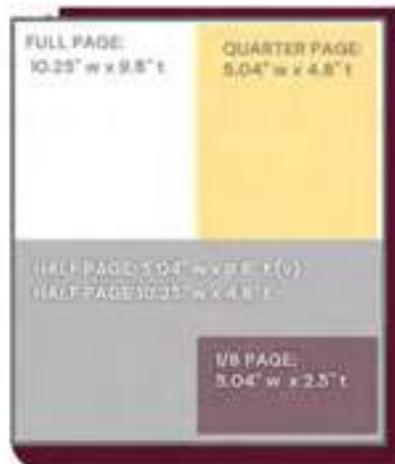
Digital: Permanent placement on our digital obituary page. Print: One time run in first available issue. Email: One time in first available newsletter.



AD SPECS:

CENTER SPREAD:
21.5" W x 9.8" T
FULL PAGE:
10.25" W x 9.8" T
HALF PAGE (H):
10.25" W x 4.8" T
HALF PAGE (V):
5.04" W x 9.8" T
QUARTER PAGE:
5.04" W x 4.8" T
EIGHTH PAGE:
5.04" W x 2.5" T
MARKETPLACE:
3.30" W x 2" T
MIGHTY MINI:
1.50" W x 1.5" T
FRONT STRIP:
10.25" W x 1.25" T

All print ads should be PDF format saved CMYK.



RATE DISCOUNTS AVAILABLE. CONTACT YOUR ACCOUNT MANAGER FOR VOLUME CONTRACTS OR MULTI-MEDIA BUNDLES.





SPECIALS

FRESHMEN ORIENTATION

2-PAGE SPREAD	\$1295
FULL PAGE	\$775
HALF PAGE	\$450
QUARTER PAGE	\$275
EIGHTH PAGE	\$150

AD SPECS:

CENTER SPREAD:
21.5" W x 9.8" T
FULL PAGE:
10.25" W x 9.8" T
HALF PAGE (H):
10.25" W x 4.8" T
HALF PAGE (V):
5.04" W x 9.8" T
QUARTER PAGE:
5.04" W x 4.8" T
EIGHTH PAGE:
5.04" W x 2.5" T

All print ads should be PDF format saved CMYK.



CAMPUS CASH COUPON BOOK

AD SPECS:

5.125" W x 1.875" T
All print ads should be PDF format saved CMYK.

Cost per book
Books publish August and January. They are distributed at MainStage events prior to the start of classes each semester.



INSIDE PAGE	\$390
GOLD CARD	\$690
INSIDE COVERS	\$650
BACK PAGE	\$800
IMPRESSION SPOT	\$500

Price is for both books



www.CentralMichiganLiving.com

CENTRAL LIVING

2023/2024



CENTRAL LIVING CENTRALMICHIGANAPARTMENTS.COM

FULL PAGE/Magazine
UNLIMITED LISTINGS/Website \$2,400 annual

Publishes annually each May. Full page ad buys earn unlimited property posts on www.centralmichiganapartments.com

AD SPECIFICATIONS

FULL PAGE 7.5" W x 10" T

All print ads should be PDF format saved CMYK.



OUT OF HOME

A-FRAME ADVERTISING

Have a special event happening and are looking for additional boost in messaging? Our event marketing team can will set up these a-frames at desired locations for you on campus.

We offer 10 locations on a daily basis! Price is for 8 hours. Printing is \$125 per poster additional fee.

1 DAY	\$595
2 DAYS	\$895
3 DAYS	\$1,095
5 DAYS	\$1,295

AD SPECS: 25" X 45"
PRINTING \$125 EACH

All ads should be in PDF format.
Printing separate, fees apply.



