

COLLEGIAN MEDIA GROUP



@kstatecollegian



@kstatecollegian



@kstatecollegian

**SPRING
2024**

RATE CARD KIT

kstatecollegian.com



collegian
MEDIA GROUP

Print Local Rates

Prices

Full Page	\$567.00
Half H	\$283.50
Half V	\$283.50
4th	\$141.75
8th H	\$66.15
8th V	\$66.15
16th H	\$37.80
Double Truck	\$1,134.00

Columns per page: 6

Printing method: Offset

Format: Broadsheet

Ads are sold in modular sizes.

top

Color Rates & Production Charges

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

Color advertising is available, though not guaranteed for all issues. Availability is dependent on advertising volume due to press limitations.

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 ad manager. Rates are non-commissionable and no discounts apply.

Advertising Deadlines



Full Page
Double Truck

10" x 10"
20" x 10"
or 10" x 20"

bottom

Local Rates

Available to Kansas companies whose headquarters are not located out-of-state.
Net, per column inch \$9.45

1-column width	1.604 inches
2-column width	3.333 inches
3-column width	5.063 inches
4-column width	6.792 inches

Electronic Ad Submission

Our creative staff can design your ad at an additional charge. If you choose to create your own ad, please read below for proper submission instructions.

Create your ad in the correct size by following the ad size measurements on this page. A PDF file of your ad is the preferred format.

It may be submitted by email to:
advertising@collegianmedia.com. Please include your contact information.

Display ad and cancellation deadlines are 4pm two business days prior to publications. Please allow three days prior to publications for ads requiring extensive production work. Deadlines for display ad corrections is 4pm the business day before publication.

Print National Rates

Prices

Full Page	\$897.00
Half H	\$448.50
Half V	\$448.50
4th	\$224.25
8th H	\$104.65
8th V	\$104.65
16th H	\$59.80
Double Truck	\$1,794.00

Columns per page: 6

Printing method: Offset

Format: Broadsheet

Ads are sold in modular sizes.

top

Color Rates & Production Charges

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

Color advertising is available, though not guaranteed for all issues. Availability is dependent on advertising volume due to press limitations.

Insert Rates

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

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Advertising Deadlines



Full Page
Double Truck

10" x 10"
20" x 10"
or 10" x 20"

bottom

National Rates

Available to Kansas companies whose headquarters are located out-of-state. Net, per column inch \$14.95

1-column width	1.604 inches
2-column width	3.333 inches
3-column width	5.063 inches
4-column width	6.792 inches

Electronic Ad Submission

Our creative staff can design your ad at an additional charge. If you choose to create your own ad, please read below for proper submission instructions.

