



**collegian**  
MEDIA GROUP

# RATE CARD KIT SPRING 2023



@kstatecollegian



@kstatecollegian



@kstatecollegian

[www.kstatecollegian.com](http://www.kstatecollegian.com)

# 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: Tabloid

Ads are sold in modular sizes.

Full Page 10' x 10'



theCollegian

Half H  
10" x 5"



Double Truck

20" x 10"

## ► 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.

## ► 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](mailto:advertising@collegianmedia.com). Please include your contact information.

## ► Advertising Deadlines

Display ad and cancellation deadlines are 4pm 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 4pm the business day before publication.

# Print National Rates

Full Page 10' x 10'

theCollegian

## ► Prices

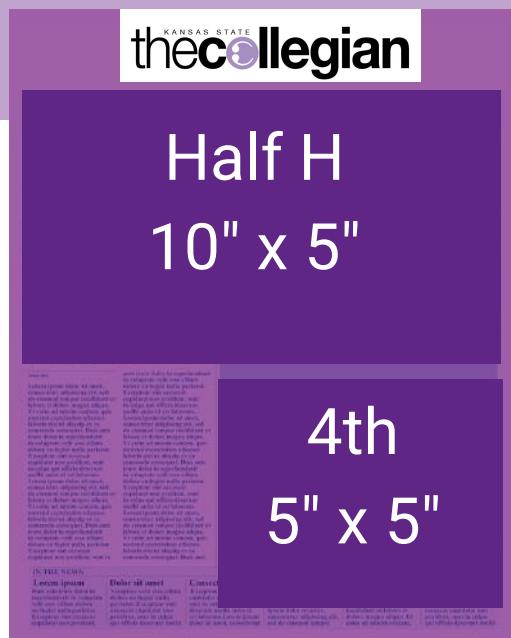
|                    |            |
|--------------------|------------|
| Full Page .....    | \$897.00   |
| Half H .....       | \$448.50   |
| Half V .....       | \$448.50   |
| 4th .....          | \$224.25   |
| 8th H .....        | \$104.65   |
| 8th V .....        | \$104.65   |
| 16th H .....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

Columns per page: 6

Printing method: Offset

Format: Tabloid

Ads are sold in modular sizes.



Double Truck

20" x 10"

## ► 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. |
| 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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## ► National Rates

Available to Kansas companies whose headquarters are not 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.

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## ► Advertising Deadlines

Display ad and cancellation deadlines are 4pm 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 4pm the business day before publication.

# Print Dates

KANSAS STATE  
**the**collegian

➤ The Collegian Newspaper



The newspaper is  
printed **every Friday!**

**FRIDAY**

January: 20, 27  
February: 3, 10, 17, 24  
March: 3, 10, 24, 31  
April: 7, 14, 21, 28  
May: 5

