

A photograph of two young women sitting in a roller coaster car at night. They are both smiling and making peace signs. The woman on the left is wearing a blue jacket over a yellow top and a blue bandana. The woman on the right is wearing a yellow tank top and a blue jacket. They are surrounded by bright, colorful lights from the roller coaster and the surrounding area.

STUDENT MEDIA

MEDIA KIT

2020

BOISE STATE UNIVERSITY STUDENT MEDIA



DIRECT LINE:
ads@stumedia.boisestate.edu
 Phone: 208.426.6302

WEBSITE:
boisestate.edu/studentmedia
arbiteronline.com
universitypulse.com

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



2020 ADVERTISING TEAM

ANNA NOTO **ADVERTISING & SALES MANAGER**

Meet Anna, one of our Advertising and Sales manager 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!

ALLY LACKIE **ADVERTISING & SALES CONSULTANT**

Meet Ally, one of our Advertising and Sales Consultants. Ally is currently studying Communication with an emphasis in Public Relations. She enjoys using her creativity to develop personalized advertising plans for business professionals. Aside from getting to know local businesses, she enjoys working as a team alongside the Sales and Advertising staff.

ONLINE ADVERTISING

ARBITERONLINE.COM

Our website, arbiteronline.com, receives a monthly average of 10,000 visitors. Advertising online is great way to reach a unique audience of students, staff and faculty, offering one of the best options to interact with our users.

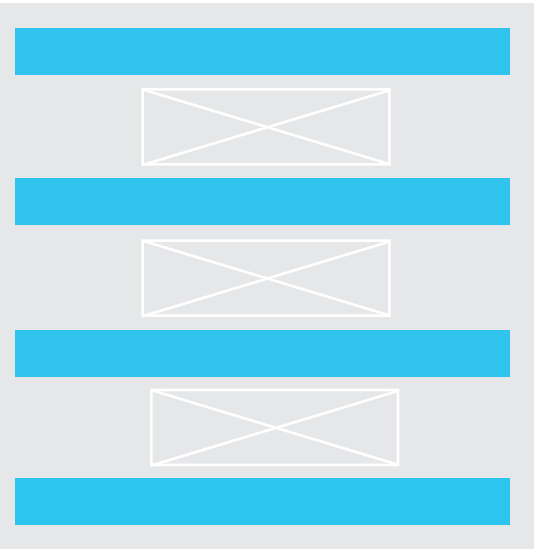
HOMEPAGE ADVERTISING

AD BANNER 1

- ▶ \$490.00 / MONTH
- ▶ 728 X 90 PX

AD BANNER 2

- ▶ \$400.00 / MONTH
- ▶ 728 X 90 PX



AD BANNER 3

- ▶ \$400.00 / MONTH
- ▶ 728 X 90 PX

FOOTER

- ▶ \$370.00 / MONTH
- ▶ 728 X 90 PX

ARTICLE PAGE ADVERTISING

PRIMARY SIDEBAR

- ▶ \$490.00 / MONTH
- ▶ 300 X 250 PX

SPONSORED ARTICLES

- ▶ \$200.00 / 2 WEEKS ON HOMEPAGE
- ▶ 300 WORD COUNT



SECONDARY SIDEBAR

- ▶ \$350.00 / MONTH
- ▶ 300 X 250 PX

For sponsored articles, clients must send an article draft 2 weeks prior to publication date. We reserve the right to tweak article to fit our guidelines. Client will also provide a 1200 X 675 PX photo, artwork or graphic to be published alongside.



UNIQUE READERS

HYPER-LOCALIZED AUDIENCE

ARBITER EMAIL NEWSLETTER

NEWSLETTER AD

- ▶ \$50.00 / WEEK
- ▶ 1200 X 853 PX

The Arbiter newsletter is a weekly email update sent to almost 800 students. The email highlights multiple eye-catching news stories, each from a different section of the paper: news, culture, opinion, sports and a featured article of the week. The stories are accompanied with a photo, brief teaser and link directly to the article on our website.

