



RATE CARD

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

FALL 2025



THE KANSAS STATE COLLEGIAN

AUGUST

29

SEPTEMBER

5

12

19

26

OCTOBER

3

10

17

24

31

NOVEMBER

7

14

21

DECEMBER

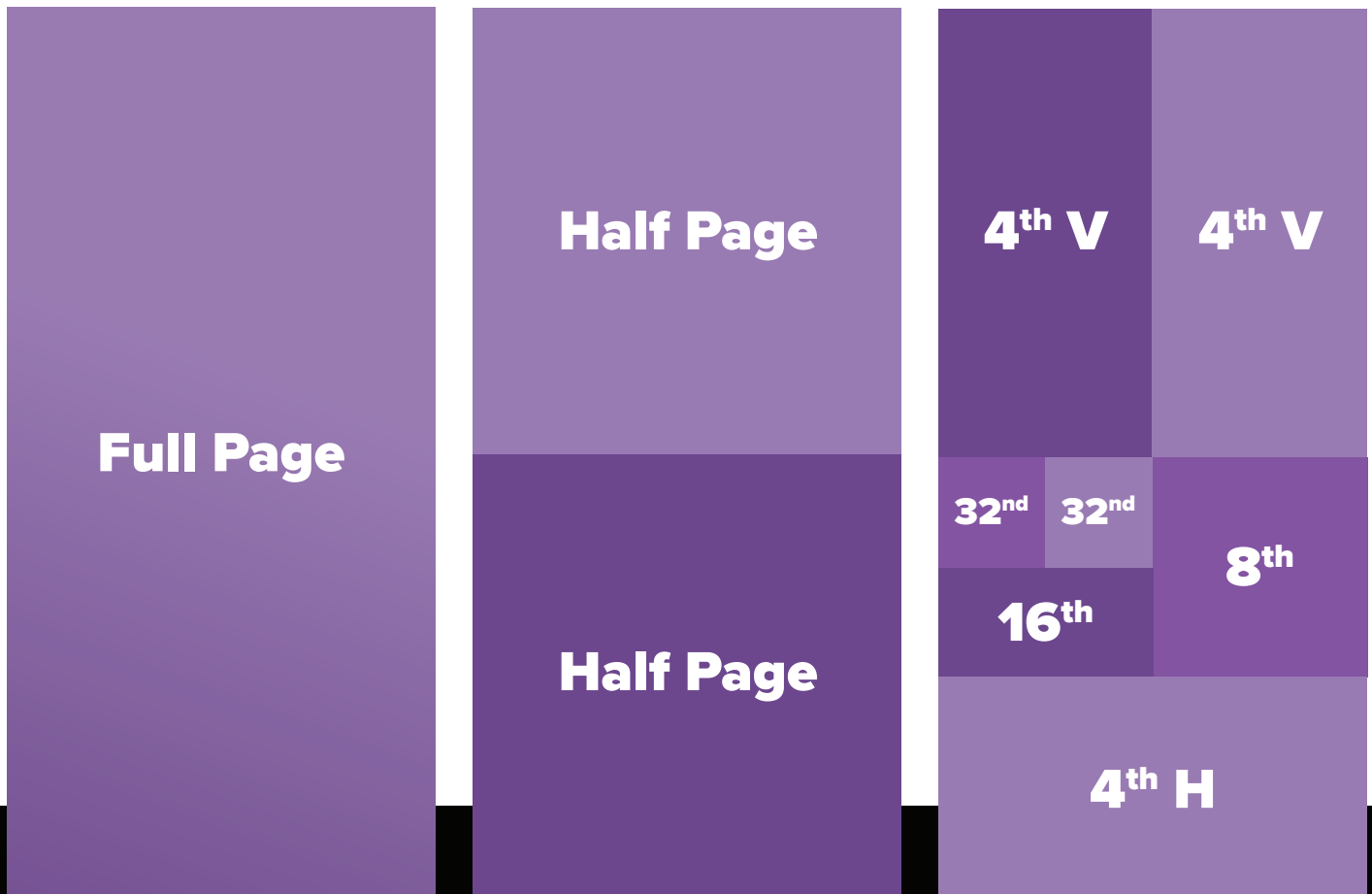
5

12

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



A CLIENT'S GUIDE TO SUBMITTING ARTWORK

When providing artwork for the creative team, there are a few things that you can do to ensure your ad looks great in print and digital form!

Preferred file types for advertisement artwork:

Print



PDF

PDFs are preferred because they keep all of the detail of your artwork. If the creative team needs to make edits for you, PDFs are able to be opened in our design software and updated. This makes updating the wording, colors or other assets of your design easy!