# Online

## ➤ Measurements

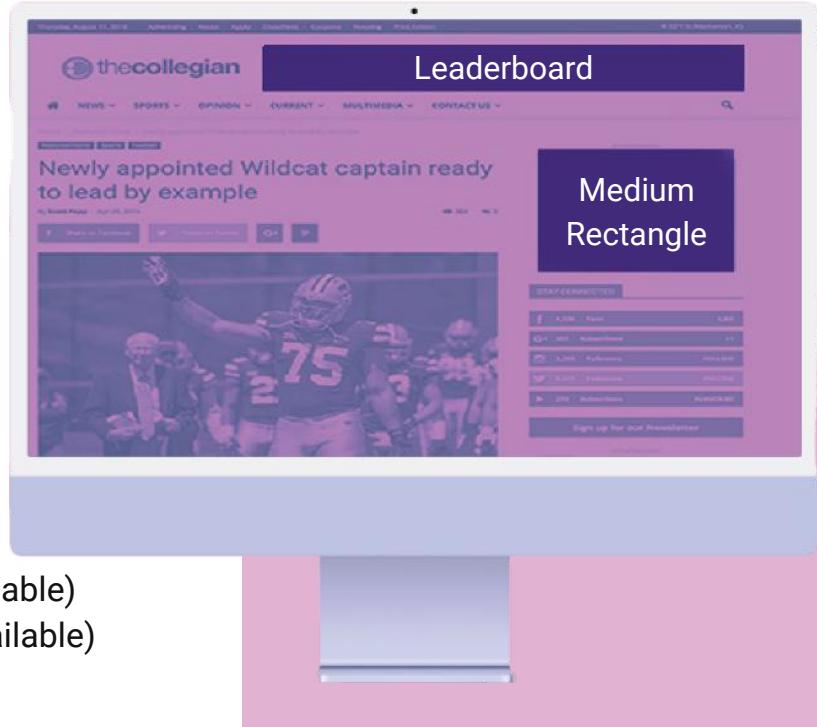
Leaderboard ..... 728W x 90H px

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

A screenshot of thecollegian.com website showing the Marketplace section. The header includes links for 'NEWS', 'MULTIMEDIA', 'CULTURE', 'COMMUNITY', 'SPORTS', 'COVID-19', and 'CONTACT US'. Below the header, there's a search bar and a 'Marketplace' section. On the left, a dark blue box says 'YOUR STORY HERE'. To its right, there are several empty ad slots. At the bottom of the Marketplace section, there's a link 'MORE FROM MARKETPLACE' and a small logo for 'MANHARDMEDIA'.

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

Go to:

[www.kstatecollegian.com/marketplace](http://www.kstatecollegian.com/marketplace)

# Newsletter

The online newsletter is sent out twice per week on Tuesdays and Fridays.

## ➤ 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

To advertise in our email newsletter, or if you have any questions, please email us at:

 advertising@collegianmedia.com

**Over 20,000 students, faculty, staff, and Manhattan area subscribers!**

Example Ad



# Social Media

## ► Platforms & Prices

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.

The Collegian's social media platforms are the fastest way to engage with students.

Follow us!

**@kstatecollegian**

on all social media platforms

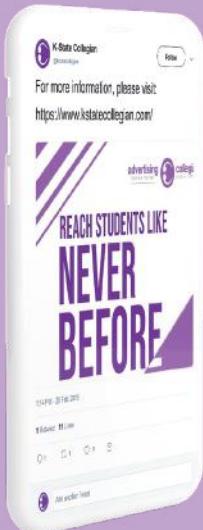
 9,300+



 6,100+



 11,900+



Follower Count

# Welcome Back

## ► Measurements & Prices

|                    | Size        | Local      | National   |
|--------------------|-------------|------------|------------|
| 8th V .....        | 3.333"x3.5" | \$66.15    | \$104.65   |
| 8th H .....        | 5"x2.5"     | \$66.15    | \$104.65   |
| 4th .....          | 5"x5"       | \$141.75   | \$224.25   |
| Half V .....       | 5"x10"      | \$283.50   | \$448.50   |
| Half H .....       | 10"x5"      | \$283.50   | \$448.50   |
| Full Page .....    | 10"x10"     | \$567.00   | \$897.00   |
| Double Truck ..... | 20"x10"     | \$1,134.00 | \$1,794.00 |

## ► Color Rates

|                 |      |       |
|-----------------|------|-------|
| Four color..... | \$50 | \$120 |
| Two spot .....  | \$40 | \$80  |
| One spot .....  | \$20 | \$40  |

**Deadline:**  
January 18

**Run Date:**  
January 20



# 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 20
- January 27
- February 3
- February 10
- February 17
- February 24

## 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



## ➤ Measurements & Prices

|                    | <b>Size</b> | <b>Price</b> |
|--------------------|-------------|--------------|
| 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 |



