



RATE CARD

Find us online! kstatecollegian.com @kstatecollegian







THE KANSAS STATE OLLEGIAN

AUGUST

SEPTEMBER

12 19 26

OCTOBER

10 17 24 31

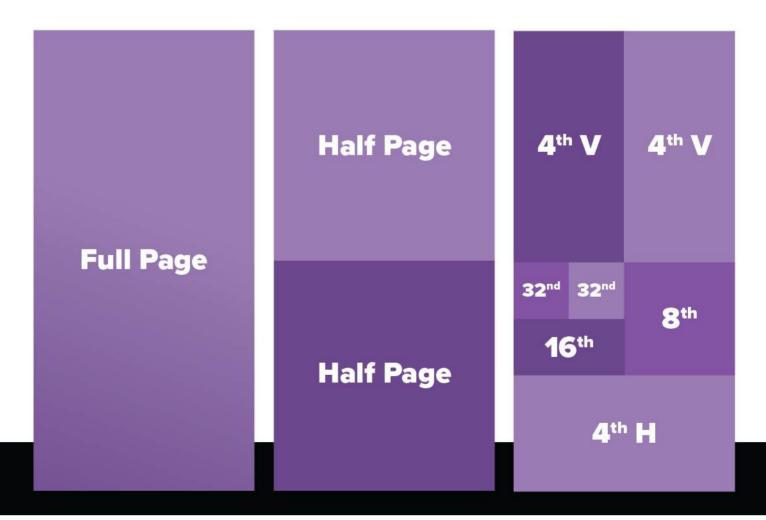
NOVEMBER

DECEMBER

THE KANSAS STATE COLLEGIAN IS PRINTED EVERY **FRIDAY** WHEN CLASSES ARE IN SESSION!

PRINT SIZE GUIDE

PAGE SIZE	W"	H"
FULL PAGE	10	21
HALF PAGE	10	10.5
1/4 PAGE H	10	5.25
1/4 PAGE V	5	10.5
1/8 PAGE	5	5.25
1/16 PAGE	5	2.625
1/32 PAGE	2.5	2.625



A CLIENT'S GUIDE TO SUBMITTING ARTWORK

When providing artwork for the creative team, there are a few things that you can do to ensure your ad looks great in print and digital form!

Preferred file types for advertisement artwork:



→ PDF

PDFs are preferred because they keep all of the detail of your artwork. If the creative team needs to make edits for you, PDFs are able to be opened in our design software and updated. This makes updating the wording, colors or other assets of your design easy!

Digita

→ JPEG (RGB), PNG

JPEGs are our preferred file type for online use due to their typically smaller file size. When exporting a JPEG for use in an online advertisement, please ensure that the color made is RGB. PNGs are also acceptable image files.

When exporting either JPEGs or PNGs, please ensure that image files are at least 96 PPI. 150 PPI images are preferred. PPI is pixels per inch and is the true resolution of your exported design. Other high quality image files are acceptable.

Logos

Vector (AI, EPS, SVG), PNG

When the creative team is creating artwork for you, we prefer to use your official logo representing your brand. We want to ensure the advertisements we create are authentically you!

When providing logos for our creative team, a vector version of the logo is preferred. Vector versions are not typical image files, and contain the data of every line and shape within your logo. This means that they are infinitely scalable and usable at any size. Typical vector file types are Al (Adobe Illustrator), SVG and EPS.

A high quality transparent PNG (150 PPI or greater) is also acceptable. PNGs are able to be exported with a transparent background. This means that the creative team can use it on any background. Please ensure that the provided PNG has a transparent background.

The more information the creative team is given about your brand and advertising goals, the better we can do! Having an idea of the wording, color and vibe of your advertisement can fast track the process of creating your advertisements.

LOCAL PRINT RATES

Available to Kansas companies headquartered in-state

PRICES

Full page ————	\$1,134.00
Half page ————	\$567.00
Quarter page horizontal ————	\$283.50
Quarter page vertical ————	\$283.50
8th page ————	\$141.75
16th page ————	\$66.15
32nd page ————	\$37.80

Printing method: Offset Format: Broadsheet Ads are sold in modular sizes.

COLOR RATES & PRODUCTION CHARGES

Full Color ————	\$50
Two Spot Color ————	\$40
One Spot Color ————	\$20

INSERT RATES

Inserts can run remotely. Must run entire press run of 4,750.

One page (front/back) —	\$79 per thousand
3-12 pages ————	\$81 per thousand
13-20 pages ———	\$86 per thousand

Size restrictions: Minimum 5" x 7", maximum 10" x 10"

We will accept folded inserts that are within the guidelines stated above. If you have questions, please call 785.370.6357 and ask for the assistant advertising manager. Rates are non-commissionable and no discounts apply.

AD ARTWORK SUBMISSION

Our creative staff can design your ad at an additional charge. If you choose to create your own advertisement, please read below for proper submission instructions. Create your ad in the correct size by following the size measurements on page two. A PDF of your ad is the preferred format. Please submit your ad artwork by email to: advertising@collegianmedia.com Please include your contact information.