PRINT ADVERTISING SIZES & RATES

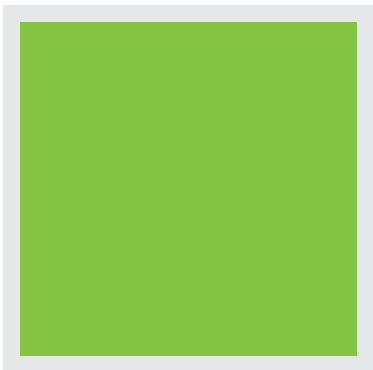
ADS + ARTWORK MUST BE
SUBMITTED **AT LEAST 5
DAYS** PRIOR TO POST DATE.

SPRING 2020 PUBLICATIONS
WILL BE RELEASED ON JAN 21,
FEB 11, MAR 4, AND MAR 25.

PRINT ADVERTISEMENTS



The Arbiter is published and distributed once a month due to the pandemic. See below for monthly print advertisement rates and sizes.



FULL PAGE

- ▶ \$738.00
- ▶ 9.75 X 9.65 IN



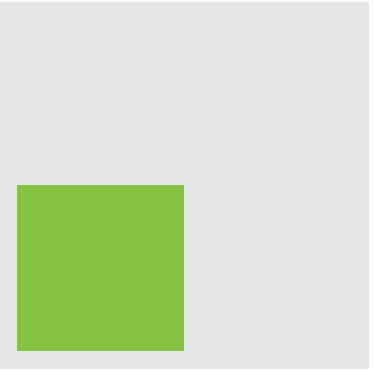
HALF PAGE

- ▶ \$369.00
- ▶ 9.75 X 4.75 IN



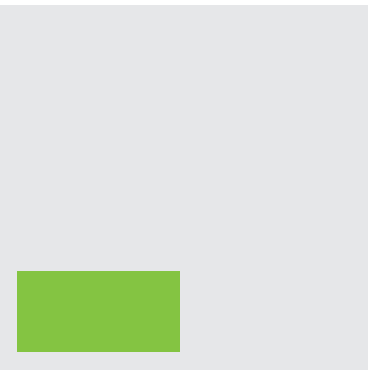
HALF PAGE

- ▶ \$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



BUNDLE IT!

Make a statement and be more memorable! Let your audience become familiar with seeing you.

PRINT + ONLINE BUNDLE

- ▶ 2 WEEKS EMAIL NEWSLETTER
- ▶ 1/2 PAGE PRINT 1 ISSUE
- ▶ 1 MONTH PRIMAY SIDEBAR

\$770 VALUED AT \$959

HIRE OUR DESIGNERS

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.

PRINT + ONLINE DESIGN SERVICES

- ▶ NEWSSTAND AD CREATION
- ▶ ONLINE BANNER / NEWSLETTER DESIGN
- ▶ PRINT FEATURE DESIGN

Don't hesitate to reach out with any ideas you may have related to graphic or illustration design.



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. Due to COVID-19 our print issues will be distributed once per month. 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.

THE NUMBERS

- ▶ 2,000 printed issues per publication
- ▶ 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 / 2019 & 2018

PAGE DESIGN / 2019

Wyatt Wurtenberger – “Maintaining Boise State, Walk to Wellness, Baseball”

REVIEW / 2019

Logan Potter – “Long Shot; Five Feet Apart; Captain Marvel”

SPORTS NEWS REPORT / 2019

Autum Robertson – “Curtis Weaver stays humble through it all”

PHOTOGRAPHY / 2019

Taylor Humby – “Ballerina, Treefort, Tromp and Kustra”

WEBSITE GENERAL EXCELLENCE / 2019 & 2018

WATCHDOG / INVESTIGATIVE / 2019

Ximena Bustillo – “Boise State housing faces criticism for inability to support students of

SERIOUS FEATURE / 2019

Delaney Brassil – The Arbiter, Boise State University – “A Dangerous Lack of Energy”