Digital



JPEG (RGB), PNG

JPEGs are our preferred file type for online use due to their typically smaller file size. When exporting a JPEG for use in an online advertisement, please ensure that the color mode is RGB. PNGs are also acceptable image files.

When exporting either JPEGs or PNGs, please ensure that image files are at least 96 PPI. 150 PPI images are preferred. PPI is pixels per inch and is the true resolution of your exported design. Other high quality image files are acceptable.

Logos



Vector (AI, EPS, SVG), PNG

When the creative team is creating artwork for you, we prefer to use your official logo representing your brand. We want to ensure the advertisements we create are authentically you!

When providing logos for our creative team, a vector version of the logo is preferred. Vector versions are not typical image files, and contain the data of every line and shape within your logo. This means that they are infinitely scalable and usable at any size. Typical vector file types are AI (Adobe Illustrator), SVG and EPS.

A high quality transparent PNG (150 PPI or greater) is also acceptable. PNGs are able to be exported with a transparent background. This means that the creative team can use it on any background. Please ensure that the provided PNG has a transparent background.

The more information the creative team is given about your brand and advertising goals, the better we can do! Having an idea of the wording, color and vibe of your advertisement can fast track the process of creating your advertisements.

LOCAL PRINT 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.

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

The deadline for display ads and cancellations is 12 p.m. two business days prior to publication. To ensure your ad is created on time, please submit all necessary materials at least three days prior to the publication date for ad creation.

NATIONAL PRINT RATES

Available to Kansas companies headquartered in-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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SPECIAL EDITIONS

BACK TO SCHOOL

Run Date: August 29

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

GAME DAY

Run Dates:

August 29
September 5, 12, 26
October 3, 10, 24, 31
November 14, 21

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:

8-10 issues	—————	40% off
5-7 issues	—————	30% off
2-4 issues	—————	20% off

THINK LOCAL

Run Dates: Sept 19, 26 and Oct 3

Total package ————— \$349

Two social media ads (run Sept 19- Oct 3)
and three (3.33" x 2.5") print ads.

First 3 businesses get a FREE sponsored story!

AFTER DARK

Run Date: October 28

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 12

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.

BEST OF MANHATTAN

Voting: October 13 – November 14

Winners Announced: December 5

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



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

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

DIGITAL RATES

ONLINE

Sizes:

Leaderboard	728px x 90px
Tablet	468px x 60px
Mobile	320px x 50px
Medium rectangle	300px x 250px
Tablet & mobile	180px x 150px

Prices:

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

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 29,000 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.

 **11,700+**

 **10,000+**

 **6,500+**

Platforms:

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

Pick **2** _____ \$180.00

Pick **3** _____ \$270.00

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



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.

MULTIMEDIA PACKAGES

Pick your own package!

- Pick **2** _____ 20% off
- Pick **3** _____ 30% off
- Pick **4** _____ 40% off
- Pick **5** _____ 50% off

Pick more, save more!

Package options:

- 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

100 posters/200 flyers

\$225

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	_____	\$275.00
8th page	_____	\$150.00
Three social media posts	_____	\$90.00
Sponsored content	_____	\$150-700

(Based on story length)

DEADLINES

Advertising deadline:
October 3

Ad artwork deadline:
October 17

Release date:
November 6

RELEASE EVENT SPONSORSHIP PACKAGES

Your business will be featured on the promotional advertisements for the Manhappenin' magazine release event in the following formats...

SILVER

\$150

SOCIAL MEDIA	✓
PRINT	✓
EMAIL NEWSLETTER	✓
ONLINE	✓
WILDCAT 91.9	✗
EVENT TABLING	✗

GOLD

\$250

SOCIAL MEDIA	✓
PRINT	✓
EMAIL NEWSLETTER	✓
ONLINE	✓
WILDCAT 91.9	✓
EVENT TABLING	✗

PLATINUM

\$500

SOCIAL MEDIA	✓
PRINT	✓
EMAIL NEWSLETTER	✓
ONLINE	✓
WILDCAT 91.9	✓
EVENT TABLING	✓

*Mentions on Wildcat 91.9 air the week leading up to release and during the event.

ROYAL
PURPLE

OFFICIAL YEARBOOK AT
**KANSAS STATE
UNIVERSITY**

2025-26

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

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.

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.



COLLEGIAN MEDIA GROUP

2025 ADVERTISING TEAM

ADVERTISE WITH US!



SCAN TO
ACCESS



785 370 6357

advertising@collegianmedia.com

advertising.collegianmedia.com

 **collegian**
MEDIA GROUP