

# **collegian** M E D I A   G R O U P



## **RATE CARD**

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

# FALL 2026



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# PRINT DATES

## August

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	31					

## September

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			

## October




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	31

## November

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					

## December

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	31		

-  NORMAL EDITION
-  SPECIAL EDITION
-  MANHAPPENIN' PRINT DATE

# ANNUAL COLLEGIAN ANALYTICS

TOTAL PAPERS  
PRINTED WEEKLY

**4,750  
COPIES**

EMAIL  
NEWSLETTER  
REACH

**34,000  
RECIPIENTS**

SOCIAL MEDIA  
FOLLOWERS

 **11,000+**

 **10,000+**

 **7,000+**

**OVER 1 MILLION  
REACHED ON  
SOCIAL MEDIA  
IN 2025**

WEBSITE VIEWS  
IN 2025

**890,000**

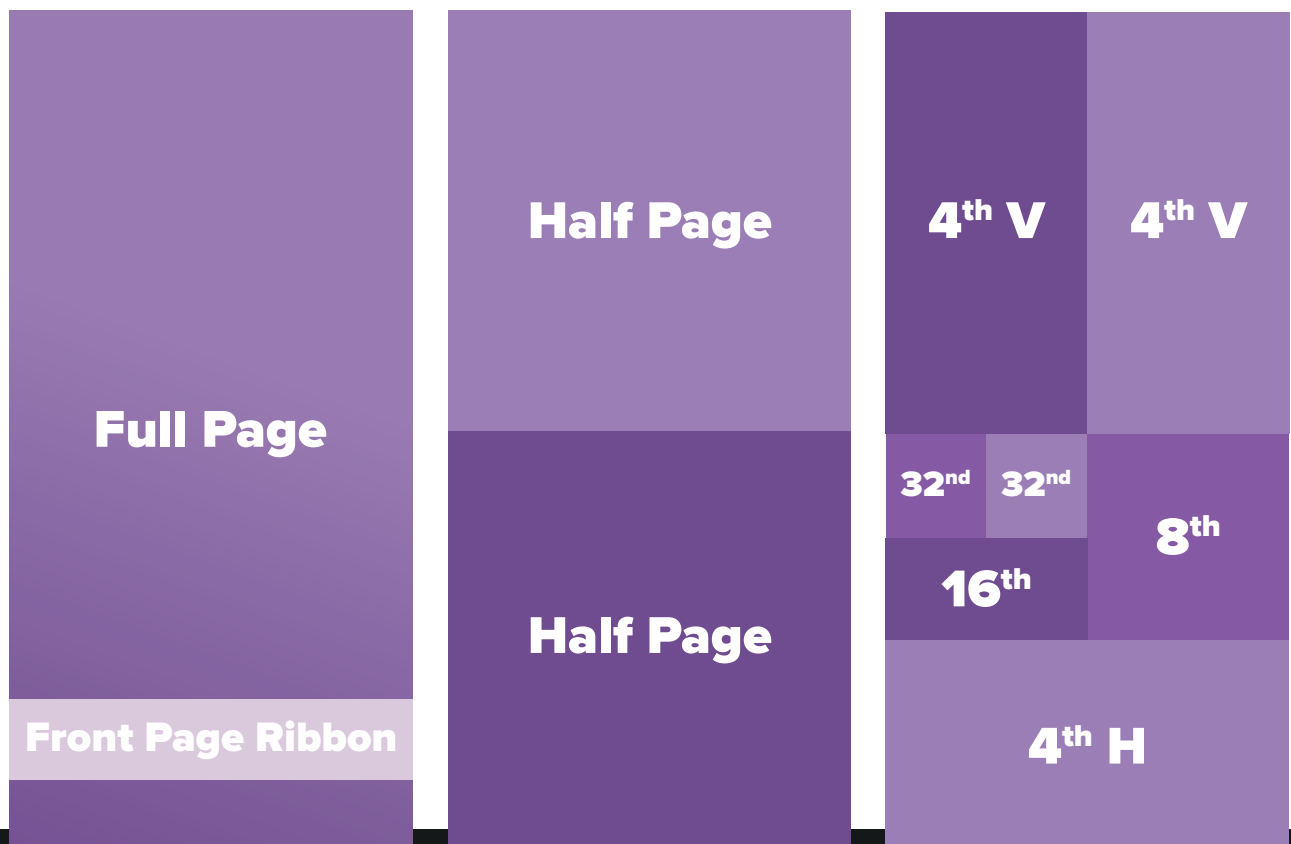
PICK-UP RATE

**66%**

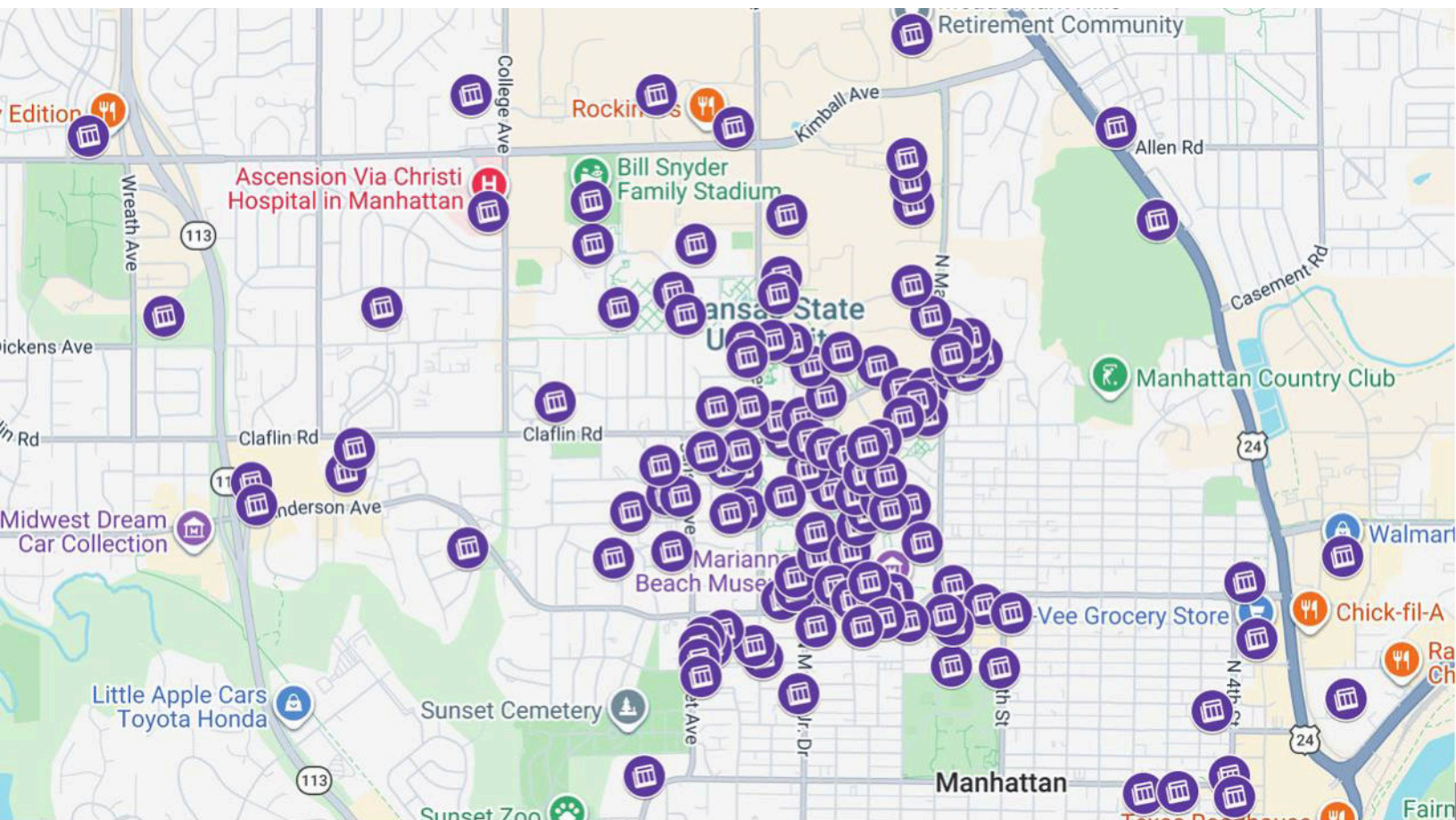
THE KANSAS STATE COLLEGIAN IS PRINTED EVERY  
FRIDAY WHEN CLASSES ARE IN SESSION!