BUS SHELTERS

END CASE/OUTSIDE	\$495 MO/\$1295 SEMESTER
END CASE/INSIDE	\$295 MO/\$795 SEMESTER
GLASS FRONTS	\$350 MO/\$950 SEMESTER
ADD'L GLASS FRONTS	25% OFF 2nd; 50% OFF 3rd
PRINTING	\$250 PER PANEL

Highly visible to transit riders, motorists and pedestrians, bus shelter advertisements generate constant impressions in Mount Pleasant. Central Michigan University students represent the largest percentage of customers for the local transit company, traveling between home and campus each day. Buses drop off and pick up on the CMU campus every 1/2 hour from 11 major apartment complexes in Mount Pleasant. The routes operate daily from 7 am to 7 pm, with more than 250,000 annual riders.



AD SPECS:

SHELTER/END	38" x 69"
SHELTER/GLASS	20" x 70"

All ads should be in PDF format. Printing separate, fees apply.



BUS SHELTER LOCATIONS:

- Downtown Mt. Pleasant
- Moore Hall North 1
- Moore Hall North 2
- Moore Hall South 1
- Moore Hall South 2
- Pearce/Anspach Hall
- Jamestown -E/Isabella Rd
- Jamestown -W/Isabella Rd
- Tallgrass Apartments - N
- Tallgrass Apartments - S
- Yorkshire Commons
- West Point Village/Crawford Rd,
- Deerfield Village - N/Deerfield Rd.
- Deerfield Village - S/Deerfield Rd.
- Lexington Ridge - E/Deerfield Rd
- Lexington Ridge - N/Deerfield Rd
- Lexington Ridge - S/Deerfield Rd
- The Reserve Apartments
- University Meadows - N/Bluegrass
- University Meadows - S/Bluegrass
- Village at Bluegrass
- Menards/Aldi Shopping Center

RATE DISCOUNTS AVAILABLE. CONTACT YOUR ACCOUNT MANAGER FOR VOLUME CONTRACTS OR MULTI-MEDIA BUNDLES.





OUT OF HOME

NEWS RACKS (TOP)

PER ROUTE	\$895 MO/\$1995 SEMESTER
CHOICE RACKS	\$250/Each/Month
EXTRA PRINTS	\$25-50/Each

Central Michigan Life newstracks offer your business poster placement throughout campus. CM Life has 4 routes of 10 locations each, available at CMU. Buy one, two or all four of the routes to gain maximum visibility on campus of your brand. Printing separate, fees apply.

NEWS RACKS (BOTTOM)

CENTER	\$300 MO/\$995 SEMESTER
SIDE	\$100 MO/\$395 SEMESTER
EXTRA PRINTS	\$30/Each

Bottom front and side panels are available at 10 rack locations on campus. Placement is in high traffic locations. See locations marked with an ** on list to the right. Customer can buy both sides and front for 10% off semester rates. Top can be added if available at 20% off choice rack rate. Printing separate, fees apply.

AD SPECIFICATIONS

NEWS RACK TOP SMALL	16" X 20"
NEWS RACK TOP MEDIUM	18" X 36"
NEWS RACK TOP LARGE-A	23.5" X 47.5"
NEWS RACK TOP LARGE-B	26" X 50"
NEWS RACK BOTTOM-Center	15.5" X 27.25"
NEWS RACK BOTTOM-Sides	11.5" X 28"

All ads should be PDF format saved CMYK.



RACK LOCATIONS:



- Bovee UC Downstairs
- Brooks Hall W
- Education Bldg W**
- Foust Hall**
- Health Professions E
- Moore Hall S
- Pearce Hall W
- Powers Hall
- Ronan Hall
- Saxe/Herrig Halls



- Bio Sciences Building**
- Bovee UC Upstairs**
- Campbell Hall
- Dow Hall**
- Events Center
- Health Professions W
- Park Library S
- SAC - W
- Kessler Hall
- Wightman Hall**



- Anspach Hall W
- Education Bldg E**
- Graduate Housing E
- Indoor Athletic Center
- Kulhavi Hall
- Music Building**
- Pearce Hall N
- Rowe Hall
- SAC - E
- Sweeney Hall



- Anspach Hall E**
- Brooks - S
- CMU Police Dept
- Graduate Housing W
- Merrill Hall
- IET Building
- Moore Hall W**
- Park Library N
- Thorpe Hall
- Tower Center Court

STREET TEAM

Our event marketing team can set up tables, pass out samples or literature about your business. Our team also will post flyers and posters for you around campus.