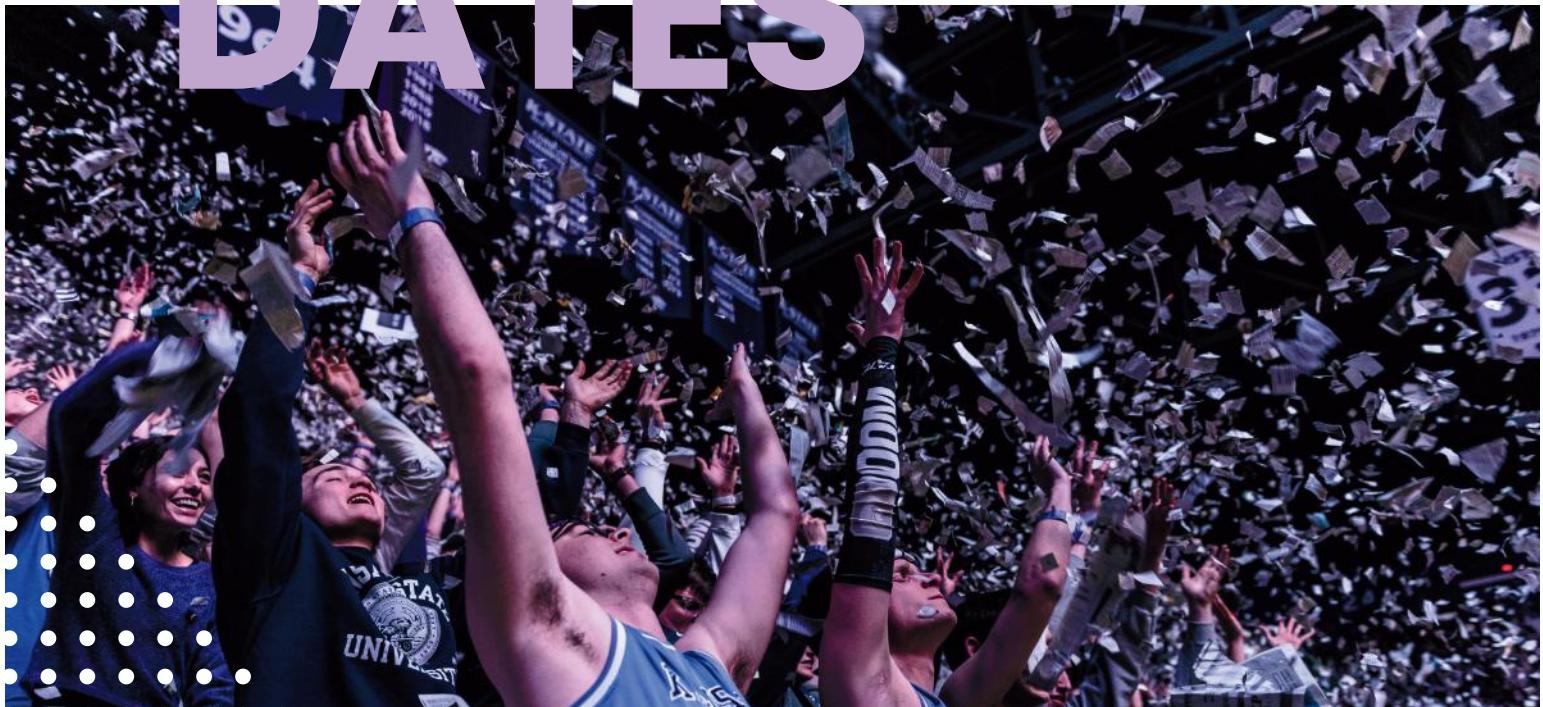
Create your ad in the correct size by following the ad size measurements on this page. A PDF file of your ad is the preferred format.

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PRINT DATES



- January: 19, 26
- February: 2, 9, 16, 23
- March: 1, 8, 22, 29
- April: 5, 12, 19, 26
- May: 3

