



**collegian**  
MEDIA GROUP

# MEDIA KIT 2021-2022



@kstatecollegian



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WWW.KSTATECOLLEGIAN.COM

# THE COLLEGIAN

The Kansas State Collegian is the newspaper at Kansas State University in Manhattan, Kansas. Its content is reported, edited, and produced entirely by students, and students make up the advertising sales staff.

It is published every Friday when classes are in session during the academic year.



Founded

in 1863

CHECKOUT THE  
NUMBERS

22,795

Students

Top 10

college town

in the

Nation

#1

Town-Gown

Relations



# WEEKLY PRINT ISSUES

## DEADLINES & SPECS

Display ad and cancellation deadlines are 4 p.m. two business days prior to publications.

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 before publication. Classified display ad deadline for publication or cancellation is Noon the business day before publication.

**4th**



5.063 X 5 inches

**8th H**



5.063 X 2.5 inches

**8th V**



3.333 X 3.5 inches

**16th H**



3.333 X 2 inches

**Half H**



10.25 X 5 inches

**Half V**



5.063 X 10 inches

# PROMOTIONS



FIND THE PERFECT PROMOTION  
FOR YOUR BUSINESS

**Get Excited for Gameday with The Collegian!**

**GAMEDAY**

**COVERING THE CATS LIKE NO ONE ELSE!**

**BIG GAMES**  
**BIG EVENTS**  
**BIG CROWDS**  
**BIG MONEY**



**thecollegian**  
Serving the students  
Since 1896

VISIT US  
KSU STUDENT UNION &  
MANHATTAN MARKETPLACE

# BACK TO SCHOOL

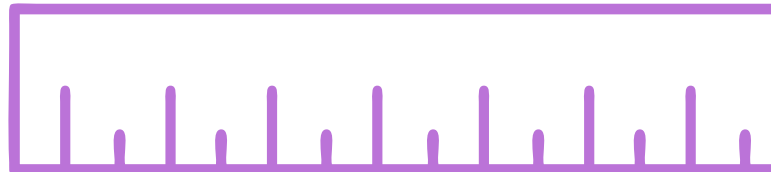
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**Back to school time is for new beginnings, new students, and NEW BUSINESS.**



The Back to School edition is our FIRST publication of the year!

The Welcome Back edition takes place at the beginning of the Spring semester!



We also print a Finals Edition at the end of every semester!



# CLASSIFIEDS

## Big changes come to the Little Apple: Aggieville development plans

JULIE PRELIAT  
THE COLLEGIAN

As development of Aggieville soon to the finish, a public meeting was held on Wednesday to present public feedback on proposed design for the street.

Plans lined up inside the City Park building where visitors could see what plans the engineering firm had in store, as well as with three comments on re-

marks to submit their thoughts. Mark DeChang, office manager for engineering firm Olson, said they are looking at an alternative of factors that will create less play during and after construction.

"We have an open house for Aggieville, which is looking at the parking garage, looking at the layout of the garage, along with the improvement of the outside — what do you want to look like," he said. "We're also looking at the

parking management strategy, and determining how parking is going to be handled during construction of that garage because you're going to have about 30 vehicles. And look at, when the garage is completed, how do we manage parking while the garage and the surrounding around Aggieville... so we're going through the different concepts on how do they come look."

Business construction is expected to begin in 2020.



Plans to update Aggieville include a redesign of streetscapes and a parking garage. Contributed Photos | COLLEGIAN MEDIA GROUP