Want an unique event to feature your business? We have experience in combining unique events such as "Smiles for Miles", "Papa's Scavenger Hunt" and "Tim Horton's Pumpkin Smash".

FLYERING/POSTERING	\$50/HOUR
TABLING/SAMPLING	\$250/4 HRS
CUSTOM EVENTS	QUOTED



OUT OF HOME

STUDENT ACTIVITY CENTER / SPORTS FORUMS

At the center of this activities in the SAC is the Large and Small Sports Forums. These 6 full-sized, multi-purpose courts are used by thousands of CMU students for league play, recreational fitness and events such as Gus Macker basketball.

Signage is limited to six sponsors for a 2-year agreement. Each court sponsor gets 2 - 3' by 12' baseline graphics plus a sponsor graphic (logo) on court signage.

PER COURT \$7,640.00

AD SPECIFICATIONS

All ads should be PDF format



STUDENT ACTIVITY CENTER / INDOOR TRACK

The indoor running track makes a large loop above the large forum courts and offers six available message spaces. Frequency of message will definitely be delivered as users lap the course repeatedly!

INDOOR TRACK SIGNAGE \$2,080/Annual

AD SPECIFICATIONS

All ads should be PDF format 6' x 6'



STUDENT ACTIVITY CENTER / AQUATIC CENTER

Your messages will make a splash here

The SAC Aquatic Center offers a variety of activities that flow with our community and student lifestyles. From recreational lap swimming to organized swim classes, the SAC pool is a popular spot for everyone!

AQUATIC CENTER SIGNAGE. \$2,080/Annual

AD SPECIFICATIONS

All ads should be PDF format 4' x 4'

RATE DISCOUNTS AVAILABLE. CONTACT YOUR ACCOUNT MANAGER FOR VOLUME CONTRACTS OR MULTI-MEDIA BUNDLES.



OUT OF HOME

STUDENT ACTIVITY CENTER / DIGITAL

Digital signage is available to 2-3 clients per year per screen in these locations in the Student Activity Center. All messages are rotated every two minutes. Prices are for 10-second advertisements.

EAST LOBBY	\$4,860/Annual
MAIN CONCOURSE	\$3,475/Annual
CENTRAL CONCOURSE	\$2,420/Annual
FITNESS CENTER	\$2,430/Annual
WEIGHT TRAINING CENTER	\$2,080/Annual



AD SPECIFICATIONS

All digital ads should be PNG, GIF or video format. (No Sound) 1980 x 1080 pixels

STUDENT ACTIVITY CENTER / STATIC

Static signage is available at select locations around the Student Activity Center. These advertisement positions have limited availability and contracted for a one year period.

EAST LOBBY	\$3,475/Annual
EAST HALLWAY	\$3,475/Annual
UPPER ELEVATOR	\$2,775/Annual
FITNESS CENTER	\$2,430/Annual
WATER STATIONS	\$2,080/Annual



AD SPECIFICATIONS

All ads should be PDF format

East Lobby, East Hallway,	4'x3'
Upper Elevator	4'x3'
Fitness and Aquatic Centers	4'x4'
Water Stations	3'x4'

DIGITAL ADVERTISING - UNIVERSITY CENTER TV SCREENS

Digital signage is available to 2-3 clients per year per screen in these locations in the University Center. 2 locations upstairs, 2 downstairs and 4 in the Down Under Food Court. All messages are rotated every two minutes. Prices are for 10-second advertisements.