## Deadline: Run Date:

|         |         |
|---------|---------|
| Nov 30  | Dec 2   |
| Dec 7   | Dec 9   |
| Jan 18  | Jan 20  |
| Jan 25  | Jan 27  |
| Feb 1   | Feb 3   |
| Feb 8   | Feb 10  |
| Feb 15  | Feb 17  |
| Feb 22  | Feb 24  |
| March 1 | March 3 |



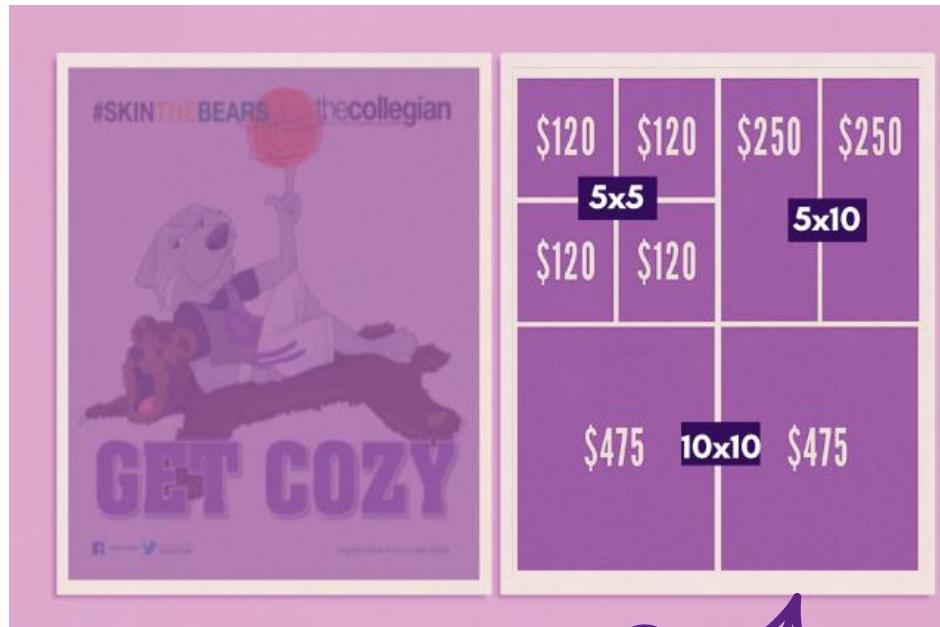
# Line Up

**Games to build up excitement and get exposure**

| <b>Game Date</b> | <b>Home Opponent</b> |
|------------------|----------------------|
| 1/21             | Texas Tech           |
| 1/28             | Florida              |
| 2/4              | Texas                |
| 2/18             | Iowa State           |
| 3/1              | Oklahoma             |