# classifieds

<p><b>100</b> Housing/Real Estate</p> <p><b>MANHATTAN CITY</b> Disturbance #214 is being investigated right opportunity in housing without disturbance on account of race, color, national origin, military status, disability, religion, age, color, national origin, except by special attention or gender identity, violations should be reported.</p> <p>to the Director of Human Resources of City Hall, 785-97-5940</p>	<p><b>255</b> Other Services</p> <p><b>ATTENTION SMALL BUSINESS OWNERS!</b> Are you protected in case of property damage or if you have an interruption in income due to a property event? Business Owners Property Insurance IS AFFORDABLE and WILL PROTECT YOU when the unexpected happens! From term plans, call 813-914-7788 (M-F 7:30am-5:00pm EST).</p> <p><b>BEST SATELLITE TV</b> with 2 Year Price Guarantee! \$29.95 a month with 100 channels and 3 months free delivery plus channel! Free 24-hour customer support! Call 318-223-4415</p>	<p><b>255</b> Other Services</p> <p><b>DONATE YOUR CAR TO CHARITY!</b> Receive maximum value of vehicle for your taxes. Financing or just all vehicles accepted. Free pickup. Call 301-0049, 844-248-0388</p> <p>Orlando - Daytona Beach, Ft. St. Lauderdale, Epcot 7 Days and 8 Nights with hotel. Locations in Aventura Car Rental included - Only \$289.00 - 12 months. To see 888-384-5788. (Mon-Sat 9-5 EST)</p> <p><b>OXYGEN</b> - Airpax, Airpaxone. No water to refill. No bad smells. The Airline Oxygen One Car is only \$14.99/month! PMA approved! FREE. PMA 44-388-640-8581</p>	<p><b>255</b> Other Services</p> <p><b>VIAGRA AND Cialis (MEDS)</b> There's a cheaper alternative that has no side effects! 50 Pills SPECIAL \$25.00 FREE Shipping! 100% guaranteed. CALL NOW! 800-430-3804</p> <p><b>THE COLLEGIAN</b> cannot verify the licensed personal and professional services in the Employment Opportunities classifications. Features are subject to approval. Any such business opportunity with associated charges. The COLLEGIAN urges our readers to contact the Better Business Bureau, 415 S.E. 1st Street, Tallahassee, FL 32301-1180, 785-522-0484.</p>	<p><b>310</b> Help Wanted</p> <p><b>APPLICANTS ARE HEREBY -</b> Call PAA approved funds on Accredited Training Financial aid for qualified students. Career placement assistance. CALL Andrew, Institute of Mathematics 888-555-0004.</p>	<p><b>To Place An Ad</b></p> <p>Go to Redline 103 (across from the K-State Student Union.) Office hours are Monday through Friday from 8 a.m. to 5 p.m.</p> <p><b>How To Pay</b></p> <p>All classifieds must be paid in advance unless you have an account with Student Publications Inc. Cash, checks, MasterCard, Visa or Discover are accepted. There is a \$25 service charge on all returned checks. We reserve the right to edit, reject or properly classify any ad.</p> <p><b>Corrections</b></p> <p>If you find an error in your ad, please call us. We accept responsibility only for the first wrong insertion.</p>
<p><b>200</b> Service Directory</p> <p><b>CASH</b> paid for your unwanted items at HomeVestor's online consignment! CASHNOW for top deal on other items available! 800-767-0747/888-869-0384</p> <p><b>GET A-RATED</b> home insurance starting at annual \$1 PER DAY! Save 25% on firework. Home No. Working Period. 200+ Providers Nationwide. Everyone is Accepted! Call 785-528-8747 (24/7) 8-8 (ET)</p>	<p><b>255</b> Other Services</p> <p><b>A PLACE FOR MOM</b> has helped over a million families find service in life. Our trusted, local advisors help find solutions to your unique needs at 785-528-8747. Call 785-528-8747 or 1-855-967-8747.</p> <p><b>ARE YOU BEHIND ON PAYMENTS?</b> OR YOUR TAXES? Don't miss a beat when Jerry &amp; Debbie, credit, tax returns, payroll issues, &amp; resolve tax debt! 800-743-1234. Call 800-458-0788</p>	<p><b>SHORT ON CASH?</b></p> <p>find a job in the classifieds</p>	<p><b>300</b> Employment Careers</p> <p><b>310</b> Help Wanted</p> <p><b>Male Wanted/Truck Driver/Conway</b> Expensive to bring. Close to home to run from Wichita City to the west coast. Home Weekly! Great Benefits. www.conwayexpress.com. Call 785-82-3611 or Lori at 303-7-800-225-0262.</p>	<p><b>400</b> Open Market</p> <p><b>410</b> Items for Sale</p> <p><b>ANTI-AUCTION</b> Saturday, Oct 28, 2018 11AM Noon, Auctioneers: National Antiques 224 B. Main, Lincoln, KS 769-227-2317 www.lintons.com</p> <p>For Sale: Steel Cages/Storage Containers available in Kansas City &amp; Johnson Mo. 20'x 40'x 10' only \$ 500! Call 785-628-9430 or go online to shubertys.com for pricing. Availability &amp; Freight: Bridge Loans - 824F - 4824F - 8F x 8F - 785-655-9430 chuck-henny.com</p>	

