

COLLEGIAN MEDIA GROUP



 @kstatecollegian

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FALL/WINTER
2023

RATE CARD KIT

kstatecollegian.com



collegian
MEDIA GROUP

Print Local Rates

» Prices

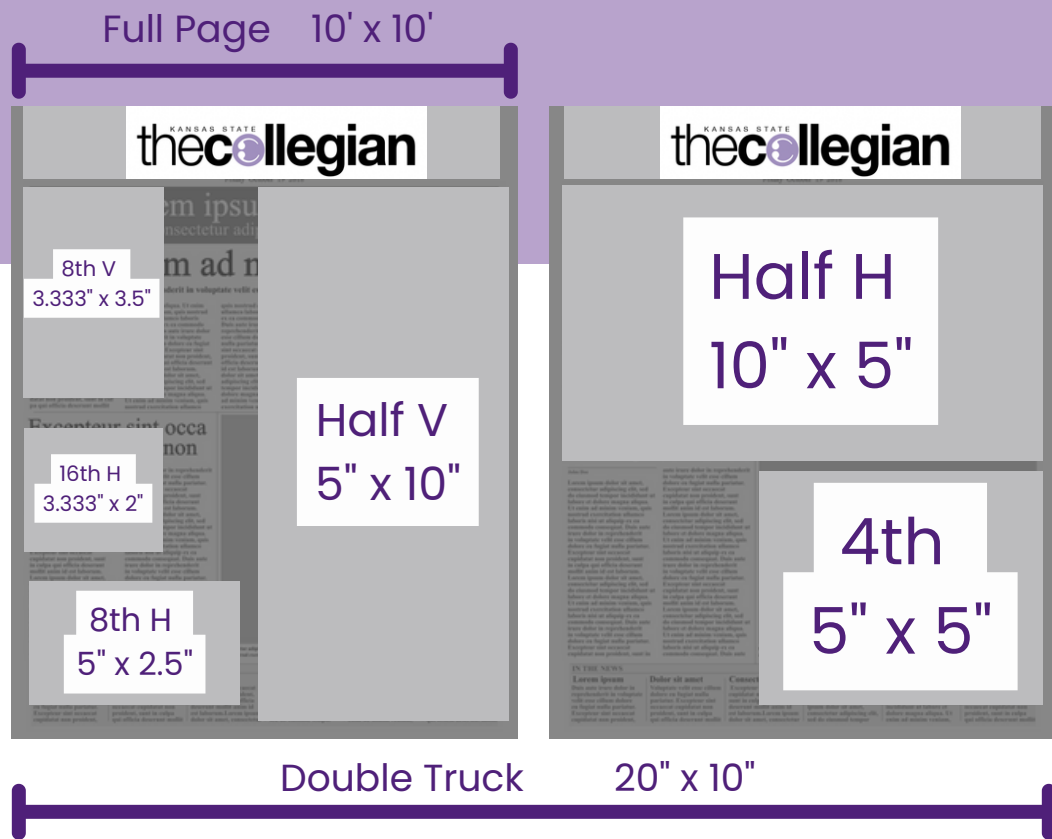
Full Page	\$567.00
Half H	\$283.50
Half V	\$283.50
4th	\$141.75
8th H	\$66.15
8th V	\$66.15
16th H	\$37.80
Double Truck	\$1,134.00

Columns per page: 6

Printing method: Offset

Format: Tabloid

Ads are sold in modular sizes.



» 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. Please include your contact information.