**THE
COLLEGIAN
NEWSPAPER
IS PRINTED
EVERY
FRIDAY!**

COLLEGIAN MEDIA GROUP



ONLINE

➤ Measurements

Leaderboard 728W x 90H px

Tablet 468W x 60H px

Mobile 320W x 50H px

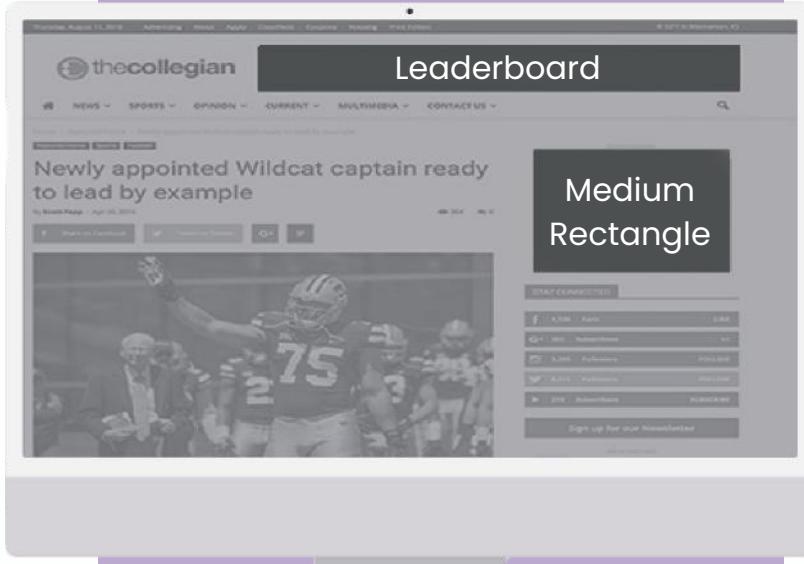
Medium Rectangle 300W x 250H px

Tablet & Mobile ... 180W x 150H px

➤ Prices

Leaderboard \$180/mo.
(1 spot available)

Medium Rectangle \$150/mo.
(4 spots available)



MARKETPLACE

We host 3rd-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.

➤ \$50 per post

*Subject to the Editor-in-Chief approval



NEWSLETTER



➤ Measurements

Above Masthead Banner 564x200 px

Footer Banner 564x200 px

Double-Height Banner

 Above Masthead 564x400 px

 Footer 564x400 px

➤ Prices

Above Masthead Banner \$300/week, \$700/month

Footer Banner \$225/week, \$550/month

Double-Height Banner

 Above Masthead \$425/week, \$1,000/month

 Footer \$325/week, \$800/month

**OVER 25,000
STUDENTS,
FACULTY, STAFF,
& MANHATTAN
AREA
SUBSCRIBERS!**

COLLEGIAN MEDIA GROUP

➤ Platforms & Pricing

Instagram (story format), Facebook & Twitter

Pick Two \$180.00

Pick Three \$270.00

You will receive 3 posts on each platform on the dates of your choosing.

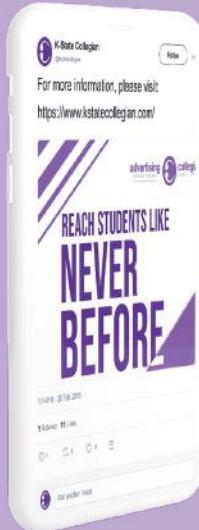


SOCIAL MEDIA

10,100+

6,100+

11,800+



Follower Count

Follow us!

@kstatecollegian

on all social media platforms

kstatecollegian.com

@kstatecollegian

@kstatecollegian

@kstatecollegian





WELCOME BACK

➤ Measurements and Prices

8th V
 8th H
 4th
 Half V
 Half H
 Full Page
 Double Truck

Size	Local	National
3.333"x3.5"	\$66.15	\$104.65
5"x2.5"	\$66.15	\$104.65
5"x5"	\$141.75	\$224.25
5"x10"	\$283.50	\$448.50
10"x5"	\$283.50	\$448.50
10"x10"	\$567.00	\$897.00
20"x10"	\$1,134.00	\$1,794.00

➤ Color Rates

Four color.....
 Two spot
 One spot

\$50	\$120
\$40	\$80
\$20	\$40

Deadline:
January 17

Run Date:
January 19





A PLACE TO CALL HOME

DIGITAL

Get 1 post on Facebook, Twitter and Instagram for a total of 3 posts each week!

Pricing

	1 post	2 posts
1 week	\$90	\$180
3 weeks	\$270	\$540
6 weeks	\$540	\$1080

RUN DATES

January 19
January 26
February 2
February 9
February 16
February 23



PRINT

Measurements & Prices

	Size	Price
16th H	3.333"x2"	\$37.80
8th V	3.333"x3.5"	\$66.15
8th H	5"x2.5"	\$66.15
4th	5"x5"	\$141.75
Half H	10"x5"	\$283.50
Half V	5"x10"	\$283.50
Full Page	10"x10"	\$567.00
Back Page	10"x10"	\$725.00
Double Truck	20"x10"	\$1,134.00

