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.
"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

"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"

$140  
1/2 PAGE  
10.5 X 9.5"

$100  
1/4 PAGE  
5.25 X 9.5"

$80  
1/8 PAGE  
2.6 X 9.5"

$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

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

$50 FEED POST
$25 STORY POST

EMAIL NEWSLETTER

$30/WK (1080 X 1080 PX)

$400/SEMESTER

11.2K FOLLOWERS

1.8K FOLLOWERS

600+ SUBSCRIBERS

*PRICES ARE PER MONTH

WWW.UATRAV.COM

(1080 X 1080 PX)

EMAIL NEWSLETTER

$30/WK (1080 X 1080 PX)

$400/SEMESTER

11.2K FOLLOWERS

1.8K FOLLOWERS

600+ SUBSCRIBERS

*PRICES ARE PER MONTH
HILL MAGAZINE

SPJ BEST STUDENT MAGAZINE FOR SEVEN YEARS

PRINT PUBLICATION
SPRING AND FALL

500 COPIES DISTRIBUTED

$300
FULL PAGE
(8.25 X 10.17”)

$200
1/2 PAGE
(8.25 X 5.32”)

$100
1/4 PAGE
(4.07 X 5.32”)

$350
INSIDE COVER

$400
BACK COVER

UAHILLMAG.COM

$200
TOP BOX AD (900 X 350 PX)

$100
BOTTOM BOX AD (900 X 350 PX)

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

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

**VALUE:** $500

**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

**VALUE:** $1500

**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

**VALUE:** $1000

**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

**VALUE:** $1500
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.

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.
WE OFFER HELP WITH

SOCIAL MEDIA MANAGEMENT

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

SOCIAL MEDIA

ADVERTISEMENTS

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.