» Advertising Deadlines

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

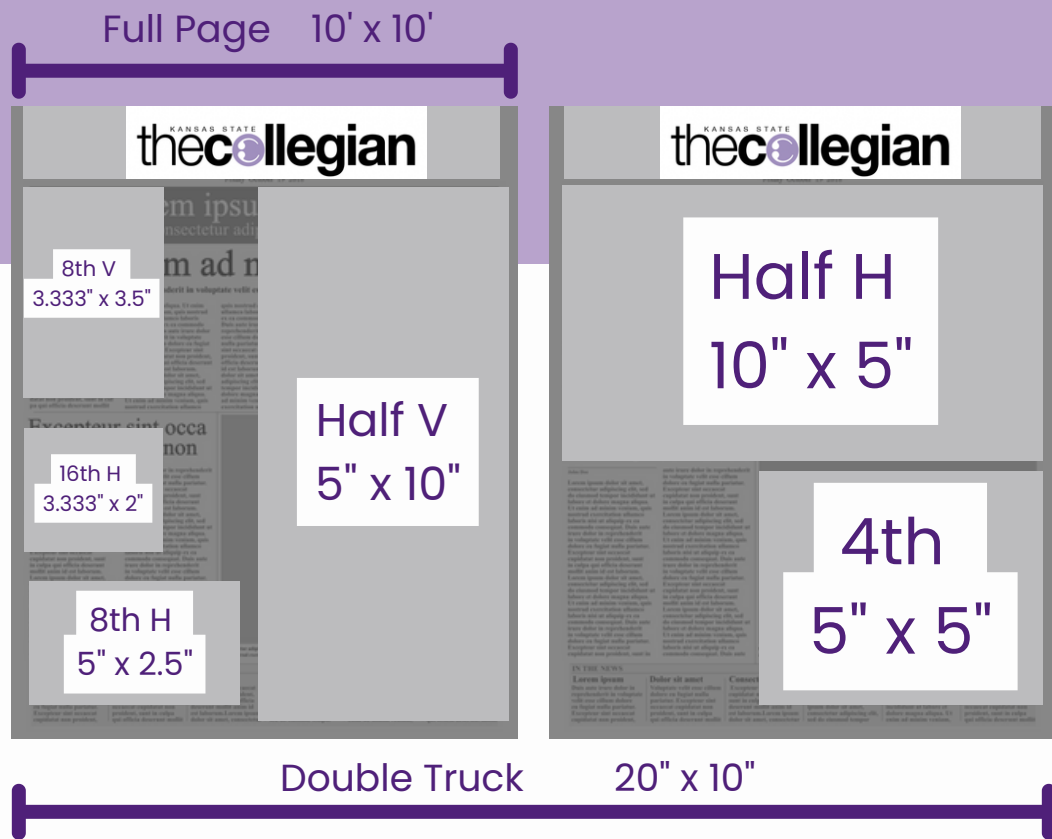
Full Page	\$897.00
Half H	\$448.50
Half V	\$448.50
4th	\$224.25
8th H	\$104.65
8th V	\$104.65
16th H	\$59.80
Double Truck	\$1,794.00

Columns per page: 6

Printing method: Offset

Format: Tabloid

Ads are sold in modular sizes.



» 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

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Maximum: 10" x 10"

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» 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

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PRINT DATES



- August: 25
- September: 1, 8, 15, 22, 29
- October: 6, 13, 20, 27
- November: 3, 10, 17
- December: 1, 8

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

COLLEGIAN MEDIA GROUP

ONLINE



Measurements

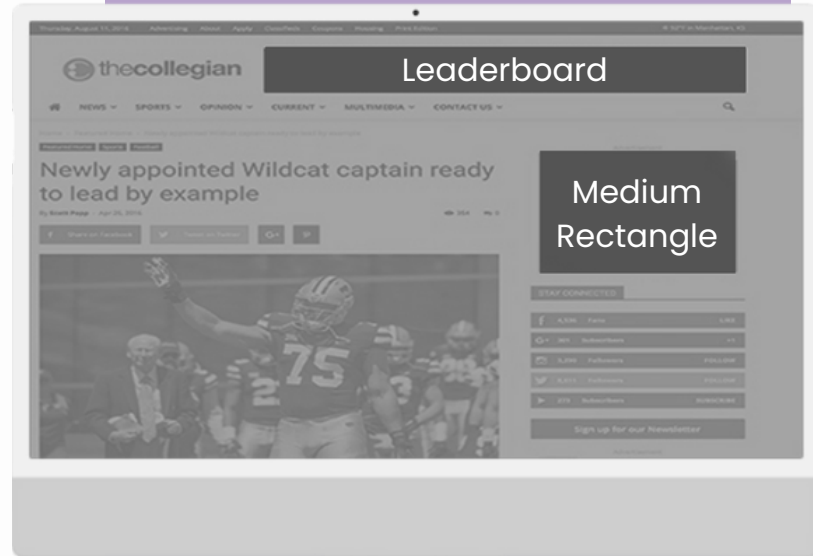
Leaderboard 728W x 90H px
Tablet 468W x 60H px
Mobile 320W x 50H px

