

MEDIA KIT



2025-2026

# OUR MISSION

At Main Hill Media, collaboration drives every campaign. With a client-first mindset, our student-run agency creates strategic, creative solutions for brands nationwide.

By combining unique perspectives with our range of services, we deliver campaigns that capture attention and amplify presence.



# CLIENT TESTIMONIALS

## OFF CAMPUS

“Main Hill Media was wonderful to work with this spring for our Amazon Prime student campaign . . . 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.”



**LOGAN WILSON**

SENIOR DIRECTOR OF  
ADMINISTRATIVE  
COMMUNICATIONS,  
UOFA

# INFLUENCER MARKETING



# WHY INFLUENCER MARKETING?

**80%**

of marketers say  
influencer  
marketing is an  
effective business  
strategy.



**69%**

of consumers trust  
influencer  
recommendations.

**49%**

of consumers' daily,  
weekly, and  
monthly purchases  
are driven by  
influencer content.



## OUR PROCESS

### STEP 1

Our team schedules  
a meeting to  
discuss specific  
marketing goals,  
budget and target  
audiences.

### STEP 2

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

### STEP 3

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

# INFLUENCER ROSTER



**BROOKE BRADFORD \$315**

**6.8K**

TIKTOK FOLLOWERS  
@BROOKEBRADFORDD

**16.5K**

INSTA FOLLOWERS  
@BROOKEBRADFORDD



**BAILEY STOCKFISH \$310**

**12K**

TIKTOK FOLLOWERS  
@MYLIFEMYLOVEMYVIBE

**4.4K**

INSTA FOLLOWERS  
@BAILEYSTOCKFISCH



**EVA LLOYD \$215**

**2.7K**

TIKTOK FOLLOWERS  
@EVALLOYDD

**2.5K**

INSTA FOLLOWERS  
@EVALLOYDD



**LILY DAVIS \$5,105**

**210.1K**

TIKTOK FOLLOWERS  
@LILY.K.DAVIS

**4.8K**

INSTA FOLLOWERS  
@LILY.KATE.DAVIS



**OLIVIA BAKER \$225**

**5.3K**

TIKTOK FOLLOWERS  
@OLIVIABAKER70

**3.6K**

INSTA FOLLOWERS  
@OLIVIAB.BAKER



**MIMI DAVIS \$245**

**7.6K**

TIKTOK FOLLOWERS  
@MIMIANNNEE

**4.6K**

INSTA FOLLOWERS  
@MIMIANNNE



**AVERY SALDIVAR \$205**

**67.3K**

TIKTOK FOLLOWERS  
@AVERY.SALDIVAR

**3.5K**

INSTA FOLLOWERS  
@AVERY.SALDIVAR

# SOCIAL MEDIA MANAGEMENT

## MONTHLY SERVICE

**\$300** INCLUDES:



STRATEGY MEETING

4 POSTS ON DESIRED  
PLATFORM

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 50 POSTERS AROUND CAMPUS

\*PRICE INCLUDES PRINTING SERVICES - WE CAN OFFER A \$50 DISCOUNT IF FLYERS/POSTERS ARE PROVIDED

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



# VIDEOGRAPHY & PHOTOGRAPHY



PRICES VARY PER PROJECT.  
CONTACT [MHDIR@UARK.EDU](mailto:MHDIR@UARK.EDU) TO  
SET UP A MEETING.



# GRAPHIC DESIGN

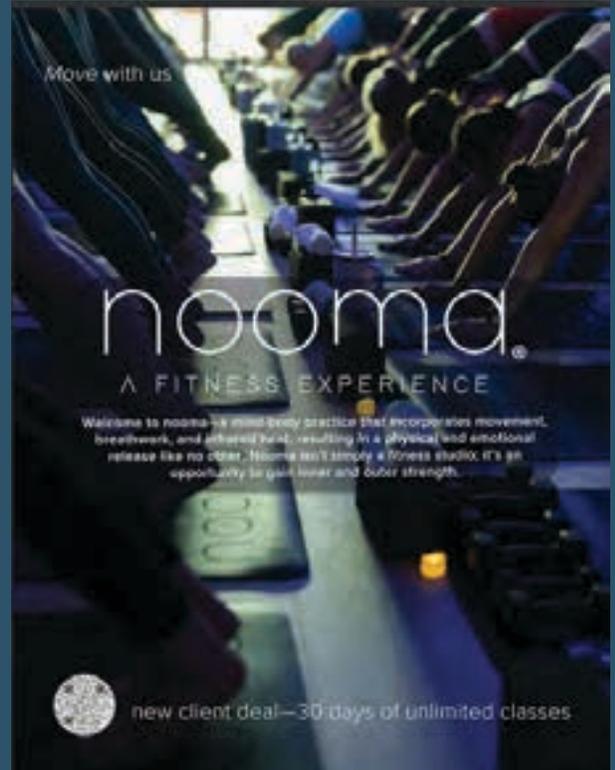
## LOGO DESIGN



## SOCIAL MEDIA



## ADVERTISEMENTS



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.

# \$20/HR

# CONSULTING SERVICES

**\$100**

## **CREATIVE STRATEGY**

OUR CREATIVE TEAM WILL GENERATE INNOVATIVE CAMPAIGN IDEAS. INCLUDES 1 STRATEGY MEETING AND 1 CREATIVE PITCH DECK.

