



collegian

MEDIA GROUP



RATE CARD

Fall 2024

Find us online!
kstatecollegian.com
[@kstatecollegian](https://www.instagram.com/kstatecollegian)



PRINT DATES

THE KANSAS STATE
COLLEGIAN

AUGUST

23, 30

SEPTEMBER

6, 13, 20, 27

OCTOBER

4, 11, 18, 25

NOVEMBER

1, 8, 15, 22

DECEMBER

6

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

SPONSORED CONTENT	SPONSORED CONTENT	SPONSORED CONTENT
Full Page	Half Page	<div>4th V</div> <div>4th V</div> <div>32nd 32nd</div> <div>16th</div> <div>8th</div> <div>4th H</div>

PRINT: LOCAL 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.

ELECTRONIC 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

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

PRINT: NATIONAL RATES

Available to Kansas companies headquartered out-of-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:

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DIGITAL RATES

ONLINE

Sizes:

Leaderboard	728px x 90px
Tablet.....	468px x 60px
Mobile	320px x 50px
Medium rectangle	300px x 50px
Tablet and mobile	180px x 150px

Prices:

Leaderboard	\$180/mo
Medium rectangle	\$150/mo

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 25,000 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.

 **12,000+**

 **6,400+**

 **10,000+**

Platforms:

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

Prices:

Pick two	\$180.00
Pick three	\$270.00

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



*Creative rates and advertising deadlines still apply.

SPECIAL EDITIONS

BACK TO SCHOOL THINK LOCAL

Run Date: August 23

Prices:

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

Run Dates: September 6, 13, 20

Prices:

Total package	\$349
Two social media ads (run September 6-20) and three (3.33" x 2.5") print ads.	
<i>First three businesses get a FREE sponsored story!</i>	

GAME DAY

Run Dates:

August 30
September 6, 13, 20, 27
October 11, 18, 25
November 1, 15, 22
December 6

Prices:

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

Discounts:

9-11 issues.....	40% off each ad
7-8 issues.....	30% off each ad
5-6 issues.....	20% off each ad
3-4 issues.....	10% off each ad

BEST OF MANHATTAN

Voting: October 14-November 15

Winners Announced: December 6

Prices:

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 6

Prices:

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.

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.

Sponsor Spotlight 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.
- 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.
- A sponsored story in The Collegian in print and online.

MULTIMEDIA PACKAGES

Pick your own package!

Pick two.....	20% off
Pick three	30% off
Pick four	40% off
Pick five	50% off

Pick more, save more!

Packages:

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

100 posters/200 flyers

Across campus or Manhattan public locations

Any printing costs are the responsibility of the client

Newsrack Billboards..... Contact us for details

MANHAPPENIN'

PRICES

Double truck	\$1,400.00
Back cover	\$925.00
Inside cover	\$875.00
Full page	\$800.00
Half page	\$500.00
Quarter page.....	\$66.15
8th page	\$37.80
Three social media posts	\$90.00
Sponsored content.....	\$150-700

(Based on story length)

DEADLINES

Advertising deadline:

October 4

Ad artwork deadline:

October 11

Run date:

November 14

RELEASE EVENT SPONSORSHIP PACKAGES

Platinum \$500

Your business logo on the promotional advertisements for the Manhappenin' magazine release event on social media, print, email newsletter and online. Mentions on Wildcat 91.9 during the event and week leading up to release. Table in the event space to interact with the Manhappenin' readers during the event.

Gold..... \$250

Your business logo on the promotional advertisements for the Manhappenin' magazine release event on social media, print, email newsletter and online. Mentions on Wildcat 91.9 during the event and week leading up to release.

Silver..... \$150

Your business logo on the promotional advertisements for the Manhappenin' magazine release event on social media, print, email newsletter and online.

ROYAL
PURPLE

PRICES

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



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

PRICES

Privately-owned property:

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	\$250.00
Includes unlimited listings and one featured listing	
Semester plan	\$125.00
Includes unlimited listings and three featured listings	
Year plan	\$100.00
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

RADIO PACKAGES



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 website where your business may feature photos, text, video and coupons.

**Underwriting appears on the air, online stream and Wildcat 91.9 app.*



PRX PACKAGES

PRX content is available every weekday and all weekend from 7 p.m. to 7 a.m. We have one available :30 underwriting message during each hour of 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 p.m. to 7 a.m. every weekday and all weekend, except during live sports coverage.

Half buyout \$600/month

Your business will be featured during EVERY OTHER hour from 7 p.m. to 7 a.m. every weekday and all weekend, except during live sports coverage.

Quarter buyout \$350/month

Your business will be featured every four hours from 7 p.m. to 7 a.m. every weekday and all weekend, except during live sports coverage.

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.

**Underwriting appears on the air, online stream and Wildcat 91.9 app.*

ADVERTISE WITH US!



advertising
DEPARTMENT



collegian
MEDIA GROUP

785 370 6357

advertising@collegianmedia.com

advertising.collegianmedia.com

**Scan the QR code to access our
ad shop!**

