



**STUDENT MEDIA**

# **MEDIA KIT**

**BOISE STATE UNIVERSITY**

**2019/2020**





CONTACT INFORMATION

**SALES TEAM:**  
Tessa Bishop  
*Advertising + Sales Manager*  
  
Anna Noto  
*Advertising + Sales Representative*  
Blake Scully  
*Advertising + Sales Representative*

**DIRECT LINE:**  
[ads@stumedia.boisestate.edu](mailto:ads@stumedia.boisestate.edu)  
Phone: 208.426.6302

**WEBSITE:**  
[boisestate.edu/studentmedia](http://boisestate.edu/studentmedia)

**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





## ABOUT THE TEAM

We're the 2019-2020 Advertising and Sales Team. As a part of Boise State Student Media we're here to answer any questions about the Arbiter and the Pulse. Our hope as a team is to help create a connection between the Boise State community and the rest of the Boise community. As a team we strive to create lasting relationships between Student Media and businesses. If you ever need help, we're your go-to people!



**TESSA BISHOP**

ADVERTISING & SALES  
MANAGER

Meet Tessa, our Advertising and Sales Manager and has been on the team since 2018. She's currently studying Media Arts with an emphasis in public relations. One thing she's enjoyed about working with Student Media is the opportunity to connect and meet businesses within the Boise community. Her goal this year is to continue creating a relationship between the Boise State community and local businesses.

**ANNA NOTO**

ADVERTISING & SALES  
REPRESENTATIVE

Meet Anna, one of our Advertising and Sales Representatives 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!

**BLAKE SCULLY**

ADVERTISING & SALES  
REPRESENTATIVE

Meet Blake, he is one of our Advertising and Sales Representatives. Blake is studying Marketing with a minor in Media. Something that Blake is excited for, is the opportunity to work alongside those who have experience and can teach him more about business in a hands-on approach. Blake's goal this year is to build a connection between Boise State and the Boise community.





# BOISE STATE UNIVERSITY

ACADEMIC EXCELLENCE, CARING,  
CITIZENSHIP, FAIRNESS, RESPECT,  
RESPONSIBILITY, TRUSTWORTHINESS

Boise State University is settled near the heart of downtown Boise, Idaho, which has a population of over 200,000. The school is just minutes away from the Boise Foothills, and is a quick drive to Bogus Basin, the local ski hill and recreation area. Boise State is a destination for outdoor-loving students, and consistently ranks among the best universities for biking.

With an enrollment of 24,154, Boise State University is Idaho's largest university. Boise State has been designated as a metropolitan doctoral research institution of distinction by the Carnegie Classification of Institutions of Higher Education, which was the goal of recently-retired President Bob Kustra.

The university has 200 fields of study, 260 student clubs and organizations, and the honors college has grown to over 900 students. It is home to Idaho's largest undergraduate nursing program, and offers the nation's only master's degree in raptor biology.





# 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.





## 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. Our print issues are published and distributed on Tuesday, and new articles are published online daily. The Arbiter is produced by an undergraduate staff of paid, volunteer members, and students enrolled in journalism classes offered through the Department of Communication.

## CIRCULATION + PRODUCTION

- ▶ 2,000 printed issues per week
- ▶ 31 issues per school year
- ▶ Over 25,000 papers were picked up last year
- ▶ Over 50+ distribution locations across campus
- ▶ 671 articles written last year

## AWARDS\*

### FIRST PLACE:

#### GENERAL EXCELLENCE / 2018

##### SERIOUS FEATURE / 2018

Jordan Erb, Taylor Munson – “Rethinking consent and communication”

##### WATCHDOG + INVESTIGATIVE / 2018

Jordan Erb – “A look into Boise State's graduation gap”

##### SPORTS NEWS REPORT / 2018

Autum Robertson – “Running through adversity”

##### COLUMN WRITING / 2018

Logan Potter – “Just a Thought”

#### WEBSITE GENERAL EXCELLENCE / 2018

##### LIGHT FEATURE / 2018

Blake Simony – “Boise State has an interior designer?”