The Collegian's Classifieds are an easy way to get your message out fast!

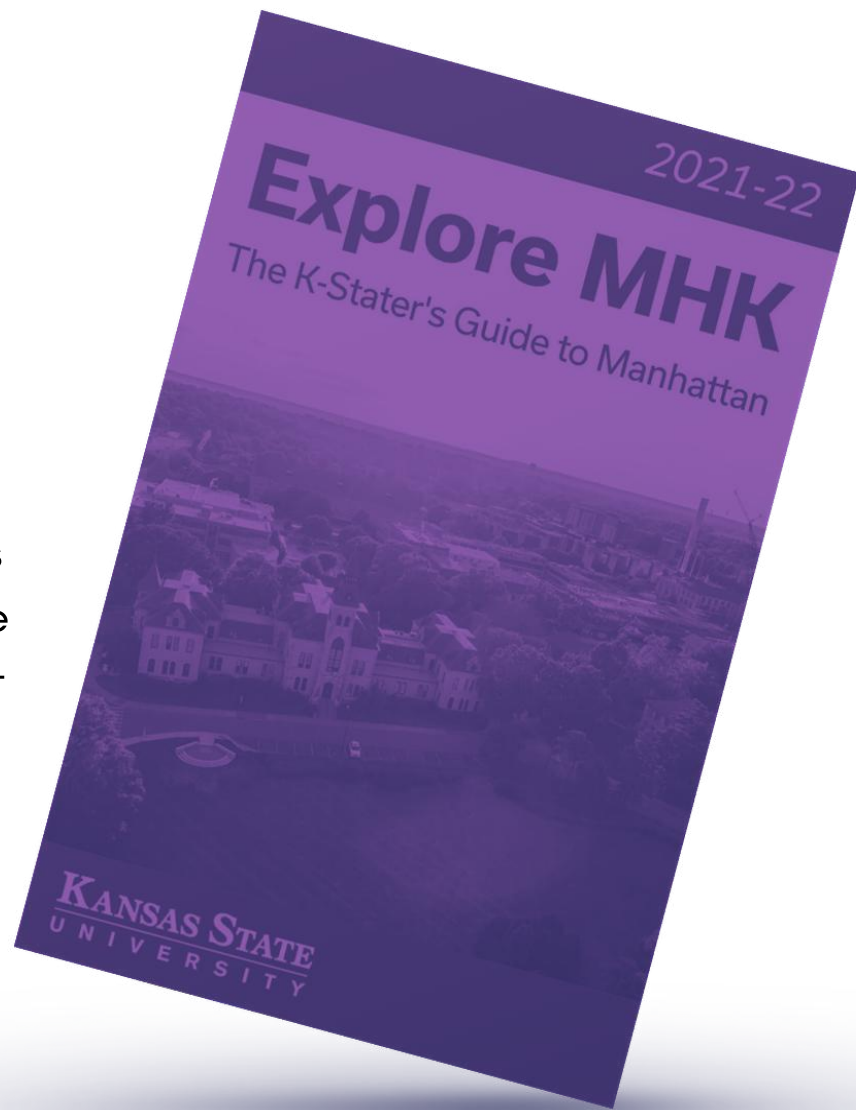
Classified display ad deadline for publication or cancellation is Noon the business day before publication.