**\$100**

## **SOCIAL MEDIA**

OUR SOCIAL MEDIA AND CREATIVE TEAMS WILL COLLABORATE TO GENERATE A COMPETITIVE ANALYSIS AND SOCIAL MEDIA CONTENT IDEAS. INCLUDES 1 STRATEGY MEETING AND 1 CREATIVE PITCH DECK.



# STUDENT MEDIA PLACEMENTS



Placing your advertisement in student media is a great way to reach the college and recent graduate target market while supporting journalistic efforts.

# THE TRAVELER NEWSPAPER



**500**

COPIES  
DISTRIBUTED

**¼ Page**  
**\$100**

5.25 X 9.5"

**Full Page**  
**\$300**

10.5 X 19"

**½ Page**  
**\$175**

10.5 X 9.5"

## **PUBLICATION DATES**

**FALL**

SEPTEMBER 29  
OCTOBER 31  
NOVEMBER 17

**SPACE RESERVATION: 5  
BUSINESS DAYS BEFORE  
PUBLICATION**

**GRAPHIC DUE: 3  
BUSINESS DAYS BEFORE  
PUBLICATION**



**SPJ BEST  
STUDENT  
NEWSPAPER**

# THE TRAVELER NEWSPAPER ONLINE

**EMAIL  
NEWSLETTER**  
\$45/PLACEMENT  
(1080 X 1080 PX)

**600+**  
SUBSCRIBERS

**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)

**\$75\***

BOTTOM BOX AD (300 X 250 PX)

  
**30,000**

AVG MONTHLY  
VIEWS

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

# HILL MAGAZINE

UAHILLMAG.COM

**\$200**

TOP BOX AD (900 X  
350 PX)

**\$100**

BOTTOM BOX AD  
(900 X 350 PX)



**SPJ BEST  
STUDENT  
MAGAZINE FOR  
SEVEN YEARS**

SPACE RESERVATION: 5  
BUSINESS DAYS BEFORE  
PUBLICATION

GRAPHIC DUE: 3 BUSINESS  
DAYS BEFORE PUBLICATION

**PRINT PUBLICATION  
SPRING AND FALL**

**600**  
COPIES  
DISTRIBUTED

**\$325**

FULL PAGE  
(8.25 X 10.17")

**\$350**

INSIDE COVER

**\$400**

BACK COVER

**\$225**

1/2 PAGE  
(8.25 X  
5.32")

**\$125**

1/4 PAGE  
(4.07 X  
5.32")

\*PRICES ARE PER MONTH

# THE RAZORBACK YEARBOOK

**\$500**

FULL PAGE  
(9 X 12")



**PACEMAKER  
100 AWARD  
WINNER**

**\$350**

1/2 PAGE  
(9 X 6")

**\$150**

1/4 PAGE  
(4.5 X 6")

## SOCIAL MEDIA



**\$40 FEED POST  
\$20 STORY POST**

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

# PACKAGES

## BIG RED

### INCLUDES:

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

1 MONTH UATRAV.COM BOX AD

25 POSTERS PLACED AROUND CAMPUS

**\$500**

\$650 VALUE

## BOSS HOG

### INCLUDES:

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

1 MONTH UATRAV.COM BOX AD

2 HOUR FLYER STREET TEAM EVENT

25 POSTERS PLACED AROUND CAMPUS

**\$1000**

\$1400 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

50 POSTERS PLACED AROUND CAMPUS

2 HOUR FLYER STREET TEAM EVENT

**\$1500**

\$2020 VALUE

# RATE SHEET

## Print Publication

Full Page.....10.5 X 19"  
 ¼ Page.....5.25 X 9.5"  
 ½ Page.....10.5 x 9.5"

### Publication Dates

September 29  
 October 31  
 November 17

### Online Publication

Leaderboard.....728 x 90px  
 Box.....300 x 250px

### Email Newsletter

Placement.....1080 x 1080px

## The Traveler Newspaper

¼ Page \$100

Full Page \$300

½ Page \$175

## UATrav.com

Top Leaderboard \$450

Top Box \$250

Middle Box \$150

Bottom Box \$75

\*Prices Per Month

Bottom Leaderboard \$200

Email Newsletter \$45

## Hill Magazine

¼ Page \$125

½ Page \$225

Full Page \$325

Inside Cover \$350

Back Cover \$400

## UAHillMag.com

Top Box \$200

Middle Box \$100

\*Prices Per Month

## Print Publication

Full Page.....8.25x10.17"  
 Inside Cover.....8.25x10.17"  
 Back Cover.....8.25x10.17"  
 ¼ Page.....4.07x5.32"  
 ½ Page.....8.25x5.32"

### Publication Dates

Spring  
 Fall

### Online Publication

Top Box.....900x350px  
 Middle Box.....900 x 350px

## Print Publication

Full Page.....9x12"  
 ¼ Page.....4.5x6"  
 ½ Page.....9x6"

### Publication Dates

Fall

## The Razorback Yearbook

¼ Page \$150

Full Page \$500

½ Page \$350

## Social Media Post

Feed Post \$45

Story Post \$20