##### GRAPHICS / 2018

Wyatt Wurtenberger – “Wurtenberger Graphics”

##### EDITORIAL / 2018

Zach Hill – “Bitcoin is killing the environment”

##### PAGE DESIGN / 2018

Maddie Ceglecki – “Selection of 3”

### SECOND PLACE:

#### GENERAL NEWS STORY / 2018

Jordan Erb – “Students affected by health care gap could see a change”

#### EDITORIAL / 2018

Logan Potter – “How not to be offensive on Halloween night”

#### PHOTOGRAPHY / 2018

Taylor Humby – “Selection of 3”

#### SERIOUS FEATURE / 2018

Logan Potter – “Seeking identity in a diversity crisis”

#### SPORTS NEWS REPORT / 2018

Delaney Brassil – “Meet Boise State's new head coaches”

#### GRAPHICS / 2018

Maddie Ceglecki – “Ceglecki Graphics”

### THIRD PLACE:

#### GENERAL NEWS STORY / 2018

Ximena Bustillo – “Boise State students grapple with the damages of Typhoon Yutu”

#### SERIOUS FEATURE / 2018

Ximena Bustillo – “Boise State communities work together to address student suicides”

#### SPORTS NEWS REPORT / 2018

Delaney Brassil – “Creating the Bronco game day atmosphere”

#### PAGE DESIGN / 2018

Isabel Sarhad – “Selection of 3”

#### \*AWARDED BY IDAHO PRESS CLUB

#### GRAPHICS / 2018

Isabel Sarhad – “Sarhad Graphics”

## OTHER ACHIEVEMENTS

#### ACP PACEMAKER / FINALIST

#### FOR DESIGN OF THE YEAR

Newspaper Front Page

#### CMA PINNACLE / FINALIST

#### FOR BEST MEDIA KIT

Student Media Kit



# ADVERTISEMENT SIZES & RATES

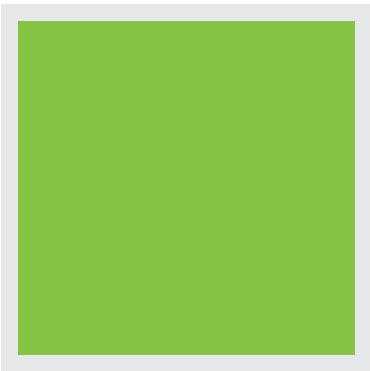
ADS + ARTWORK MUST BE  
SUBMITTED **AT LEAST 5 DAYS**  
PRIOR TO POST DATE.

SEE PUBLICATION CALENDAR  
FOR DATES AND INFORMATION

## WEEKLY PRINT ADVERTISEMENTS



The Arbiter is published and distributed every Tuesday. See below for weekly print advertisement rates and sizes.



### FULL PAGE

- ▶ \$738.00
- ▶ 9.75 X 9.65 IN



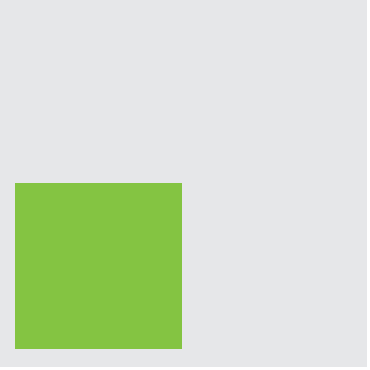
### HALF PAGE

- ▶ \$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

**ADVERTISEMENT WITH INSERTS** ▶ \$280.00 PER PAGE



## LET US DESIGN YOUR AD!

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.

## BULK ADVERTISEMENT DISCOUNTS

Make a statement and be more memorable! Let your audience become familiar with seeing you. Advertising multiple times throughout the year gives you the opportunity to highlight different aspects of your business to students, staff and faculty across campus. 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.

### BULK DISCOUNT BREAKDOWN

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

Rates apply to the purchase of multiple ad placements.



# PUBLICATION CALENDAR



## FALL 2019

## SPRING 2020

- WEEKLY PRINT
- SPECIAL EDITION
- HOLIDAY

AUGUST						
S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

SEPTEMBER						
S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

JANUARY						
S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

FEBRUARY						
S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29

MARCH						
S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

OCTOBER						
S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

NOVEMBER						
S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

DECEMBER						
S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

APRIL						
S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

- SPECIAL EDITIONS:**
- AUGUST 20: Back to School
  - OCTOBER 29: Myths + Midterms
  - NOVEMBER 19: Extended Time on Newsstands
  - DECEMBER 10: Extended Time on Newsstands
  - FEBRUARY 11: Sex + Relationships
  - MARCH 17: Spring Break Issue + Extended Time on Newstands
  - APRIL 28: Graduation + Summer Break