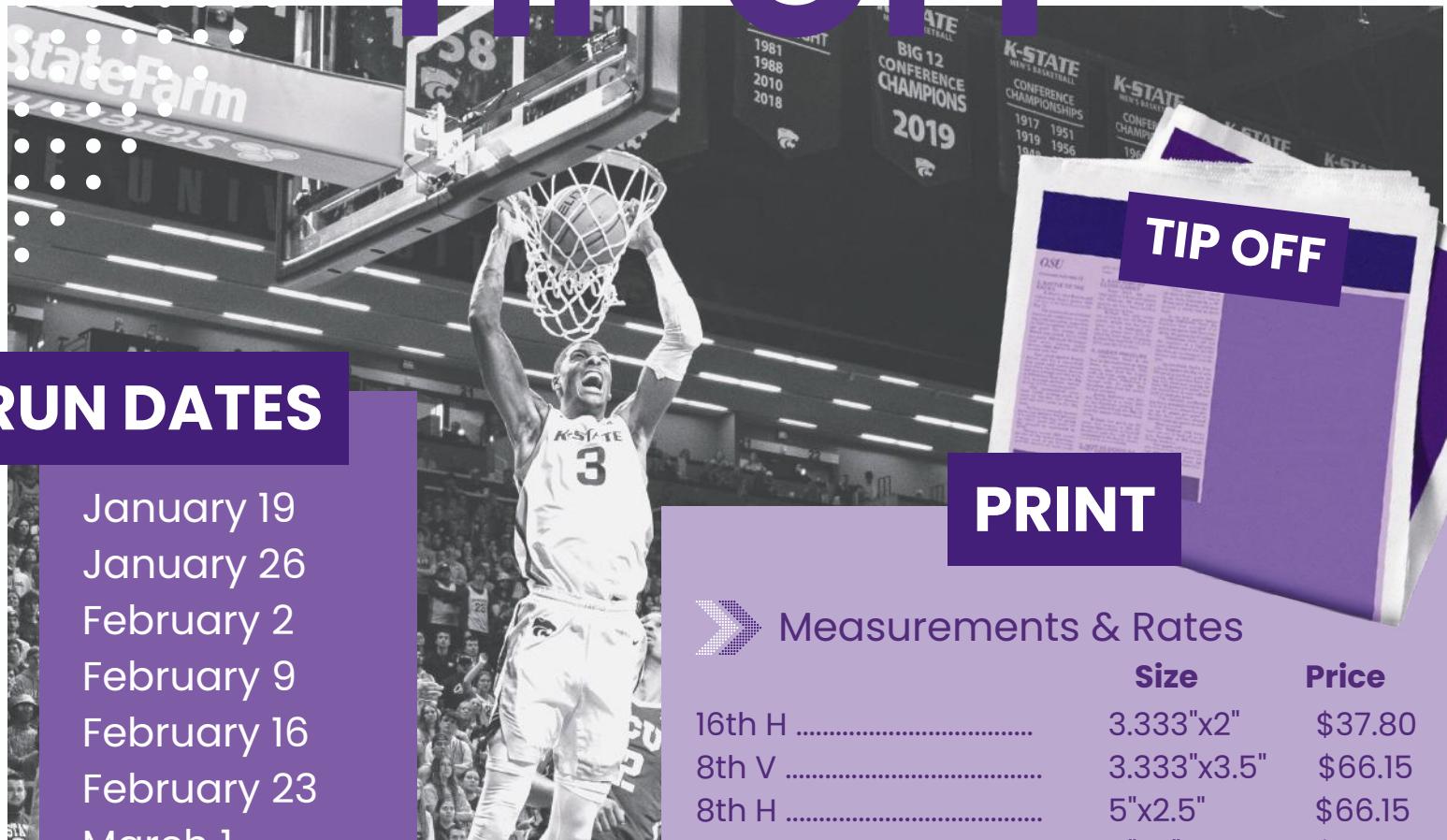
Color Rates

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

Sign up for all 6 weeks and get 20% off!