FOOD COURT	\$400 Month/\$1,200 Semester
UPSTAIRS	\$300 Month/\$1,000 Semester
DOWNSTAIRS	\$200 Month/\$800 Semester



AD SPECIFICATIONS

All digital ads should be PNG, GIF or video format. (No Sound) 1980 x 1080 pixels





PROGRAM SPONSORS

STUDENT ACTIVITY CENTER GROUP FITNESS

Provide up to 266 group fitness classes FREE of charge to students. Sponsorship includes your logo and brand mentions across all UREC social media posts and digital displays promoting group fitness classes. Your logo/graphic will be on the digital display inside the Wellness Studio and on the 3'x4' sign in the Studio.

INVESTMENT: \$6,250/Annual

AD SPECIFICATIONS

All ads should be PDF format. 3' x 4'



STUDENT ACTIVITY CENTER / INTRAMURAL SPORTS

More than 2,900 participants compete in more than 300 events within the UREC Intramural programs. Our sports include Basketball, Badminton, Soccer, Volleyball and more. Our intramural athletes also compete in 10-15 special events through the school year.

JERSEY SPONSORSHIP. \$4,170/Annual

Includes 40 jerseys per year with your logo on the back. Used for participants across multiple sports.

IM CHAMPION T-SHIRT SPONSOR \$3,470/Annual

500 shirts per year. Your logo featured exclusively on IM Champions T-shirts across multiple sports.

IM REFEREE UNIFORM SPONSOR \$2,080/Annual

10 uniforms per year. Your logo featured on referee uniforms during various intramural sporting events.

IM TOURNAMENT SPONSOR \$695/Tournament

Your logo featured on promotional materials for individual IM tournaments. 10-15 tournaments per year to choose from.



RATE DISCOUNTS AVAILABLE. CONTACT YOUR ACCOUNT MANAGER FOR VOLUME CONTRACTS OR MULTI-MEDIA BUNDLES.



EVENT SPONSORS

MainStage is a long-standing tradition at Central Michigan University. It is a student involvement fair where Registered Student Organizations (RSOs), CMU offices/departments and local businesses and non-profits are able to shine a light on their organizations, products and services to CMU students.

Approximately 5,000 CMU students attend Fall MainStage and another 1,500 join us in January for the Spring MainStage event.

In the fall attendees roam Franklin Street and adjoining parking lots to discover areas of interest in which they may want to get involved while attending CMU.

In the Spring, we host MainStage at the Student Activity Center with the same opportunity for students to explore their opportunities of interest.

At each event, tables provide resources for students as well as giveaways. This contributes to the fun environment that MainStage has become known for. 95% of CMU students joined an RSO, community organization, office involvement or found a job at a local business, because of MainStage.

The best part of memories is making them, and we want to equip every CMU student with life-long memories.

MAIN STAGE

MainStage is the bridge to the CMU student population. Hosted the beginning of every semester!

AUGUST 24, 2025
JANUARY 23, 2026

Presenting Sponsor | \$10,000

Both Fall and Spring "MainStage Presented by Your Business" on all signage and event marketing. Presenting sponsors get their own featured area on Chippewa Trail and special audience interaction during events. Presenting Sponsor also gets:

- Exclusive banner on welcome arch
- "Thank you sponsors" CM LIFE ad (Print and social)
- Your business linked from the SAI MainStage website
- University center TV ads - Your ads on all year exposure, all 8 screens
- Social media promotions monthly w/SAI and CM LIFE
- Sponsor logo on MainStage map
- Your business featured on promotional wrap-up video

Gold Sponsor | \$5,000

Your company's logo on all signage and event marketing at both Fall and Spring MainStage events, plus larger, special placement in business area for tent/display. LARGER, SPECIAL PLACEMENT IN BUSINESS AREA FOR TENT/DISPLAY AT EVENT. Gold Sponsor also gets:

- RECOGNITION FROM STAGE
- Secondary sponsor logo on MainStage map
- Your business linked from the SAI MainStage website
- "Thank you sponsors" CM LIFE ad (Print and social)