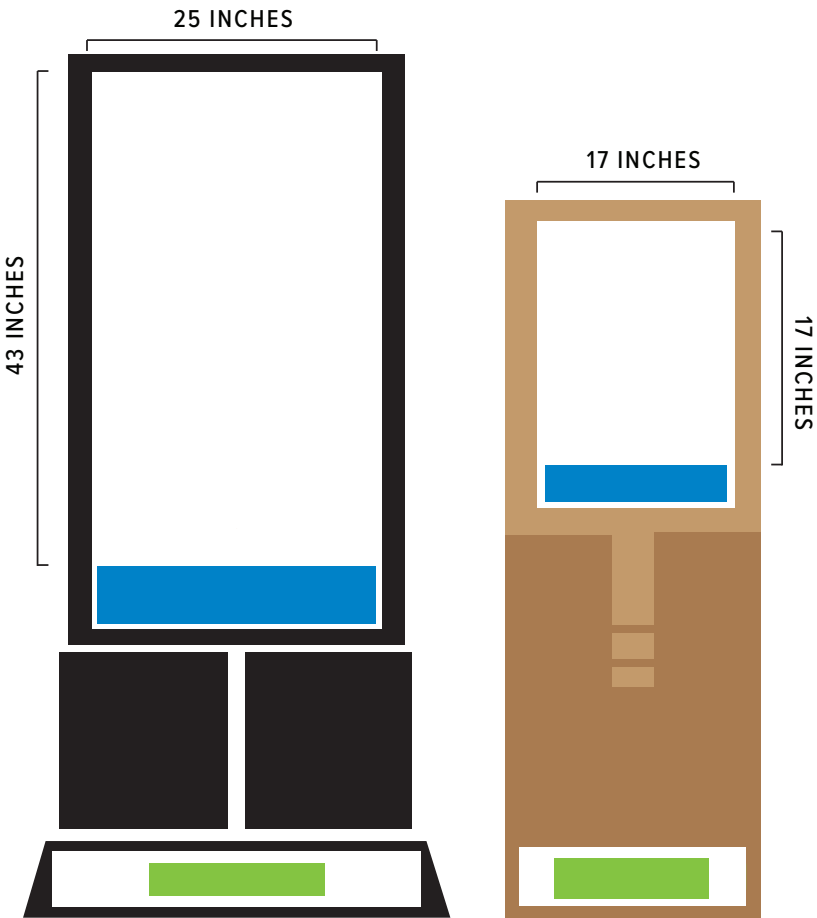


# NEWSSTAND ADVERTISING

## 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 / \$27

SIZE 25 X 43 / \$76

► 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](http://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](http://universitypulse.com) last year
- ▶ 3,354 unique users on [universitypulse.com](http://universitypulse.com) last year
- ▶ 2,341 sessions on RadioFx last year
- ▶ 268 unique users on RadioFx last year



## ADVERTISING WITH PULSE

University Pulse Radio has about 350 listeners a month, it's the perfect platform to talk about your business. With a variety of amazing shows, produced by students, the Pulse is a great opportunity to have everyone across campus hear your advertisement! Utilize our radio staff's knowledge of creating on-air content by letting us create your custom radio ad today.

### 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.

STANDARD / 2WKS / \$120.00  
Total of 98 Ads  
7 per day / 30 secs long

MONTHLY / 4WKS / \$196.00  
Total of 196 Ads  
7 per day / 30 secs long

SEMESTER / \$420.00  
Total of 784 Ads  
7 per day / 30 secs long

SCHOOL YEAR / \$840.00  
Total of 1,568 Ads  
7 per day / 30 secs long

### 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



# ONLINE ADVERTISING



## UTILIZE BOTH OF OUR STUDENT MEDIA WEBSITES FOR ONLINE ADVERTISING

ARBITERONLINE.COM + UNIVERSITYPULSE.COM  
Expand your reach and take advantage of our online audience.

### ARBITERONLINE.COM

Our website, arbiteronline.com, receives a monthly average of 10,000 visitors. Advertising online is great to reach a unique audience of students, staff and faculty, offering one of the best options to interact with our users. The following website rates include online advertisement placement for one month.

#### LEADERBOARD

▶ \$490.00 / MONTH

▶ 728 X 90 PX

#### PRIMARY SIDEBAR

▶ \$380.00 / MONTH

▶ 300 X 250 PX

#### SECONDARY SIDEBAR

▶ \$350.00 / MONTH

▶ 300 X 250 PX

### 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



## DESIGN

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.

## SPONSORED TABLING

Sponsor an Arbiter, University Pulse Radio, or Student Media table in the Student Union Building. Let our sales team be your brand ambassador for 2 hours in one of the most highly trafficked areas on campus.