TIP OFF



RUN DATES

January 19
January 26
February 2
February 9
February 16
February 23
March 1
March 8

DISCOUNTS

7-8 issues 40% off each ad
5-6 issues 30% off each ad
3-4 issues 20% off each ad

PRINT

Measurements & Rates

	Size	Price
16th H	3.333"x2"	\$37.80
8th V	3.333"x3.5"	\$66.15
8th H	5"x2.5"	\$66.15
4th	5"x5"	\$141.75
Half H	10"x5"	\$283.50
Half V	5"x10"	\$283.50
Full Page	10"x10"	\$567.00
Back Page	10"x10"	\$725.00
Double Truck	20"x10"	\$1,134.00

Color Rates

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



LINE UP

Game Date

1/20
1/27
2/3
2/17
2/24
3/9

Home Opponent

Oklahoma State
Houston
Oklahoma State
TCU
BYU
Iowa State

Games to build up excitement and get exposure!

your ads here

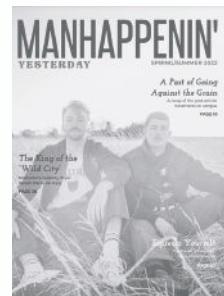
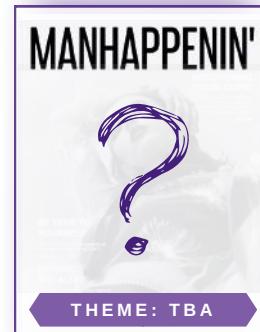
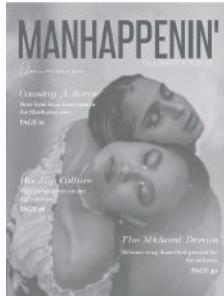
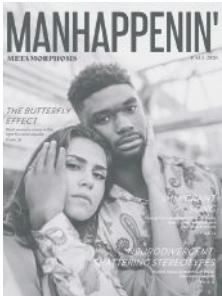


\$120	\$120	\$250	\$250
5x5		5x10	
\$120	\$120		
\$475	10x10	\$475	

*The first 6 businesses to sign up for all 5 posters get their logo on the front for FREE



MAGAZINE



► Prices

Double Truck	\$1,400.00
Back Cover	\$925.00
Inside Cover	\$875.00
Full Page	\$800.00
Half Page	\$500.00
1/4 Page	\$275.00
1/8 Page	\$150.00



► Social Media Bundles

3 posts on Manhappennin'
Social Media Page: \$90

► Sponsored Content

\$150-700 (depending on length of story)

Advertising Deadline:

March 8

Creative Deadline:

March 22

Run Date:

April 11

BOOK YOUR AD BEFORE WE SELL OUT!



RELEASE EVENT SPONSORSHIP PACKAGES:

➤ Platinum \$500

Your business logo on the promotional ads for the Manhappenin' Magazine release event on social media, print, e-mail newsletter, and online. Mentions on 91.9 during the event and the week leading up to it. Table in the event space to interact with the Manhappenin' readers during the event. ONLY two spots available.



➤ Gold \$250

Your business logo on the promotional ads for the Manhappenin' Magazine release event on social media, print, e-mail newsletter, and online. Mentions on 91.9 during the event and the week before.



➤ Silver \$150

Your business logo on the promotional ads for the Manhappenin' Magazine release event on social media, print, e-mail newsletter, and online.



*Any of the above are available with the purchase of a half page ad or larger.



EXPLORE MHK: THE K-STATER'S GUIDE TO MANHATTAN



The guide is given out during campus tours and is available around campus and Manhattan.

kstatecollegian.com

Gain exposure to freshman Wildcats during their first few days on campus!