**Be a part of the excitement!**

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

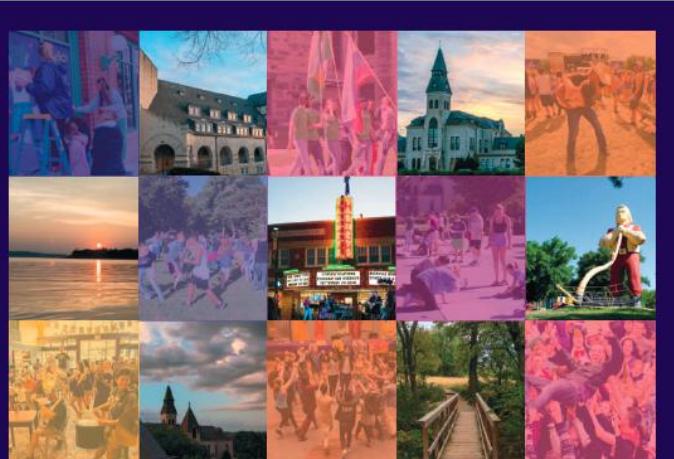


your ads here

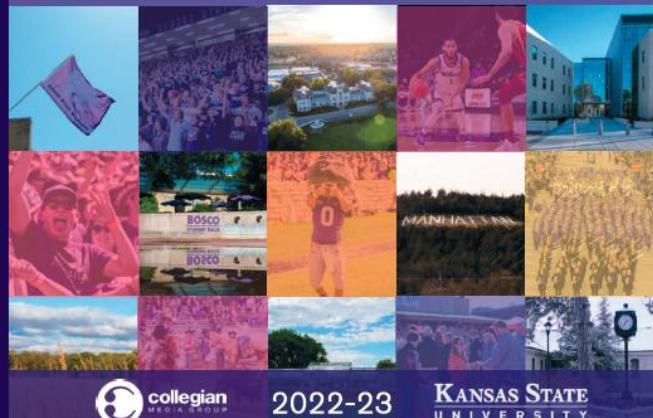
# Explore MHK: The K-State Guide to Manhattan

## ► 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 |



## **EXPLORE MHK** *The K-Stater's Guide to Manhattan*



**Deadline:**  
April 21

**Run Date:**  
June 2

# Manhappenin' Magazine

## ► Prices

|                    |            |
|--------------------|------------|
| Double Truck ..... | \$1,300.00 |
| Back Cover .....   | \$850.00   |
| Inside Cover ..... | \$800.00   |
| Full Page .....    | \$700.00   |
| Half Page .....    | \$400.00   |
| 1/4 Page .....     | \$225.00   |
| 1/8 Page .....     | \$125.00   |



## ► Social Media Bundle

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

## ► Sponsored Content

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

**Deadline:** March 10      **Run Date:** April 13

Follow us on:



@manhappeninmag



@manhappeninmagazine



@manhappeninmagazine

check out our  
Fall 22 issue!

**[manhappeninmagazine.com](http://manhappeninmagazine.com)**



# Manhappenin' Magazine

## 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 leading up to it.



### ► 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.

# THINK LOCAL

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

Includes two social media ads that can be run anytime between (date) and (date). Three print with two social posts. The FIRST THREE businesses get a FREE sponsored story in the paper!

## \$349 FOR EVERYTHING

Limited Space - 3.333"x2.5" ad space with full color.

### Deadline: Run Date:

|          |          |
|----------|----------|
| March 22 | March 24 |
| March 29 | March 31 |
| April 5  | April 7  |

your ads here



# MHK Housing

MHK Housing is the Collegian's OFFICIAL student off-campus apartment and housing website brought to you by the students for the students!

## ➤ Rates

### Privately Owned Property (1 address/property)

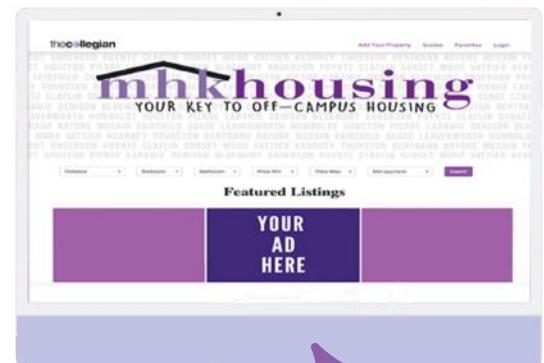
|                                   |                                    |
|-----------------------------------|------------------------------------|
| 1-month (or month-to-month) ..... | \$75.00                            |
| 6-months .....                    | \$200.00 (billed at \$33.33/month) |
| 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(s) |          |
| Semester Plan .....                                     | \$125.00 |
| Includes unlimited listings and (3) featured listing(s) |          |
| Year Plan .....   | \$100.00 |
| Includes unlimited listings and (5) featured listing(s) |          |