EDITORIAL / 2019

Emma Freitas – “Trump is using Greenland to distract from U.S. problems”

PAGE DESIGN / 2018

Maddie Ceglecki – “Selection of 3”

SECOND PLACE:

PAGE DESIGN / 2019

Maddie Ceglecki – “Football Cover, Weaver Spread, Goodbye Spread”

GRAPHICS / 2019

Wyatt Wurtenberger – “5G Towers, Sagittarius, Playwright”

WATCHDOG / INVESTIGATIVE / 2018

Autum Robertson – The Arbiter, Boise State University – “Beyond the Timely Warning

SERIOUS FEATURE / 2019

Emma Freitas – “Debating Diversity”

LIGHT FEATURE / 2019

Logan Potter – “Let's Merge Gendered Categories at Awards Shows”

PHOTOGRAPHY / 2019

Mackenzie Hudson – “Football, Mt. Joy, Coach Harsin”

COLUMN WRITING / 2019

Autum Robertson – “Hot Takes”

THIRD PLACE:

WATCHDOG / INVESTIGATIVE / 2019

Emma Freitas – “Cybersecurity: How to protect yourself from phishing emails”

GRAPHIC / 2019

Maddie Ceglecki – “Inclusivity, Accessibility Toolkit, Stadium History”

COLUMN WRITING / 2018

Logan Potter – “Just A Thought”

SERIOUS FEATURE / 2019

Celina Van Hyning – “Privilege; Do we know it when we see it?”

LIGHT FEATURE / 2019

Logan Potter – “President Marlene Tromp provides a glimpse into her 2020 vision”

SPORTS NEWS REPORT / 2019

Delaney Brassil – “The fight for fans”

GENERAL NEWS STORY / 2019

Emma Freitas – “Dress for Success”

NATIONAL ACHIEVEMENTS

CMA / FINALIST FOR BEST MEDIA COVER
Student Media Kit

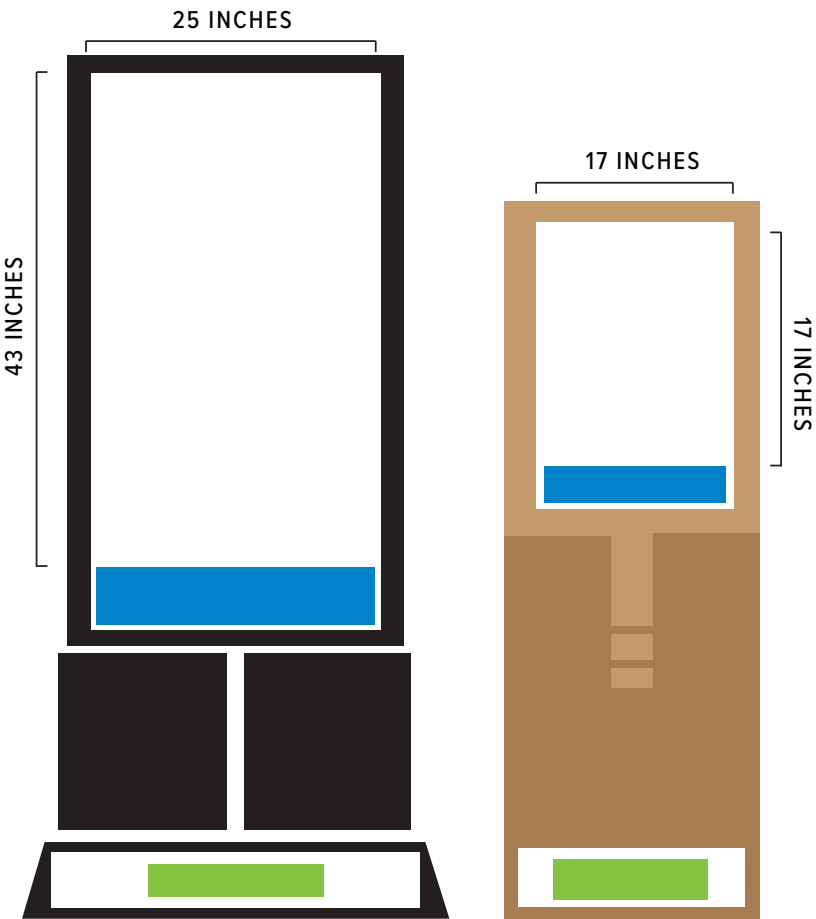
CMA / TENTH BEST OF SHOW
The Arbiter

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.