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

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The Parent and Family Guide is an official part of orientation and is available to be downloaded for all incoming students and parents. It is in the Parent and Family Program email every two months. It gives important information about K-State, and resources for students and parents. Advertisers have the opportunity to get their name out to new students and their families.



## **Sizing:**

**Full Page**

**Half Page Vertical**

**Half Page Horizontal**

**1/4 Page**

unconditionally supporting our wildcats

k-state  
**parents and family**  
program

# NEWSLETTER



## Email Newsletters:

The Collegian is delivered directly to our subscribers' inbox every Monday, Wednesday and Friday at noon. In addition to five stories featured in the newsletters, the Collegian offers two placement options for a premium banner with hyperlinks to the client's webpage. The newsletter is sent out every Monday over breaks.

## Example Ad:

Help support student journalism by contributing to the Collegian Media Group scholarship fund.

**CLICK HERE:**

**DONATE**

**KANSAS STATE UNIVERSITY FOUNDATION**

**collegian** MEDIA GROUP

**BOLDLY ADVANCING K-STATE FAMILY**

Short-handed K-State survives against TCU in final home volleyball match of the season

The No. 10 Kansas State volleyball team survived a possible upset from one-win TCU on Saturday, winning the final home match of the fall season in a five-set thriller.

[Read More](#)

Seven undergraduate students earn hospitality management scholarships from Greater Kansas City hotels

Each undergraduate student is a recipient of a \$2,000 scholarship from The Hotel and Lodging Association of Greater Kansas City Education Foundation.

[Read More](#)

**OUR K-STATE FAMILY**  
**A STORY OF PERSISTENCE**

**REAWAKENING**

**PURCHASE YOUR NARRATIVE, SPECIAL EDITION, COFFEE TABLE BOOK**  
\$25

**the official off-campus housing website**  
**MHKhousing.com**  
Coming Spring Semester  
brought to you by

New introducing espresso smoothies! Maple, Caramel, Vanilla, Creamed and Pumpkin Pie!

**SMOOTHIE**

# CALENDAR



The Calendar is 11 x 17 inches with a separate page in the front and back where advertisers will have their ads on display in addition to their given month. The ad size for each month is 1 x 6 inches.

**Your ad goes here**



11 2021

Kansas State's cheer on their men's basketball team during sunflower showdown against Kansas in Bramlage Coliseum on Nov. 22, 2020. The Jayhawks narrowly beat the Wildcats 68-66. (Photo: Forrest J. Colgan)

su	mo	tu	we	th	fr	sa
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

Keep up-to-date with The Collegian!

collegian  
ISSUE 111  
ISSUE 111

the collegian  
2020-2021



# BEST OF MANHATTAN

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Best of  
MANHATTAN



K-State students vote for the best businesses in Manhattan. Results are posted for students and the community to see in the Collegian, and the businesses receive a framed plaque to proudly display.

**YOU COULD BE #1**

# LINE UP

## 4 GAMES. 4 POSTERS. AND HUNDREDS OF STUDENTS

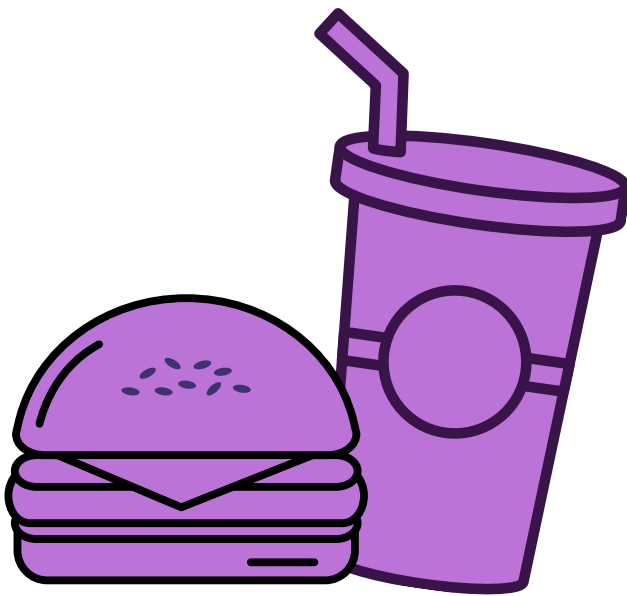


Reach the thousands of K-State students looking to make their Valentine's Day plans by advertising your business in The Collegian and on our social media platforms.