► Prices

Double Truck	\$750.00
Back Page	\$400.00
Inside Cover	\$375.00
Full Page	\$350.00
Half Page	\$250.00
1/4 Page	\$150.00

Deadline:

April 26

Run Date:

May 31



THINK LOCAL

➤ Three-part print series about supporting local businesses in Manhattan.

Includes two social media ads that can be run anytime between Sept. 8 – 29 throughout the promotion. Three print ads with two social posts. The FIRST THREE businesses get a FREE sponsored story in the paper!

\$349 FOR EVERYTHING

Limited Space - 3.333" x 2.5" ad space with full color.

Deadline:

March 27
April 3
April 10

Run Date:

March 29
April 5
April 12





FINALS EDITION

➤ Measurements and Prices

8th V
8th H
4th
Half V
Half H
Full Page
Double Truck

Size	Local	National
3.333"x3.5"	\$66.15	\$104.65
5"x2.5"	\$66.15	\$104.65
5"x5"	\$141.75	\$224.25
5"x10"	\$283.50	\$448.50
10"x5"	\$283.50	\$448.50
10"x10"	\$567.00	\$897.00
20"x10"	\$1,134.00	\$1,794.00

➤ Color Rates

Four color.....
Two spot
One spot

\$50	\$120
\$40	\$80
\$20	\$40

Deadline:

May 1

Run Date:

May 3



MHKHOUSING

Guides

Add Your Property

K-State Collegian

Login

Apartment House Room Distance from Campus Bed Bath Max Rent Keyword Search **Search**

FEATURED

► Rates

Privately Owned Property (1 address/property)

1-month (or month-to-month)	\$75.00
6-months	\$200.00 (billed at \$33.33/month)
12-months	\$300.00 (billed at \$25/month)

*pricing is per property

Housing, Apartment & Property Management Companies

Month-to-month \$250.00

Includes unlimited listings and (1) featured listing

Semester Plan \$125.00

Includes unlimited listings and (3) featured listings

Year Plan \$100.00

Includes unlimited listings and (5) featured listings

*prices per month

Other Advertising Opportunities

Landing Page Digital (300x250px) with link to your website

Month-to-month: \$200 per month - Featured listing

Semester Plan: \$75 per month - Featured listing

Year Plan: \$50 per month - Featured listing

**MHK HOUSING
IS THE
COLLEGIAN'S
OFFICIAL
STUDENT
OFF-CAMPUS
HOUSING
WEBSITE**



RADIO PACKAGES



News \$300/month

(:10) underwriting billboards at the beginning and backend of, and 1 (:30) adjacent underwriting message during, every newscast including NBC News updates, at the bottom of every hour, including top of the hour during the drive times. Your underwriting message will be featured on the air, the online stream and on the Wildcat 91.9 app!



Weather \$250/month

(:10) underwriting billboards at the beginning and backend of, and 1 (:30) adjacent underwriting message during, every newscast including NBC News updates, at the bottom of every hour, including top of the hour during the drive times. Your underwriting message will be featured on the air, the online stream and on the Wildcat 91.9 app!



Sports \$250/month

(:10) underwriting billboards at the beginning and backend of, and 2 (:30) adjacent underwriting message during, each sports update segment airing 5 nights per week, from 6pm-7pm and 2 additional (:30) spots scheduled throughout each day's regular programming. Your underwriting message will be featured on the air, the online stream and on the Wildcat 91.9 app!



K-State Sports Pack \$1,500/year

4 (:30) underwriting messages aired during every football, men's basketball and select women's basketball home games all season long. Your underwriting message will be featured on the air, the online stream and on the Wildcat 91.9 app!



Add-Ons \$75/month

SPONSOR PAGE: Your business will receive its own webpage linked off the 91.9 website where your business may feature photos, text, video and coupons.





