



The Ram Page



Angelo State University's Ram Page is a student-run newspaper that serves the ASU campus and San Angelo community.



Angelo State University

MEDIA KIT
2023 - 2024

Why The Ram Page?

We provide the Ram Fam with all that is Ram.

Angelo State University's Ram Page is a student-run newspaper that reports on the campus and community news. Since 1936, our writers, photographers and editors have kept the Ram community up to date with the events and developments that matter most.

The Ram Page is a trusted source of information, entertainment, life stories and opinion. We also welcome our readers' input be it art or feedback about our work.

Our newspaper is a historic public forum that is an excellent platform to reach college-age target audiences as well as the families of the ASU students, faculty and staff. Starting in 2020, the Ram Page switched to an online-only publication and launched a new state-of-the-art website in Summer 2021.

Contact Information Links

Ram Page

ASU Station #10895

San Angelo, Texas 76909-0895

Editor

Phone: 325-942-2323

Email: rampage@angelo.edu

Advertising

Phone: 325-942-2323 - Ext: 6301

Email: rampageads@angelo.edu

Adviser

Ellada Gamreklidze, Ph.D.

Phone: 325-942-6083

Email: ellada.gamreklidze@angelo.edu

Website

www.asurampage.com

Social Media Networks



[@ASURamPage](https://www.instagram.com/ASURamPage)



[@ASURamPage](https://www.facebook.com/ASURamPage)



[@ASURamPage](https://www.twitter.com/ASURamPage)

We Bring You

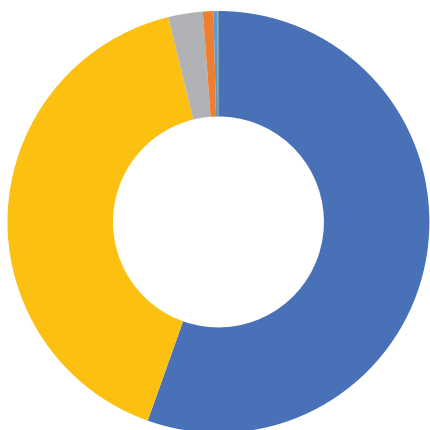
Total Enrollment
10,633

9,147
Undergraduates

1,486
Graduates

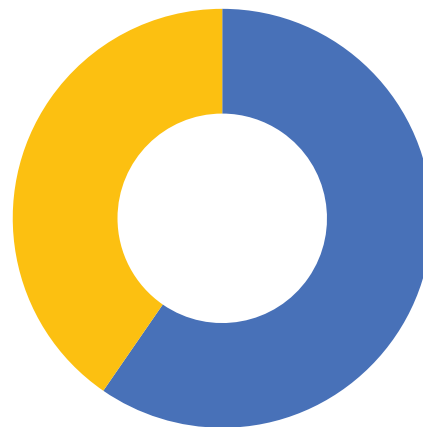
Undergraduates:

Age



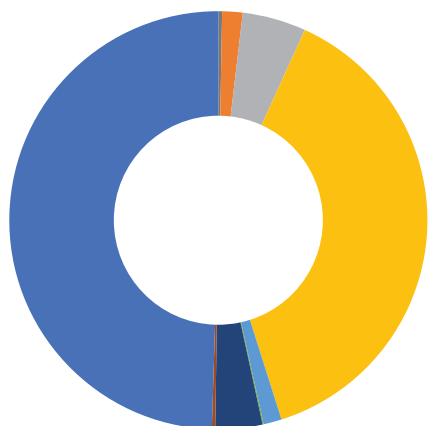
- Ages <20, 62.96%
- Ages 20-29, 33.02%
- Ages 30-39, 2.66%
- Ages 40-49, 0.98%
- Ages 50-59, 0.31%
- Ages 60-69, 0.03%
- Ages 70-79, 0.04%

Gender



- Female, 59.61%
- Male, 40.39%

Race



- American Indian or Alaskan Native, 0.29%
- Asian, 1.58%
- Black or African American, 4.92%
- Hispanic, 38.32%
- International Student, 1.4%
- Native Hawaiian or Other Pacific Islander, 0.09%
- Two or More Races, 3.63%
- Unknown, 0.26%
- White, 49.5%



We Bring You

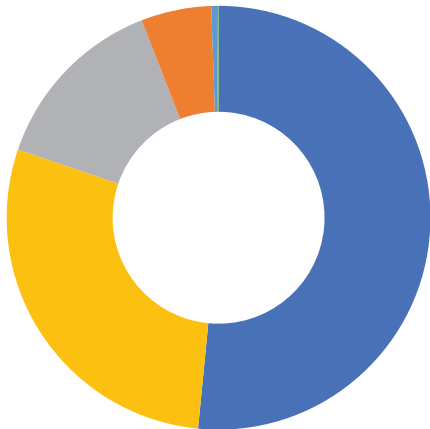
Total Enrollment
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Graduates:

Age



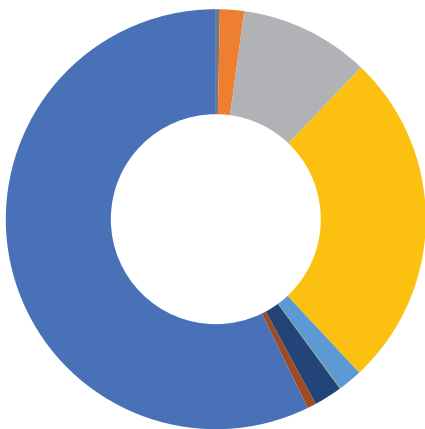
- Ages 20-29, 50.67%
- Ages 30-39, 28.00%
- Ages 40-49, 15.28%
- Ages 50-59, 5.45%
- Ages 60-69, 0.61%
- Ages 70-79, 0%

Gender



- Female, 66.65%
- Male, 33.35%

Race



- American Indian or Alaskan Native, 0.31%
- Asian, 1.85%
- Black or African American, 9.99%
- Hispanic, 25.89%
- International Student, 1.85%
- Native Hawaiian or Other Pacific Islander, 0.06%
- Two or More Races, 2.16%
- Unknown, 0.68%
- White, 57.21%



We Bring You

Faculty & Staff

991

426

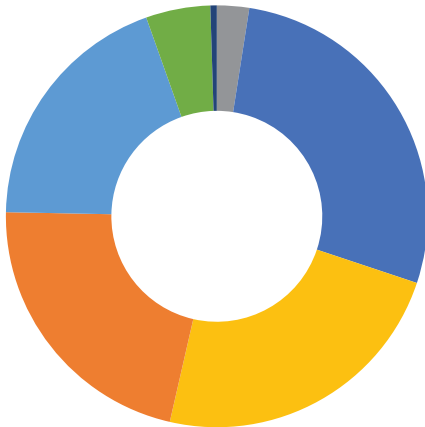
Faculty

565

Staff

Faculty:

Age



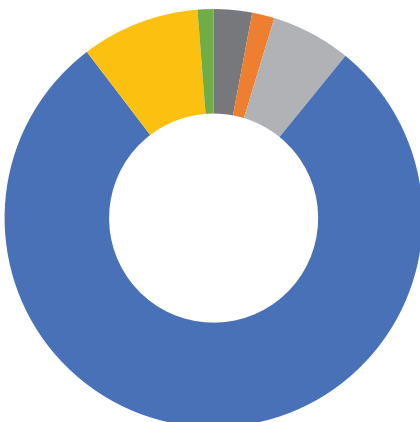
- Ages 20-29, 4.46%
- Ages 30-39, 26.06%
- Ages 40-49, 26.76%
- Ages 50-59, 20.19%
- Ages 60-69, 19.26%
- Ages 70-79, 4.70%
- Ages 80+, 0.47%

Gender



- Female, 47.4%
- Male, 52.6%

Race



- African American, 1.88%
- Alaskan Native/ American Indian, 1.64%
- Asian or Pacific Islander, 6.16%
- Caucasian, 76.30%
- Hispanic, 13.85%
- Unknown, 1.17%



We Bring You

Faculty & Staff

991

426

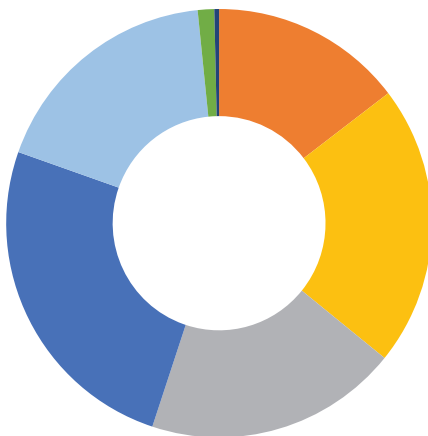
Faculty

565

Staff

Staff:

Age



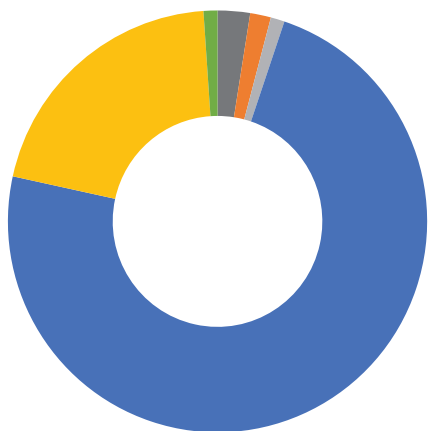
- Ages 20-29, 18.6 %
- Ages 30-39, 18.6 %
- Ages 40-49, 20.9 %
- Ages 50-59, 22.1 %
- Ages 60-69, 18%
- Ages 70-79, 1.95%
- Ages 80+, 0.36%