The first two businesses to purchase the Premium Package will also get a sponsored story written about their business featured in The Collegian! The story will also be featured on the website for your business to share!







# DAILY DEALS

Reach the thousands of student at K-State! Advertise your food and drink deals throughout Manhattan to students, faculty and the community.

These will also be made digital.

**AGGIEVILLE**

Monday	Friday
<b>Burger's</b> Quarter Pound 12.99 with toppings	<b>Bite's</b> The Wrap \$10.99, \$12.99 \$1.99 drink + \$1.99 fries
Tuesday	Saturday
<b>Burger's</b> Half Pound + Cheese Merguez \$12.99 with toppings	<b>Bite's</b> 4oz. Fruit & Cream \$12.99
Wednesday	Sunday
<b>Burger's</b> Egg & Bacon \$12.99 with fries	<b>Bite's</b> 12oz. Fruit & Cream \$12.99
Thursday	<b>Get a funny drunk text?</b> Send it to us on Twitter @framedrunk

# A PLACE TO CALL HOME

Students always need a place to live, and this is the PERFECT opportunity to advertise your property!

A digital version will be available on social media.



04 **A PLACE TO CALL HOME** Advertisement, January 20, 2017

**LETTER: 'Drunk Texts' glamorizes binge drinking among students**

**Aggieville Blood Drive to help relieve holiday season shortage today**

**Men's basketball takes down Texas Tech, remains at top of Big 12**

**YOU can have the BEST LIVING EXPERIENCE in MANHATTAN**

**Now Leasing 1-4 Bedrooms**

**Call today to schedule a private tour!**

**785-537-9064**

**Visit www.HardHRC.com to see our 3D tours**

**HELP A STUDENT FIND THEIR PERFECT, COLLEGE HOME!**



# THINK LOCAL



The Collegian always encourages students to buy local, and **think local**.

If you're a local business to Manhattan, let the students know what you have to offer!