Maroon Sponsor | \$2,500

Maroon Sponsor gets the following at both MainStage events:

- DOUBLE display SPACE IN BUSINESS SECTION FOR TENT/DISPLAY AT EVENT
- SECONDARY logo on banners and signage
- sponsor logo on mainstage map
- "thank you sponsors" CM LIFE ad (Print and social)
- SPONSOR LOGO ON SAI event web page

Table Partner | \$600

- Basic activation space - 6 ft table for both Fall and Spring MainStage Events





EVENT SPONSORS

Greek Life

SPONSORSHIP OPPORTUNITIES 2025-26

Central Michigan University is home to 30 fraternities and sororities:

- 10 fraternities governed by the Interfraternity Council (IFC)
- 5 chapters (2 fraternities and 3 sororities) governed by the National Pan-Hellenic Council (NPHC)
- 11 sororities governed by the Collegiate Panhellenic Association (CPC)
- 3 chapters (1 fraternity and 2 sororities) governed by the Multicultural Greek Council (MGC)

Fraternity and sorority members participate in leadership and philanthropic activities throughout campus and the broader community.)



RATE DISCOUNTS AVAILABLE. CONTACT YOUR ACCOUNT MANAGER FOR VOLUME CONTRACTS OR MULTI-MEDIA BUNDLES.

Cut through the clutter of social media and connect with your customers face to face in a fun and engaging event. Develop an immediate relationship with our Gen Z audience. These special events are a great way to showcase your brand in a more targeted and intimate setting.

Recruitment Week Sponsor

\$2,000

- SIGNAGE AT EVENT.
- TABLING AND GIVEAWAYS AT EVENT
- sponsor logo placement on all event marketing
- Audience Interaction During EVENT
- Sponsor Link from SAI event Website
- "Thank you sponsors" CM LIFE ad (Print and social)
- social media promotions with SAI and CM LIFE
- featured on promotional wrap-up video

Greek Week/Mock Rock Sponsor

\$2,000

- SIGNAGE ON JUMBO TRON.
- SPONSOR ACKNOWLEDGEMENT FROM STAGE.
- TABLING AND GIVEAWAYS AT EVENT.
- sponsor logo placement on all event marketing
- Sponsor Link from SAI event Website
- "Thank you sponsors" CM LIFE ad (Print and social)
- social media promotions with SAI and CM LIFE
- featured on promotional wrap-up video

Day of Service Sponsor

\$500 (or in-kind)

Help create care packages for all of our attendees; Munchies, sandwiches, beverages, water, first aid needs, personal care items, hand sanitizer, and other travel needs are all welcome for our travelers. Branded items welcome.

- DONATED ITEMS INCLUDED IN BAGS WITH COURTESY TAGS
- COUPONING/BROCHURES IN COMFORT BAGS
- Logo placement on all event marketing
- "Thank you sponsors" CM LIFE ad (Print and social)

Sponsoring Greek Life increases your brand awareness through all the additional promotional outreach surrounding this event. From posters and flyers to advertisements in print, digital and social media with campus partners, your business gets additional exposure before and beyond the day of the event, reinforcing your brand awareness to future customers.





EVENT SPONSORS

SAI ON THE ROAD



OFFICE OF
**STUDENT ACTIVITIES
& INVOLVEMENT**
CENTRAL MICHIGAN UNIVERSITY

The Office of Student Activities and Involvement (SAI) at Central Michigan University provides six (6) exciting road trips for CMU students to explore new cities, engage with diverse cultures, and foster meaningful connections. The program goal is to help students build a sense of belonging and community by creating shared experiences outside of Mt. Pleasant.

In 2025 and 2026, our plan is to provide trips to Chicago, Detroit, Mackinac Island, Frankenmuth, Terror on 27 for a little Halloween thrill and Boyne Mountain for winter fun!

At each location, attendees are encouraged to either explore the city independently or join one of the three CMU student guides who will lead groups to iconic spots at each location.