# 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
FRONT PAGE RIBBON	10.5	2



# DISTRIBUTION LOCATIONS



Kedzie Hall  
 KSU Parking Services  
 Alumni Center  
 Berney Family Welcome Center  
 Career Center  
 K-State Student Union  
 Seaton Hall  
 Leisure Hall  
 English/Counseling Services  
 Ward Hall  
 Ackert/Chalmers Hall  
 Wefald Hall  
 Kramer Dining Center  
 Goodnow Hall  
 Throckmorton Plant Sciences Center  
 Dykstra Hall  
 Gen. Richard B. Myers Hall  
 Weber Hall  
 Moore Hall  
 Haymaker Hall  
 Ford Hall  
 Derby Dining Center  
 West Hall  
 Cardwell Hall  
 Umberger Hall  
 Dole Hall  
 Call Hall  
 Pittman Building  
 Davenport Building  
 International Student Union  
 Fairchild Hall  
 Anderson Hall  
 Calvin Hall

Nichols Hall  
 Eisenhower Hall  
 Holton Hall  
 Hale Library  
 Beach Art Museum  
 Thompson Hall  
 McCain Auditorium  
 Bluemont Hotel  
 U-Stop on Bluemont  
 Delta Sigma Phi  
 Sigma Chi  
 Bluestem Bistro  
 Varsity Donuts  
 Kwik Shop on Anderson  
 Manhattan Christian College  
 Suds Y'r Duds  
 Holiday Inn At the Campus  
 Smith Scholarship House  
 Tim Lindemuth  
 Theta Xi  
 Delta Delta Delta  
 Kappa Kappa Gamma  
 Alpha Xi Delta  
 Alpha Delta Pi  
 Zeta Tau Alpha  
 Manhattan Public Library  
 Beta Theta Pi  
 Manhattan High School  
 Manhattan Mercury  
 Colony Square  
 Claflin Books and Copies  
 The Chef  
 HyVee

Sigma Alpha Epsilon  
 FarmHouse  
 Phi Gamma Delta (FIJI)  
 Acacia  
 Pi Kappa Alpha  
 Alpha Gamma Rho  
 Sigma Phi Epsilon  
 Lafene Student Health at Mercy Health Center  
 Delta Upsilon  
 2323 Anderson Ave. (Old Foundation Building)  
 Krispy Clean Laundromat  
 Fridge Wholesale Liquor  
 Dillions West  
 McDonalds West  
 Manhattan Area Technical College  
 Dental Health Group  
 Bramlage Coliseum  
 Via Christi Hospital  
 The Quarters  
 Vanier Football Complex  
 Hal Ross Flour Mill  
 Kansas State University Foundation  
 Chester E. Peters Recreation Complex  
 Pat Roberts Hall  
 Mosier Hall  
 Trotter Hall  
 Jardine Tower  
 JP's Sports Bar and Grill  
 Phi Delta Theta  
 Sigma Kappa  
 Gamma Phi Beta