ADVERTISING WITH PULSE

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.

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.

STANDARD / 2WKS / \$120.00
Total of 112 Ads
7 per day / 30 secs long

MONTHLY / 4WKS / \$196.00
Total of 224 Ads
7 per day / 30 secs long

SEMESTER / \$420.00
Total of 840 Ads
7 per day / 30 secs long

SCHOOL YEAR / \$840.00
Total of 1,680 Ads
7 per day / 30 secs long

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

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 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 last year
- ▶ 3,354 unique users on universitypulse.com last year
- ▶ 2,341 sessions on RadioFx last year
- ▶ 268 unique users on RadioFx last year



CREATIVE SERVICES

DESIGN

Our Graphic Design team is responsible for creating and editing compelling images for The Arbiter and University Pulse Radio, as well as promotional materials to support Student Media. This includes 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.

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.

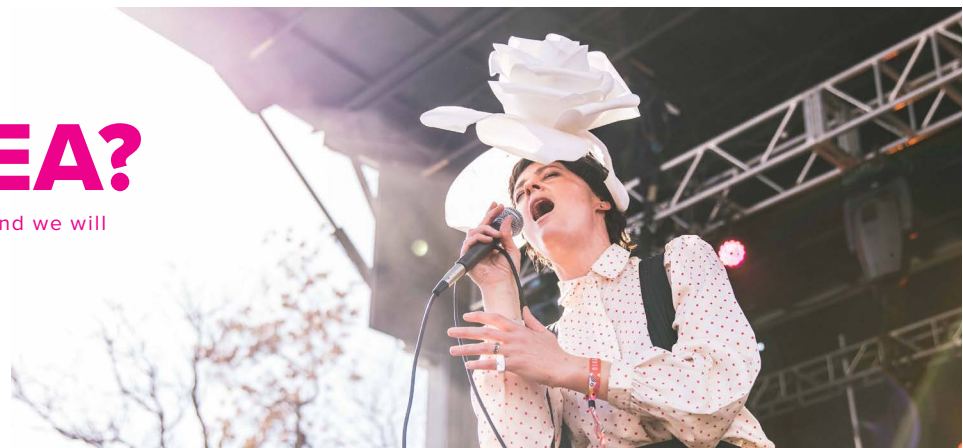
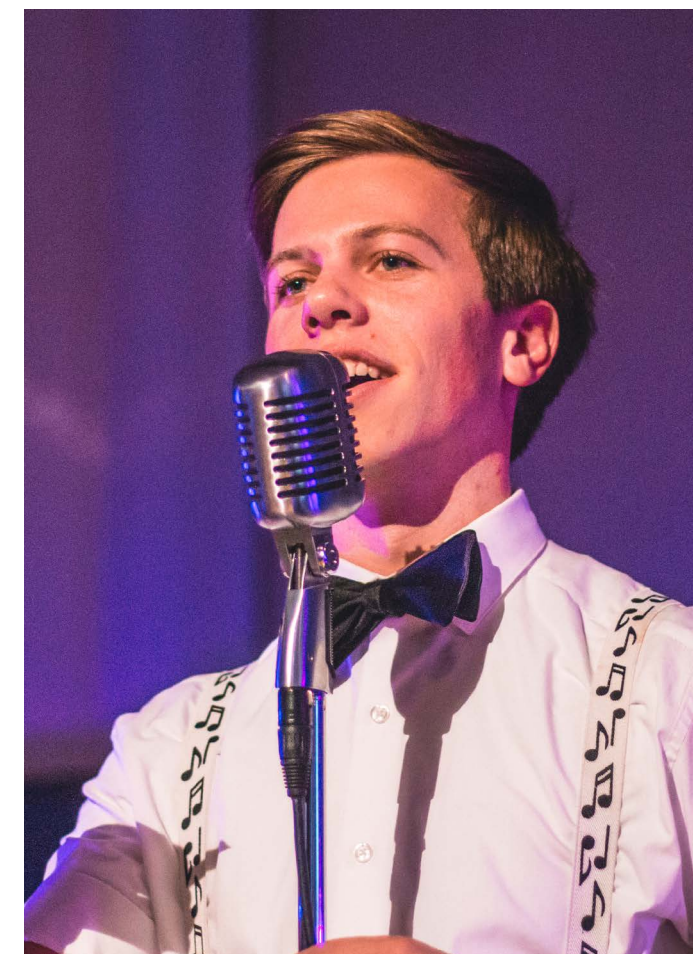
\$300 / HR
\$125 / HR for campus organizations