\*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

# Finals Edition

## ➤ Measurements & Prices

|                    | Size        | Local      | National   |
|--------------------|-------------|------------|------------|
| 8th V .....        | 3.333"x3.5" | \$66.15    | \$104.65   |
| 8th H .....        | 5.063"x2.5" | \$66.15    | \$104.65   |
| 4th .....          | 5.063"x5"   | \$141.75   | \$224.25   |
| Half V .....       | 5.063"x10"  | \$283.50   | \$448.50   |
| Half H .....       | 10.24"x5"   | \$283.50   | \$448.50   |
| Full Page .....    | 10.25"x10"  | \$567.00   | \$897.00   |
| Double Truck ..... | 21.25"x10"  | \$1,134.00 | \$1,794.00 |

## ➤ Color Rates

|                 |      |       |
|-----------------|------|-------|
| Four color..... | \$50 | \$120 |
| Two spot .....  | \$40 | \$80  |
| One spot .....  | \$20 | \$40  |

**Deadline:**

May 3

**Run Date:**

May 5



# Religion Directory

The perfect way to attract new congregants from the incoming students by reaching them every week!

## ➤ Measurement

8th V ..... 3.333"x3.5"

## ➤ Price

\$25 per week



# 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 Radio Packages



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



## 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.



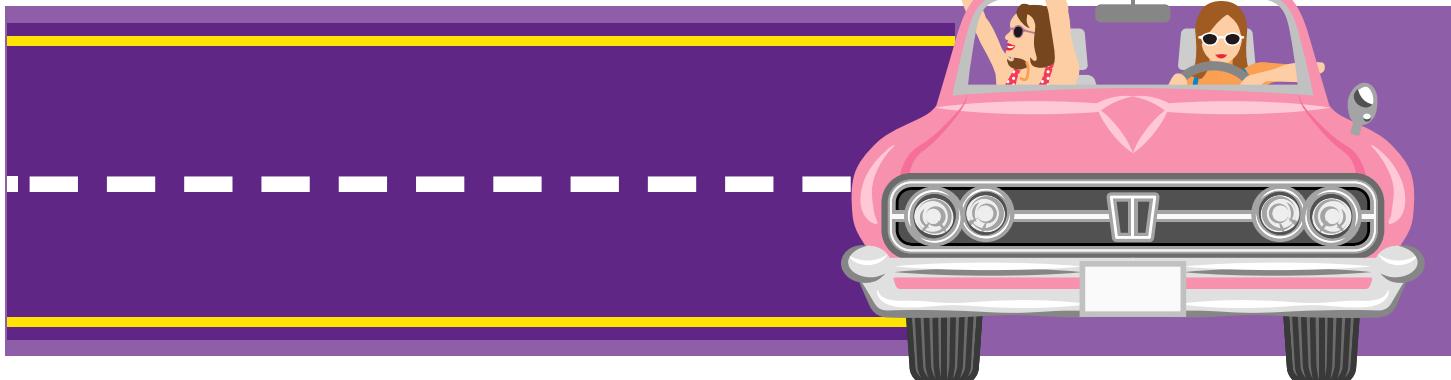
# Premium Radio Drivetime Packages

## The Daily Wave with Dawson and Max .....\$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!

## Afternoon Drive with Lanie 'n' Hailey .....\$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 Lanie 'n' Hailey 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!



## 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 Lanie 'n' Hailey Show 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

## ► 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 |

**Design your package!**

**Pick 2: 20% OFF!**

**Pick 3: 30% OFF!**

**Pick 4: 40% OFF!**

**Pick 5: 50% OFF!**

**Pick more, Save more**

# Aggieville Updates

## Weekly Sponsor Options

### ➤ 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

- 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.
- 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.



# Street Team

## ➤ Tabling

2-hour promotional tabling event \$225



## ➤ Newsrack Billboards

Our standard specs are 26" x 50", so local and national brands can advertise to hundreds of students with just one piece of creative.  
5 high traffic locations for \$500/month.  
Any 1 location for \$200/month.



## ➤ Posterizing

- 100 posters/200 flyers
- Across campus or Manhattan public locations
- Any printing costs are the responsibility of the client.
- \$225



# Contact Us

**Want to advertise with us?  
Have any questions?**

➤ Advertising Sales



785 370 6357



advertising@collegianmedia.com

Visit our website and order online with our  
new Ad Shop!