Medium Rectangle 300W x 250H px
Tablet & Mobile ... 180W x 150H px

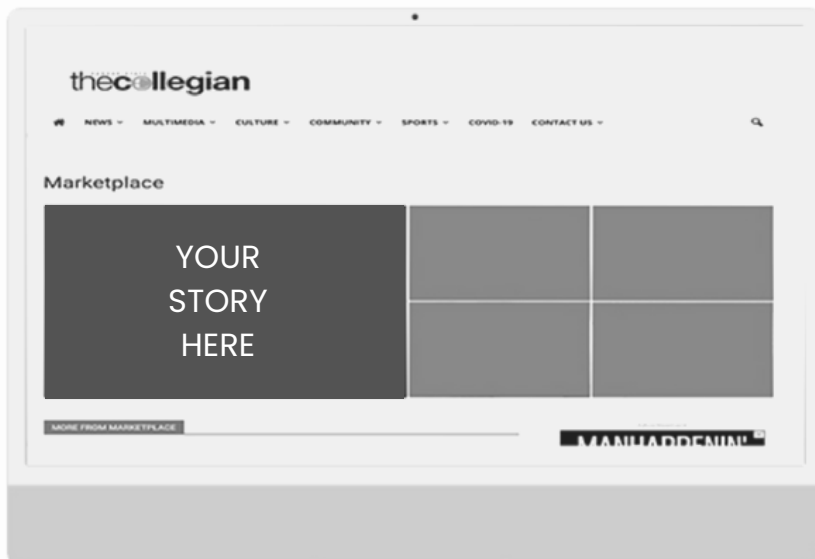


Prices

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

kstatecollegian.com/marketplace



NEWSLETTER



*all news
delivered to you!*

every
Tuesday
& Friday

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 21,000
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

**THE COLLEGIAN'S
SOCIAL MEDIA
PLATFORMS ARE
THE FASTEST
WAY TO ENGAGE
WITH STUDENTS.**

 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

	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

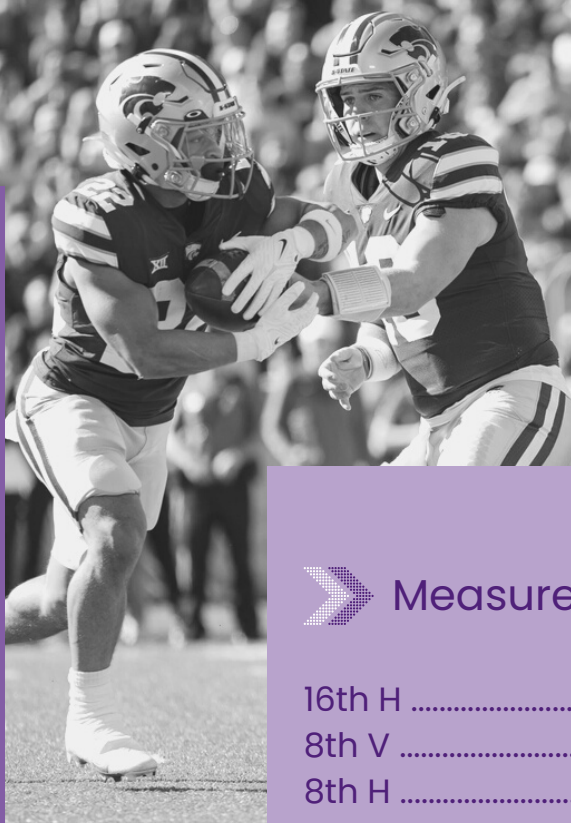
Deadline:
August 23

Run Date:
August 25





GAME DAY



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

RUN DATES

September 1
 September 8
 September 15
 September 22
 October 6
 October 13
 October 20
 October 27
 November 3
 November 10
 November 17

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

COLLEGIAN MEDIA GROUP



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:

September 6
September 13
September 20

Run Date:

September 8
September 15
September 22

kstatecollegian.com





MAN HAP PEN IN' 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 Manhappenin'
Social Media Page: \$90

» Sponsored Content

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



Advertising Deadline:

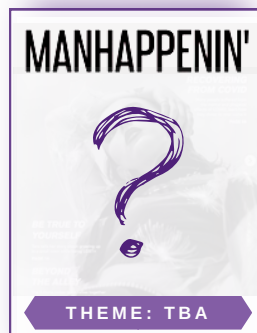
October 6

Creative Deadline:

October 13

Run Date:

November 9



BOOK YOUR AD BEFORE WE SELL OUT!

COLLEGIAN MEDIA GROUP



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.



RELEASE EVENT SPONSORSHIP PACKAGES:

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



BEST OF MANHATTAN

Measurements and 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

Voting:

October 23 –
November 24

Winners Announced:

December 8

**VOTE
FOR
YOUR
FAVORITES!**





FINALS EDITION

Measurements and 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:
December 6

Run Date:
December 8





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.

COLLEGIAN MEDIA GROUP



PRX content is available every weekday from 7:00 PM to 7:00 AM every 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

kstatecollegian.com



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.



STREET TEAM



» Newsrack Billboards

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