Alpha Chi Omega  
 Waters Hall  
 Marlatt Hall  
 Top Shelf CBD  
 Justin Hall  
 Business Building  
 Leadership Building  
 Dickens Hall  
 Bluemont Hall  
 Willard  
 Chem/Bio Chem  
 Smurthwaite House  
 Alpha of Clovia  
 Chi Omega  
 Kappa Alpha Theta  
 Beta Sigma Psi  
 Kappa Delta  
 Alpha Gamma Delta  
 Hoeflin Stone House  
 Engineering Complex  
 Kansas Department of Agriculture  
 Mary & Carl Ice Hall - K-State College of Human Ecology  
 K-State Research Park  
 Meadowlark Hills Retirement Community  
 Short Stop on Tuttle Creek  
 Vista Drive In  
 Walmart Supercenter  
 Dillions East  
 McDonalds East  
 Center for Child Development  
 CBD American Shaman  
 Shellenberger Hall

# 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.

For any questions about submitting artwork, ask your account manager or reach out to [creative@collegianmedia.com](mailto:creative@collegianmedia.com).

# 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
Front page ribbon	\$300.00

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. 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 four. A PDF of your ad is the preferred format. Please submit your ad artwork by email to:

[advertising@collegianmedia.com](mailto: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

## 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
Front page ribbon	\$400.00

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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[advertising@collegianmedia.com](mailto: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.

# SPECIAL EDITIONS

## BACK TO SCHOOL

**Run Date:** August 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
Front page ribbon	\$300.00

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



## GAMEDAY

**Run Dates:**

September 4, 11, 18, 25  
October 9, 16, 23, 30  
November 6, 13, 20

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
Front page ribbon	\$300.00

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8-11 issues	40% off
5-7 issues	30% off
2-4 issues	20% off

# SPECIAL EDITIONS

## THINK LOCAL

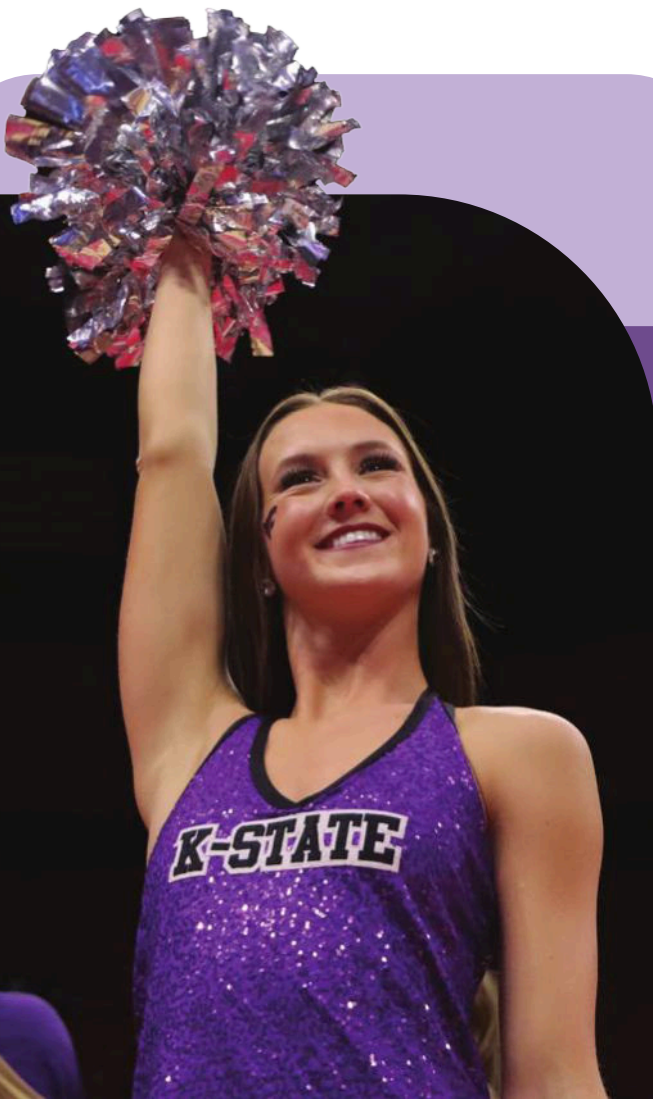
### Run Dates:

September 18, 25  
October 2

Total package \_\_\_\_\_ \$349

Two social media ads (run September 18- October 2) and three (3.33" x 2.5") print ads.