- \$225.00 / 2 HRS
- Includes 200 printed colored copies of handouts.
- You may also provide "swag bag" items for us to handout as well.
- Ask about adding cookies + coffee!

## 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.

## DJ SERVICES

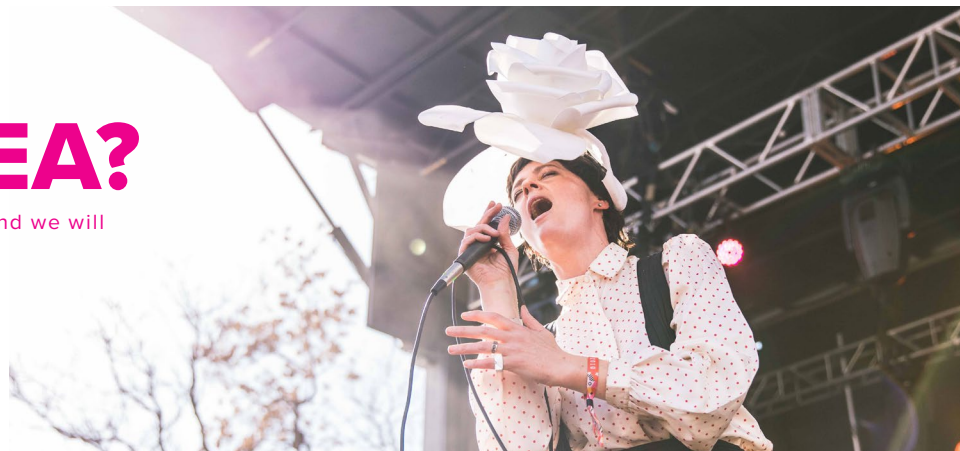
Hire student DJ's at least 3 weeks in advance to play music and make announcements at your event. Provide your own playlist, or consult with the DJ's so they can curate one for your event.

- \$300 / HR
- \$125 / HR for campus organizations



# HAVE AN IDEA?

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







# CREATE YOUR OWN AD CAMPAIGN

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.

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.

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.

Checks, Visa, MasterCard or Discover are gladly accepted.

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.

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.

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.

☐ Receive Invoice

**1/8 page print ad (per issue)\***  
**1/4 page print ad (per issue)\***  
**1/2 page print ad (per issue)\***  
**Full page print ad (per issue)**  
**Inserts (per issue)**  
**Online Leaderboard (per month)**  
**Online Primary Sidebar (per month)**  
**Online Secondary Sidebar (per month)**  
**News Stands 12 X 14 (per week)**  
**News Stands 17 X 17 (per week)**  
**News Stands 25 X 43 (per week)**

**Standard Package** (two weeks)  
**Monthly Package** (four weeks)  
**Semester Package** (up to 16 weeks)  
**School Year Package** (up to 32 weeks)  
**Production Fee to Produce an Ad**  
**Online Leaderboard** (per month)  
**Online Internal pages** (per month)

**Design Fee to produce/edit design**

**Tabling** (per two hours)

**Add-on Coffee and Cookies**

PRICE	X	QUANTITY	=	ITEM TOTAL
\$92.00	X	_____	=	_____
\$184.50	X	_____	=	_____
\$369.00	X	_____	=	_____
\$738.00	X	_____	=	_____
\$280.00	X	_____	=	_____
\$490.00	X	_____	=	_____
\$380.00	X	_____	=	_____
\$350.00	X	_____	=	_____
\$24.00	X	_____	=	_____
\$27.00	X	_____	=	_____
\$76.00	X	_____	=	_____
*Bulk Discount (See Page 7)		_____	=	_____
\$120.00	X	_____	=	_____
\$196.00	X	_____	=	_____
\$420.00	X	_____	=	_____
\$840.00	X	_____	=	_____
\$50.00	X	_____	=	_____
\$100.00	X	_____	=	_____
\$70.00	X	_____	=	_____
\$25.00	X	_____	=	_____
\$225.00	X	_____	=	_____
\$75.00	X	_____	=	_____
<b>TOTAL</b>		_____	=	_____

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





**STUDENT MEDIA**  
BOISESTATE.EDU/STUDENTMEDIA



**THE ARBITER**  
ARBITERONLINE.COM  
f @arbiteronline



**UNIVERSITY PULSE RADIO**  
UNIVERSITYPULSE.COM  
f @universitypulseradio

**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