# MHK HOUSING

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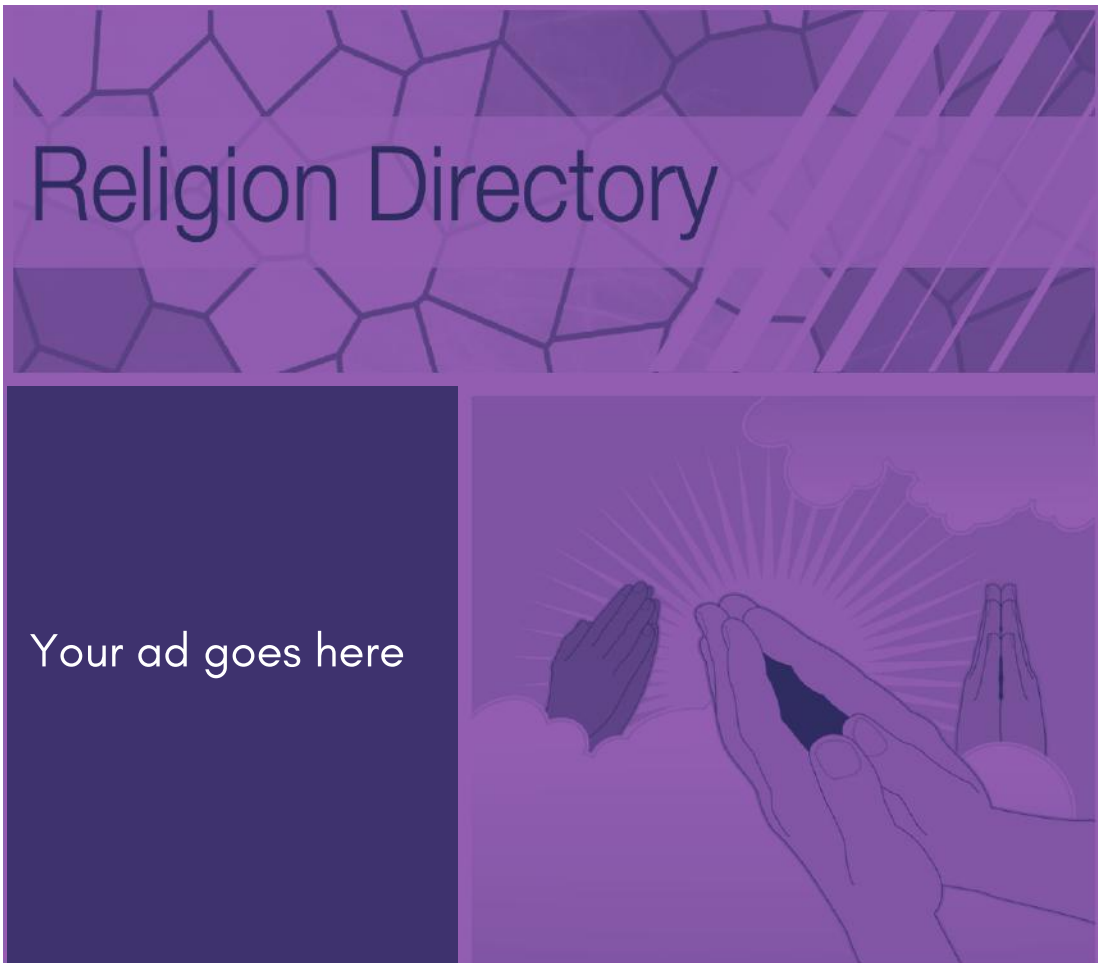


MHKhousing.com is The Collegian's  
OFFICIAL student off-campus  
apartment and housing website  
brought to you by the  
students for the students!

# RELIGION DIRECTORY

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



# STREET TEAM

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## Tabling

Our student team will operate a 2-hour promotional tabling event for your business or organization and hand out or display any of your marketing materials. We supply our own table, tablecloth and canopy. Any additional costs or booth rentals are the responsibility of the client.

## Postering/Flyering

Our student team will hang 100 posters/flyers for your business or organization across campus or Manhattan public locations. Clients are expected to provide their own posters. We can design the posters for you if provided enough time. Any printing costs are the responsibility of the client.

# RADIO

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You now have the opportunity purchase an underwriting message to be featured on KSDB 91.9. Each message runs for 30 seconds and the turn-around expectancy is two to three days. Underwriting messages on air will also be posted on the KSDB app and online stream. Price will vary based on the radio segment. Sponsored pages serve as an add-on for businesses to link their webpage off the 91.9 website.