ADVERTISING DEADLINES

The deadline for display ads and cancellations is 12 p.m. two business days prior to publication. To ensure your ad is created on time, please submit all necessary materials at least three days prior to the publication date for ad creation.

NATIONAL PRINT RATES

Available to Kansas companies headquartered in-state

PRICES

Full page ———	\$1,794.00
Half page ————	\$897.00
Quarter page horizontal ————	\$448.50
Quarter page vertical ————	\$448.50
8th page ———	\$224.25
16th page ————	\$104.65
32nd page —	\$59.80

Printing method: Offset Format: Broadsheet Ads are sold in modular sizes.

COLOR RATES & PRODUCTION CHARGES

Full Color ————	\$120
Two Spot Color ————	\$80
One Spot Color ————	\$40

INSERT RATES

Inserts can run remotely. Must run entire press run of 4,750.

One page (front/back) —	\$79 per thousand
3-12 pages ————	\$81 per thousand
13-20 pages ———	\$86 per thousand

Size restrictions: Minimum 5" x 7", maximum 10" x 10"

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SPECIAL EDITIONS

BACK TO SCHOOL

Run Date: August 29

Full page —	·\$1,134.00
Back half page————	\$725.00
Half page —	\$567.00
Quarter page horizontal ——	\$283.50
Quarter page vertical ———	\$283.50
8th page —	\$141.75
16th page ————	\$66.15

GAME DAY

Run Dates:

August 29 September 5, 12, 26 October 3, 10, 24, 31 November 14, 21

Full page ————	\$1,134.00
Back half page————	\$725.00
Half page —	\$567.00
Quarter page horizontal ——	\$283.50
Quarter page vertical ———	\$283.50
8th page —	\$141.75
16th page ————	\$66.15

8-10 issues ———	———— 40% off
5-7 issues ———	30% off
2-4 issues ———	20% off

THINK LOCAL

Run Dates: Sept 19, 26 and Oct 3

Total package — \$349

Two social media ads (run Sept 19- Oct 3) and three (3.33" x 2.5") print ads.

First 3 businesses get a FREE sponsored story!

K-STATE WALKS OF LIFE

Run Date: October 28
Full page — \$1,134.00

Back half page———\$725.00

Half page -----\$567.00

Quarter page horizontal —— \$283.50

Quarter page vertical ———\$283.50

8th page -----\$141.75

16th page — \$66.15

FINALS EDITION

Run Date: December 12

Full page — \$1,134.00 Back half page — \$725.00

Half page -----\$567.00

Quarter page horizontal —— \$283.50

Quarter page vertical ——— \$283.50

8th page -----\$141.75

16th page — \$66.15

^{*}Color, creative and national rates and advertising deadlines still apply.

BEST OF MANHATTAN

Voting: October 13 - November 14 Winners Announced: December 5

Full page — \$1,134.00

Back half page — \$725.00

Half page — \$567.00

Quarter page horizontal — \$283.50

Quarter page vertical — \$283.50

8th page — \$141.75

16th page — \$66.15





Collegian Media Group's official off-campus student housing website.

One month (or month-to-month)	- \$75.00
Six months —	- \$200.00 (billed at \$33.33/month)
12 months	- \$300.00 (billed at \$25/month)

*Pricing is per property

Housing, apartments and property management companies:

Month-to-month —	
+ Includes unlimited listings and one featured listing	
Semester plan —	 \$125.00
+ Includes unlimited listings and three featured listings	·
Year plan —	\$100.00
real plan	Ψ100.00

+ Includes unlimited listings and five featured listings

Landing page (300px x 250px) with link to site:

Month-to-month —	\$200/month - featured listing
Semester plan ————————————————————————————————————	\$75/month - featured listing
Year plan —	-\$50/month - featured listing

DIGITAL RATES

ONLINE

Sizes:

Leaderboard — 728px x 90px

Tablet — 468px x 60px

Mobile — 320px x 50px

Medium rectangle —— 300px x 250px

Tablet & mobile — 180px x 150px

Prices:

Leaderboard — \$180/month

Medium rectangle — \$150/month

MARKETPLACE

We host third-party sponsored content on the Collegian's website in a special section called Marketplace. We allow do-follow links and your post stays on the website indefinitely.

Price: \$50 per post

NEWSLETTER

Over 29,000 students, faculty, staff and Manhattan area subscribers!

Sizes:

Header — 564px x 200px

Footer — 564px x 200px

Double-height — 564px x 400px

Prices:

Header — \$300/week, \$700/month

Footer ——— \$225/week, \$550/month

Double height

Header — \$425/week, \$1,000/month

Footer — \$325/week, \$800/month

SOCIAL MEDIA

Collegian Media Group social media channels are the *fastest ways* to engage with students.