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.

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.



HAVE AN IDEA?

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



THE FINE PRINT

All advertising is subject to Student Media’s advertising policies and guidelines. 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.

PREPAYMENT:
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.

CREDIT:
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 anance 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.

PAYMENT TYPES:
Checks, Visa, MasterCard or Discover are gladly accepted.

*American Express is not accepted by University policy

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.

AD SUBMISSION:
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.

Ads must be in the CMKY color profile, 300 ppi and appropriately sized for the highest quality submission.

STUDENT MEDIA DESIGNED ADS:
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.

- SUBMISSION PROCESS:**
- 2 Weeks Prior to Run Date:
 - ☐ CONTRACT SIGNED
 - If Student Media is creating the Design:
 - ☐ Submit Design Request
 - 5 Days Prior to Run Date
 - ☐ Submit Artwork
 - Run Date
 - ☐ Ad Runs
 - 4 Days After Run Date
 - ☐ Receive Invoice

THE ARBITER

- 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 Primary Banner (per month)
- Online Secondary Banner (per month)
- Online Third Banner (per month)
- Online Footer Banner (per month)
- Online Primary Article Sidebar (per month)
- Online Secondary Article Sidebar (per month)
- Email Newsletter Ad (per week)
- Online Sponsored Article (per 2 weeks)
- Newsstands 12 X 14 (per week)
- Newsstands 17 X 17 (per week)
- Newsstands 25 X 43 (per week)

UNIVERSITY PULSE RADIO

- 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

- Standard Fee to produce/edit design

PRICE	X	QUANTITY	=	ITEM TOTAL
\$92.00	X	_____	=	_____
\$184.50	X	_____	=	_____
\$369.00	X	_____	=	_____
\$738.00	X	_____	=	_____
\$280.00	X	_____	=	_____
\$490.00	X	_____	=	_____
\$400.00	X	_____	=	_____
\$400.00	X	_____	=	_____
\$370.00	X	_____	=	_____
\$490.00	X	_____	=	_____
\$450.00	X	_____	=	_____
\$50.00	X	_____	=	_____
\$200.00	X	_____	=	_____
\$24.00	X	_____	=	_____
\$27.00	X	_____	=	_____
\$76.00	X	_____	=	_____

\$120.00	X	_____	=	_____
\$196.00	X	_____	=	_____
\$420.00	X	_____	=	_____
\$840.00	X	_____	=	_____
\$50.00	X	_____	=	_____
\$100.00	X	_____	=	_____
\$70.00	X	_____	=	_____

\$25.00	X	_____	=	_____
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TOTAL = _____

DID WE MISS SOMETHING?

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



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.

STUDENT MEDIA 208.426.6302 BOISE, ID



boisestate.edu/studentmedia

[f](#) [@](#) [t](#) @arbiteronline @universitypulseradio