Through these experiences, SAI on the Road aims to provide CMU students with experience that not only expand their horizons but also strengthen their connections with each other.

Destination Sponsor | \$2,000

Help craft a special four in one of our destination locations. A Destination sponsor can use this opportunity to craft the agenda for our visits. What is included in the sponsorship:

- SIGNAGE ON BUS
- SPECIAL TOUR COORDINATED BY SPONSOR
- Sponsor logo placement on all event marketing
- Audience Interaction During BUS RIDES
- Sponsor Link from SAI event Website
- "Thank you sponsors" CM Life ad (Print and social)
- Social media promotions w/SAI and CM LIFE
- Featured on promotional wrap-up video

Transportation Sponsor | \$1,000

Our biggest expense is the cost of transportation. Your company can help underwrite this cost, or even provide the tour buses for our adventures. Sponsorship includes:

- SIGNAGE ON BUS
- Logo placement on all event marketing
- RECOGNITION DURING BUS RIDES TO AND FROM LOCATION
- Social media promotions w/SAI and CM LIFE
- "Thank you sponsors" CM Life ad (Print and social)

Comfort Sponsor | \$500 (or in-kind)

Help create care packages for all of our attendees; Munchies, sandwiches, beverages, water, first aid needs, personal care items, hand sanitizer, and other travel needs are all welcome for our travelers. Branded items welcome.

- DONATED ITEMS INCLUDED IN BAGS WITH COURTESY TAGS
- COUPONING/BROCHURES IN COMFORT BAGS
- Logo placement on all event marketing
- "Thank you sponsors" CM Life ad (Print and social)



RATE DISCOUNTS AVAILABLE. CONTACT YOUR ACCOUNT MANAGER FOR VOLUME CONTRACTS OR MULTI-MEDIA BUNDLES.



EVENT SPONSORS



These late-night programs take over the Student Activity Center (SAC) from 10 p.m. to 2 a.m. on Friday or Saturday nights throughout the school year. Fire Up All Night provides students with energetic and safe space to gather, unwind, and enjoy a range of engaging activities – all completely free.

Student Activities and Involvement invites Registered Student Organizations (RSOs) to bring their creative vision to our Fire Up All Night programming. Five (5) RSOs are offered grants of \$2,000 to host their own event during the late-night program in the spring semester. These grants aim to enhance student involvement and encourage RSOs to make Fire Up All Night an unforgettable experience.

From student produced film premieres to painting, crafting, mini tournaments, pool movies and silent disco there was something for everyone!

Grants Sponsor

\$10,000

- SPONSORS ALL (5) FIRE UP ALL NIGHT EVENTS Spring 2026
- Sponsor logo placement on all event marketing
- Sponsor logo on banners and signage
- Audience Interaction During Events
- Tabling at event
- "Thank you sponsors" CM LIFE ad (Print and social)
- Link to sponsor website from SAI event web page
- Social media promotions monthly w/SAI and CM LIFE
- Featured on promotional wrap-up video

Single Event Sponsor

\$2,000

- SPONSORS ONE FIRE UP ALL NIGHT EVENTS
- Sponsor logo placement on all event marketing
- Sponsor logo on banners and signage
- Tabling at event
- "Thank you sponsors" CM LIFE ad (Print and social)

Supplies Sponsor

\$500/In-Kind

- DONATES MONEY OR ITEMS FOR ONE THEMED EVENT
- CAN INCLUDE COUPONS/BROCHURES AT EVENT
- LOGO PLACEMENT ON ALL EVENT MARKETING
- "Thank you sponsors" CM LIFE ad (Print and social)



RATE DISCOUNTS AVAILABLE. CONTACT YOUR ACCOUNT MANAGER FOR VOLUME CONTRACTS OR MULTI-MEDIA BUNDLES.