[advertising.collegianmedia.com](http://advertising.collegianmedia.com)

Follow us on social media!



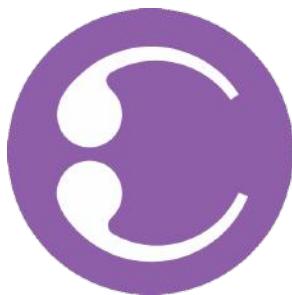
@kstatecollegian



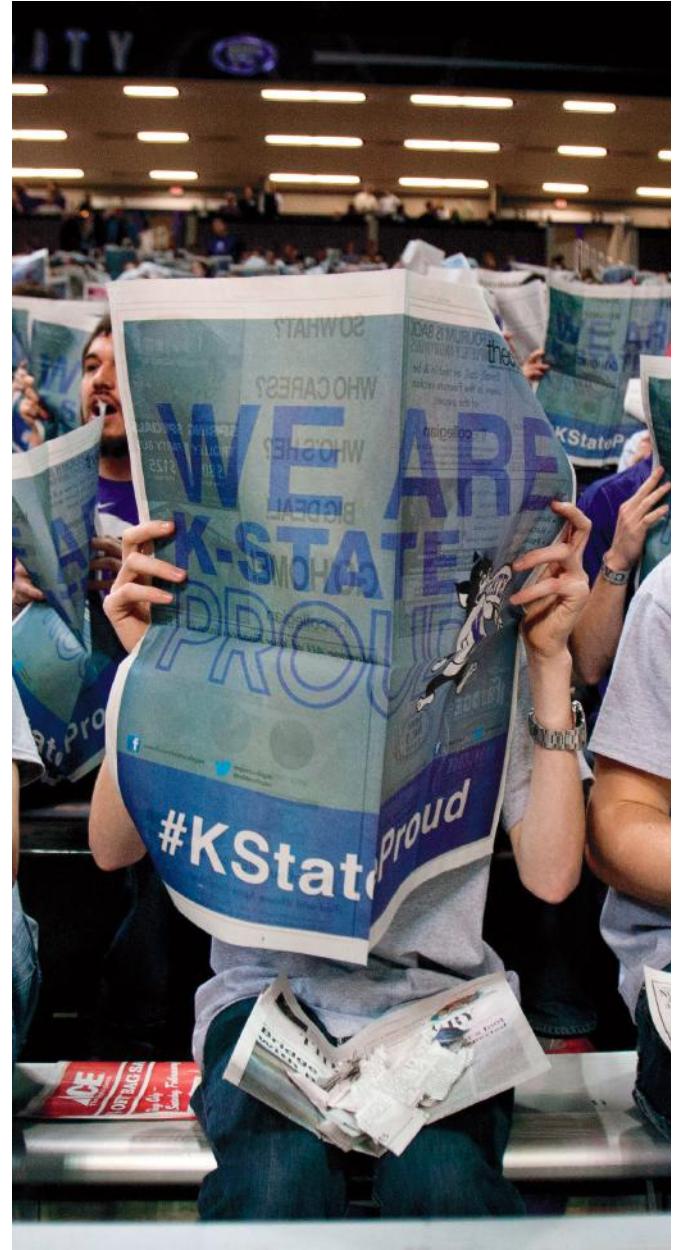
@kstatecollegian



@kstatecollegian

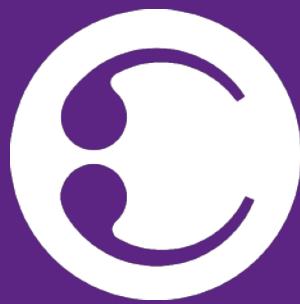


**collegian**  
MEDIA GROUP



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[www.kstatecollegian.com](http://www.kstatecollegian.com)



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