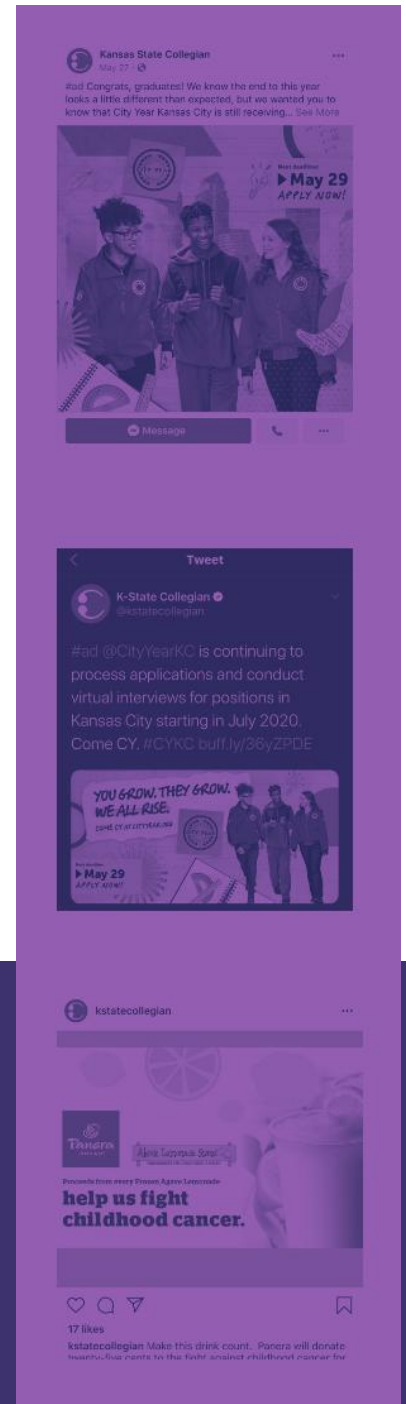




# SOCIAL MEDIA

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



# ONLINE

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## THE COLLEGIAN IS ALSO AVAILABLE ONLINE

With thousands of views per day,  
your online ads will be featured on  
our website!



### **Sizes available:**

Leaderboard

Medium Rectangle

[KSTATECOLLEGIAN.COM](http://KSTATECOLLEGIAN.COM)

# MANHAPPENIN' MAGAZINE



Manhappenin' Magazine is Kansas State University's student-created lifestyle magazine. It is printed once a semester, and stories are published online weekly.

Advertising is available for print and online publications, plus sponsored content options!



MANHAPPENINMAGAZINE.COM

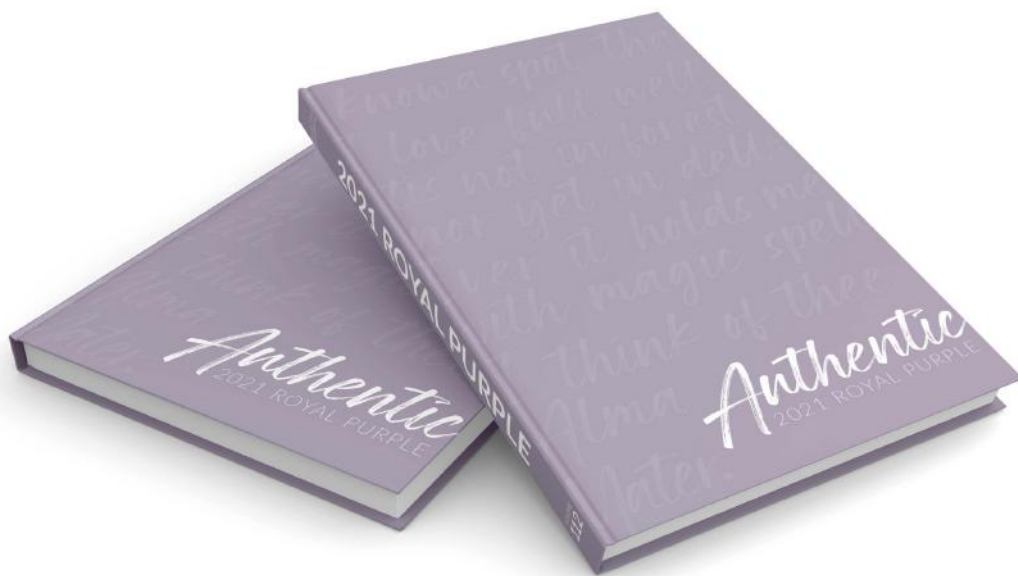


# ROYAL PURPLE YEARBOOK

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The Royal Purple's mission is to encapsulate student, faculty and staff memories and history at Kansas State University each year.



ROYALPURPLEYEARBOOK.COM

# CONTACT US

**WANT TO ADVERTISE WITH US,  
OR HAVE QUESTIONS?**

Advertising Sales: **785-370-6357**

Email: **[advertising@collegianmedia.com](mailto:advertising@collegianmedia.com)**

**FOLLOW US!**



@KSTATECOLLEGIAN



**KSTATECOLLEGIAN.COM**