**First 3 businesses get a FREE sponsored story!**



## A-Z GUIDE

### Run Date: October 23

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

Front page ribbon \_\_\_\_\_ \$300.00

## FINALS EDITION

### Run Date: December 11

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

Front page ribbon \_\_\_\_\_ \$300.00

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

# BEST OF MANHATTAN

**Voting:** October 16 - November 13    **Winners Announced:** December 4  
 Winners and Runners-Up win a certificate to display at their business

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
Front page ribbon	\$300.00



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 34,000 students, faculty, staff and Manhattan area subscribers!

### Sizes:

Header	564px x 200px
Footer	564px x 200px
Double-height	564px x 400px

### Prices:

Header	\$350/week, \$800/month
Footer	\$275/week, \$600/month
Double height	
Header	\$475/week, \$1,100/month
Footer	\$375/week, \$900/month

## SOCIAL MEDIA

Collegian Media Group social media channels are the fastest way to engage with students.

 **11,000+**

 **10,000+**

 **7,000+**

### 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

Two hour promotional tabling event

\$225

## Postering

Across campus or Manhattan public locations  
Any printing costs are the responsibility of the client

100 posters/200 flyers

\$225

## Newsrack Billboards

Contact us for details

# MANHAPPENIN'

## PRICES

Double truck	_____	\$1,500.00
Back cover	_____	\$1,000.00
Inside cover	_____	\$925.00
Full page	_____	\$850.00
Half page	_____	\$525.00
Quarter page	_____	\$300.00
8th page	_____	\$175.00
Three social media posts	_____	\$90.00
Sponsored content	_____	\$250-\$800

(Print or online-only pricing may vary)

## DEADLINES

**Advertising deadline:**

October 9

**Ad design deadline:**

October 23

**Release date:**

November 12

## 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

2026-2027

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

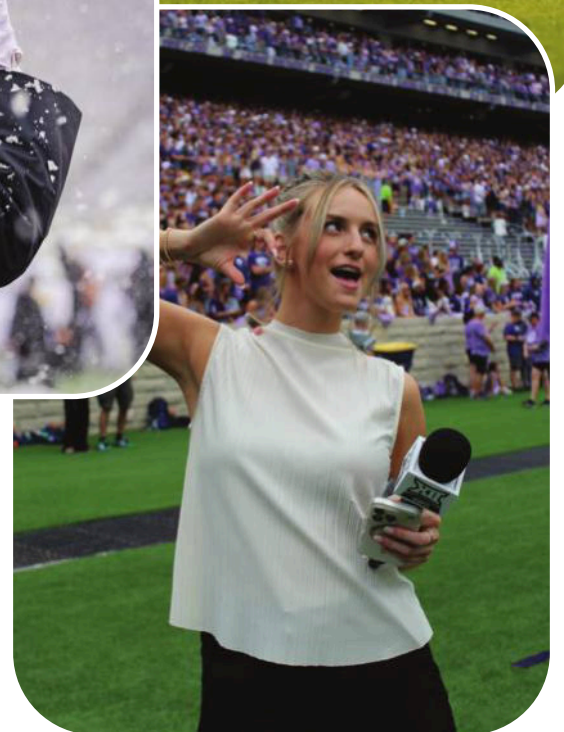
(:10) underwriting billboards at the beginning and backend of, four (:30) adjacent underwriting messages during, and two sponsor promos during the weekday 8 a.m. to 10 a.m. Morning Show and 4 p.m. to 6 p.m. Afternoon Drive during a peak drive time.



# COLLEGIAN MEDIA GROUP

## ADVERTISING TEAM

# ADVERTISE WITH US!



SCAN TO ACCESS



785 370 6357

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

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

 **collegian**  
MEDIA GROUP