PRX content is available every weekday from 7:00 PM to 7:00 AM every weekday and all weekend long. We have (1) available :30 underwriting message during each hour PRX content, including:

- PRX News
- Reveal
- PRX Music
- Sound Opinions
- Live Wire
- PRX Entertainment
- The Moth
- To the Best of Our Knowledge
- PRX Remix



➤ Total Buyout \$1000/month

Your business will be featured during EVERY hour from 7:00 AM to 7:00 PM on weekdays and all weekend long, except during live sports coverage.

➤ Half Buyout \$600/month

Your business will be featured during EVERY OTHER hour from 7:00 AM to 7:00 PM on weekdays and all weekend long, except during live sports coverage.

➤ Quarter Buyout \$350/month

Your business will be featured once every 4 hours from 7:00 AM to 7:00 PM on weekdays and all weekend long, except during live sports coverage.

PRX PACKAGES



PREMIUM DRIVETIME PACKAGES



➤ The Morning Show \$400/month

(:10) underwriting billboards at the beginning and backend of, 4 (:30) adjacent underwriting messages during, and 2 sponsor promos during the weekday 8:00 am to 10:00 am Morning Show during a peak drive time. Your underwriting messages will be featured on the air, the online stream and on the Wildcat 91.9 app!

➤ The Afternoon Drive \$400/month

(:10) underwriting billboards at the beginning and backend of, 4 (:30) adjacent underwriting messages during, and 2 sponsor promos during the weekday 4:00 pm to 6:00 pm Afternoon Drive during a peak drive time. Your underwriting messages will be featured on the air, the online stream and on the Wildcat 91.9 app!

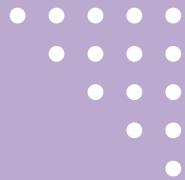
➤ Drivetime Combo Pack \$650/month

(:10) underwriting billboards at the beginning and backend of, 4 (:30) adjacent underwriting messages during, and 2 sponsor promos during the weekday 8:00 am to 10:00 am Morning Show and the 4:00 pm to 6:00 pm Afternoon Drive during both peak drive times. Your underwriting messages will be featured on the air, the online stream and on the Wildcat 91.9 app!



MULTIMEDIA PACKAGES

Design your package!



Pick 2: 20% OFF!

Pick 3: 30% OFF!

Pick 4: 40% OFF!

Pick 5: 50% OFF!

Pick more, Save more



Packages

Collegian Display Ad	minimum \$200
Social Media	minimum \$180
E-mail Newsletter	minimum \$250
Online Display Ad	minimum \$180
Radio	minimum \$250
Street Team	minimum \$200



AGGIEVILLE UPDATES

➤ Aggieville Updates "Sponsor Spotlight" \$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 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.
- 50% discount on any other ads purchased with us on The Collegian, our social media packages, newsletter, or online that begin within 2 weeks of your sponsored week.

➤ Aggieville Updates "Sponsor Spotlight +" \$500

- All of the above plus
- Sponsored story that will be featured in the print edition of The Collegian, our app and website about your business. You are free to share this story to your own social media pages and/or website.

your deals here

your ad here



your logo here

COLLEGIAN MEDIA GROUP

➤ Tabling \$225

2-hour promotional tabling event

➤ Postering \$225

- 100 posters/200 flyers
- Across campus or Manhattan public locations
- Any printing costs are the responsibility of the client.



➤ Newsrack Billboards



STREET TEAM

Contact us for details.

COLLEGIAN MEDIA GROUP

ADVERTISE WITH US

VISIT OUR
WEBSITE AND
ORDER ONLINE
WITH OUR
AD SHOP!



advertising
DEPARTMENT



collegian
MEDIA GROUP



785 - 370 - 6357



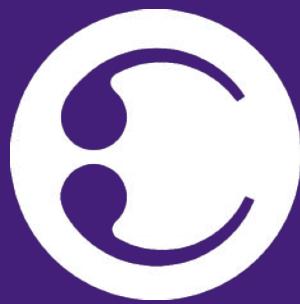
advertising@collegianmedia.com



advertising.collegianmedia.com

kstatecollegian.com





collegian
MEDIA GROUP