EVENT SPONSORS



OFFICE OF
**STUDENT ACTIVITIES
& INVOLVEMENT**
CENTRAL MICHIGAN UNIVERSITY

As the final week of the semester approaches and students begin preparing for final exams, Student Activities and Involvement's (SAI) Program Board offers campus and the community one last chance to relax and have fun before summer officially begins.

Maroonzie, one of CMU's most anticipated spring traditions, organized by CMU Program Board, is a free outdoor festival that invites students, faculty, staff, and community members to come together for an afternoon of celebrating a successful academic year.

Maroonzie features a chef cook-off that pits campus heroes against each other in a lively competition judged by attendees. Meanwhile, those looking to unwind can enjoy a round of video games in the gaming truck or collect prizes and giveaways happening throughout the afternoon.

For those feeling adventurous, the dunk tank offers a chance to send your favorite campus figures for a splash in support of the CMU Student Food Pantry, while tarot card readers will be on hand to offer a glimpse into your future. Games, inflatables, music, and free food round out the afternoon, creating a festival atmosphere perfect for connecting with friends and celebrating the close of another academic year.

Maroonzie

Cook-Off Sponsor | \$5,000

Sponsor the "Colorful Chef Competition" and get your booth next to the cook-off area. This is a great opportunity to showcase your business in the center of all the activities. Sponsorship includes:

- Sponsor logo placement on all event marketing
- Sponsor logo on banners and signage
- Audience interaction During Event
- "Thank you sponsors" CM LIFE ad (Print and social)
- Social media promotions w/SAI and CM LIFE
- Sponsor logo on TROPHY
- Featured on promotional wrap-up video

Activities Sponsor | \$2,500

Sponsor all the fun at Maroonzie. Dunk Tank, Axe Throwing, Mural Painting...you name it, you can sponsor it. Sponsorship includes:

- LARGER, SPECIAL PLACEMENT IN ACTIVITIES AREA FOR TENT/DISPLAY
- Logo placement on all event marketing
- RECOGNITION FROM STAGE
- Sponsor logo on banners and signage
- Social media promotions w/SAI and CM LIFE
- "Thank you sponsors" CM LIFE ad (Print and social)

Food Truck Sponsor | \$1,000

Sponsor some of our favorite local food-truck vendors from our area. Have a favorite? Make a recommendation. Sponsorship includes:

- LARGER, SPECIAL PLACEMENT IN FOOD TRUCK AREA FOR TENT/DISPLAY
- logo placement on all event marketing
- sponsor logo on banners and signage
- "thank you sponsors" CM LIFE ad (Print and social)



CMU PROGRAM BOARD
GET WITH THE PROGRAM



RATE DISCOUNTS AVAILABLE. CONTACT YOUR ACCOUNT MANAGER FOR VOLUME CONTRACTS OR MULTI-MEDIA BUNDLES.



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CONTENT CREATION:

LOGO DESIGN	\$995
BUSINESS CARD DESIGN	\$50/hour
GEO-FILTER DESIGN	\$50/hour
WEBSITE DESIGN	Quoted
BROCHURE DESIGN	\$50/hour
SOCIAL MEDIA POST DESIGN	\$50/hour
OTHER DESIGN SERVICES	\$50/hour
PHOTOGRAPHY SERVICES	\$50/hour
VIDEOGRAPHY SERVICES	\$100/hour
CONTENT CREATION/BLOGS	\$50/hour
PRESS RELEASE WRITING	\$50/hour
FOCUS GROUP MODERATION	\$250
SURVEY CREATION	\$250
SURVEY IMPLEMENTATION	\$795
POSTER DESIGN	\$50/hour
POSTER PRINTING	\$3/pf
SOCIAL MEDIA MANAGEMENT	Quoted

*All prices vary depending on project size and client needs.
We strive to meet all budgets.*

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We specialize in growing our client's brands through creative print, digital, social, event and out-of-home marketing strategies.



BUSINESS
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2024, 2025



COLLEGE MEDIA
COMPANY OF
THE YEAR 2014-2020



CENTRAL
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