11,700+10,000+6,500+

Platforms:

Instagram (story format), Facebook and X (formerly Twitter)

Pick 2 — \$180.00

Pick **3** — \$270.00

You receive three posts on each platform on the dates of your choosing.



AGGIEVILLE UPDATES

\$250

- The participating Business Sponsors that week's Aggieville Updates page in The Collegian and is recognized with their logo and mentions.
- Receive a 1/4 page ad with full color (\$191.75 value) placed within that week's editionon The Aggieville Updates page.
- Your business logo will be featured in the promotional ads on all 3 of our social media channels, our newsletter and online ads on all 3 websites. The text on social media ads will also make mention of your business and can link to your own social media pages.
- 50% discount on any other ads purchased with us on The Collegian, our social mediapackages, newsletter, or online that begin within 2 weeks of your sponsored week.

Plus \$500

- The participating Business Sponsors that week's Aggieville Updates page in The Collegian and is recognized with their logo and mentions.
- Receive a 1/4 page ad with full color (\$191.75 value) placed within that week's edition on The Aggieville Updates page.
- Your business logo will be featured in the promotional ads on all 3 of our social media channels, our newsletter and online ads on all 3 websites. The text on social media ads will also make mention of your business and can link to your own social media pages.

MULTIMEDIA PACKAGES

Pick your own package!

 Pick 2
 20% off

 Pick 3
 30% off

 Pick 4
 40% off

 Pick 5
 50% off

Pick more, save more!

Package options:

Collegian display ad _____ min. \$200
Social media ____ min. \$180
E-mail newsletter ____ min. \$250
Online display ad ____ min \$180
Radio ____ min. \$250
Street team ____ min. \$250

STREET TEAM

Tabling — \$225

Two hour promotional tabling event

Postering ———— \$225

Across campus or Manhattan public locations

Any printing costs are the responsibility of the client

Newsrack Billboards — Contact us for details

PRICES

 Double truck
 \$1,400.00

 Back cover
 \$925.00

 Inside cover
 \$875.00

 Full page
 \$800.00

 Half page
 \$500.00

 Quarter page
 \$275.00

 8th page
 \$150.00

 Three social media posts
 \$90.00

 Sponsored content
 \$150-700

 (Based on story length)

DEADLINES

Advertising deadline: October 3

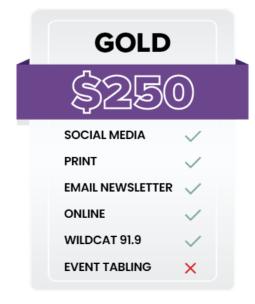
Ad artwork deadline: October 17

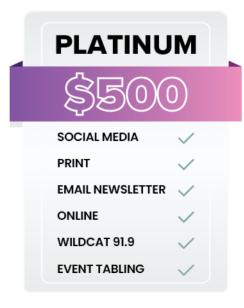
> Release date: November 6

RELEASE EVENT SPONSORSHIP PACKAGES

Your business will be featured on the promotional advertisements for the Manhappenin' magazine release event in the following formats...







ROYAL PURPLE

OFFICIAL YEARBOOK AT KANSAS STATE UNIVERSITY

2025-26

Full page ————	\$2,995.00
Half page —	\$1,595.00
Quarter page —	\$895.00
8th page —	\$595.00
Business card (3.75" x 1.5") ————————————————————————————————————	\$495.00



News \$300/month

Weather \$250/month

(:10) underwriting billboards at the beginning and backend of, and one (:30) adjacent underwriting message during, every special content segment, at the bottom of every hour, including top of the hour during the drive times.

Sports \$250/month

(:10) underwriting billboards at the beginning and backend of, and two (:30) adjacent underwriting message during, each sports update segment airing 5 nights per week, from 6-7 p.m. and two additional (:30) spots scheduled throughout each day's regular programming.

K-State sports pack \$1,500/year

Four (:30) underwriting messages aired during every football, men's basketball and select women's basketball home games all season long.

Add-ons \$75/month

Your business will receive its own webpage linked off the 91.9 websitewhere your business may feature photos, text, video and coupons.

PREMIUM DRIVETIME PACKAGES

The Morning Show

\$400/month

(:10) underwriting billboards at the beginning and backend of, four (:30) adjacent underwriting messages during, and two sponsor promos during the weekday 8 a.m. to 10 a.m. Morning Show during a peak drive time.

The Afternoon Drive

\$400/month

(:10) underwriting billboards at the beginning and backend of, four (:30) adjacent underwriting messages during, and two sponsor promos during the weekday 4 p.m. to 6 p.m. Afternoon Drive during a peak drive time.

Drivetime Combo Pack

\$650/month

(:10) underwriting billboards at the beginning and backend of, four (:30) adjacent underwriting messages during, and two sponsor promos during the weekday 8 a.m. to 10 a.m. Morning Show and 4 p.m. to 6 p.m. Afternoon Drive during a peak drive time.



COLLEGIAN MEDIA GROUP 2025 ADVERTISING TEAM

