



collegian

MEDIA GROUP



RATE CARD

SPRING 2025

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



PRINT DATES

THE KANSAS STATE
COLLEGIAN

JANUARY

31

FEBRUARY

7, 14, 21, 28

MARCH

7, 14, 28

APRIL

4, 11, 18, 25

MAY

2, 9

THE KANSAS STATE COLLEGIAN IS PRINTED
EVERY FRIDAY WHEN CLASSES ARE IN SESSION!

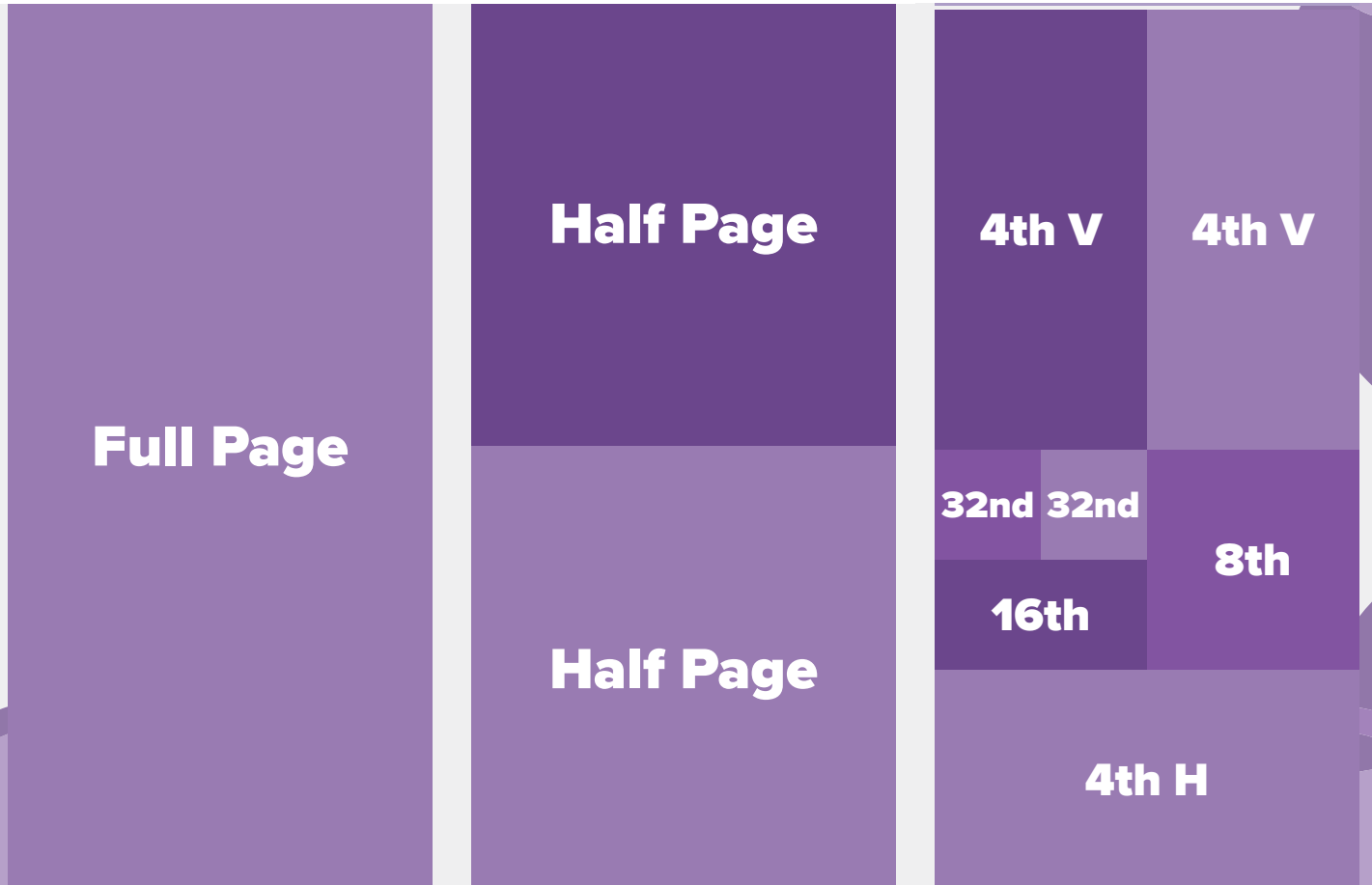
PRINT SIZE GUIDE

PAGE SIZE	W''	H''
<i>FULL PAGE</i>	10	21
<i>HALF PAGE</i>	10	10.5
<i>1/4 PAGE H</i>	10	5.25
<i>1/4 PAGE V</i>	5	10.5
<i>1/8 PAGE</i>	5	5.25
<i>1/16 PAGE</i>	5	2.625
<i>1/32 PAGE</i>	2.5	2.625

SPONSORED CONTENT

SPONSORED CONTENT

SPONSORED CONTENT



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, while raster images (made of pixels rather than vectors), 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.

For any questions about submitting artwork, ask your account manager or reach out to creative@collegianmedia.com

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

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.

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:

Minimum 5" x 7", maximum 10" x 10"

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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 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.

 **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

WELCOME BACK TIP OFF

Run Date: January 31

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:

January 31
February 7, 14, 21, 28
March 7

Print 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:

5-6 issues..... 40% off each ad
3-4 issues..... 30% off each ad

PLACE TO CALL HOME

Run Dates:

January 31
February 7, 14, 21, 28
March 7

Print 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

Digital Prices:

	<i>One post/ week</i>	<i>Two posts/ week</i>
One week	\$90	\$180
Three weeks	\$270	\$540
Six weeks	\$540	\$1080

Social media posts are shared on all three platforms!

LINE UP

Run Dates:

February 7, 21, 28
March 7

Print Prices:

10x10".....	\$475.00
5x10".....	\$250.00
5x5".....	\$120.00

The first three businesses to sign up for all four posters get their logo on the front for free!

Sign up for all six weeks and get 20% off!

*Color, creative and national rates and advertising deadlines still apply.

SPECIAL EDITIONS

THINK LOCAL

Run Dates: April 4-25

Prices:

Total package \$349

Two social media ads (run September 6-20) and three (3.33" x 2.5") print ads.

*First three businesses get a **FREE** sponsored story!*

FINALS EDITION

Run Date: May 9

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

EXPLORE MHK

The K-Stater's Guide to Manhattan

Advertising deadline: April 25

Ad artwork deadline: May 2

Print date: May 23

Prices:

Double Truck	\$750.00
Back Page	\$400.00
Inside Cover	\$375.00
Full Page.....	\$350.00
Half Page.....	\$250.00
Quarter Page	\$150.00

Explore MHK is an annual publication created as a partnership with Kansas State University. It is distributed across campus, Manhattan and during K-State campus visits!

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 (online only).....	\$150
Sponsored content (online and print).....	\$700

DEADLINES

Advertising deadline:
March 7

Ad artwork deadline:
March 26

Run date:
April 10

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

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.

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

mhkhousing

your place to find your place

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



COLLEGIAN MEDIA GROUP
2024-25 ADVERTISING TEAM

ADVERTISE WITH US!



SCAN TO ACCESS
OUR AD SHOP!



785 370 6357
advertising@collegianmedia.com
advertising.collegianmedia.com

advertising
DEPARTMENT



collegian
MEDIA GROUP