Gender



- Female, 53.00%
- Male, 47.01%

Race



- African American, 2.8%
- Alaskan Native/ American Indian, 1.2%
- Asian or Pacific Islander, 0.70%
- Caucasian, 70.44%
- Hispanic, 22.6%
- Unknown, 1.42%



Social Media DEMOGRAPHICS



1,125

Page likes



957

Followers

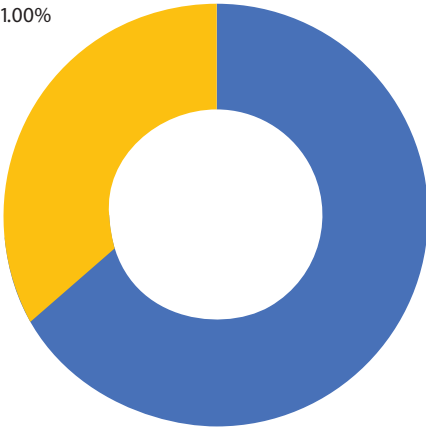


1,444

Followers

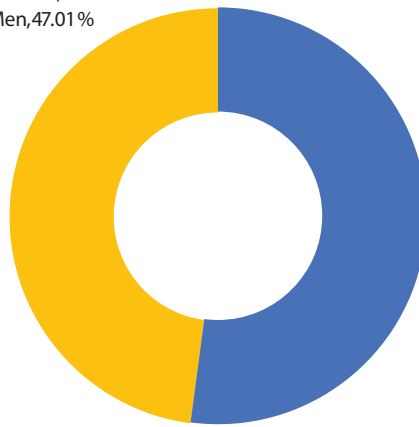
Gender

■ Women, 68.00%
■ Men, 31.00%



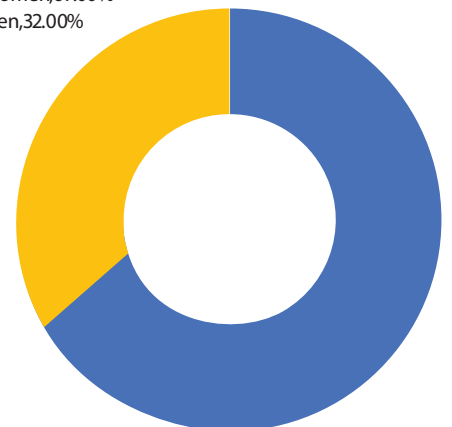
Gender

■ Women, 67.00%
■ Men, 47.01%



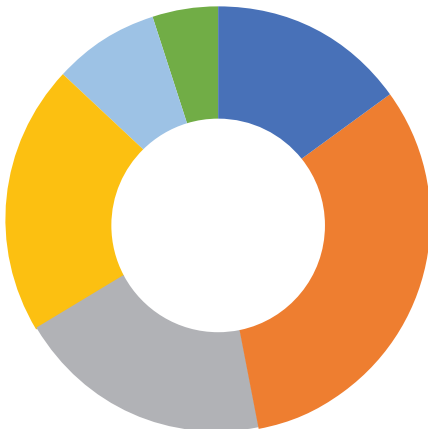
Gender

■ Women, 67.00%
■ Men, 32.00%



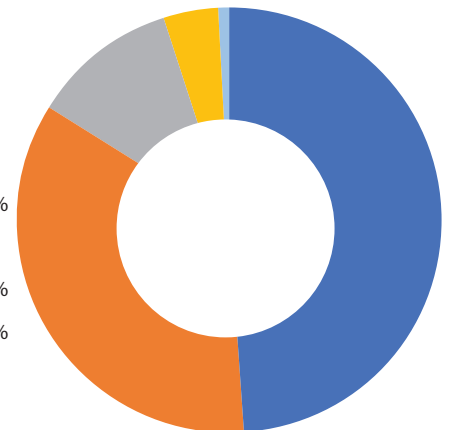
Ages

■ Ages 65+, 4.8%
■ Ages 55-64, 8.2%
■ Ages 45-44, 20.4%
■ Ages 35-44, 19.5%
■ Ages 25-34, 32.1
■ Ages 18-24, 15.0%



Ages

■ Ages 65+, 0.7%
■ Ages 55-64, 3.6%
■ Ages 45-54, 10.1%
■ Ages 35-44, 9.8%
■ Ages 25-34, 31.5%
■ Ages 18-24, 44.3%



Our Website

For over 10 years, the Ram Page website, www.asurampage.com, has been the online home of Angelo State University student news. With archives reaching as far back as 60 years, our audience members from around the globe can access breaking news, features, campus updates and creative content. Our streamlined mobile-friendly website allows for bite-sized on-the-go content consumption.



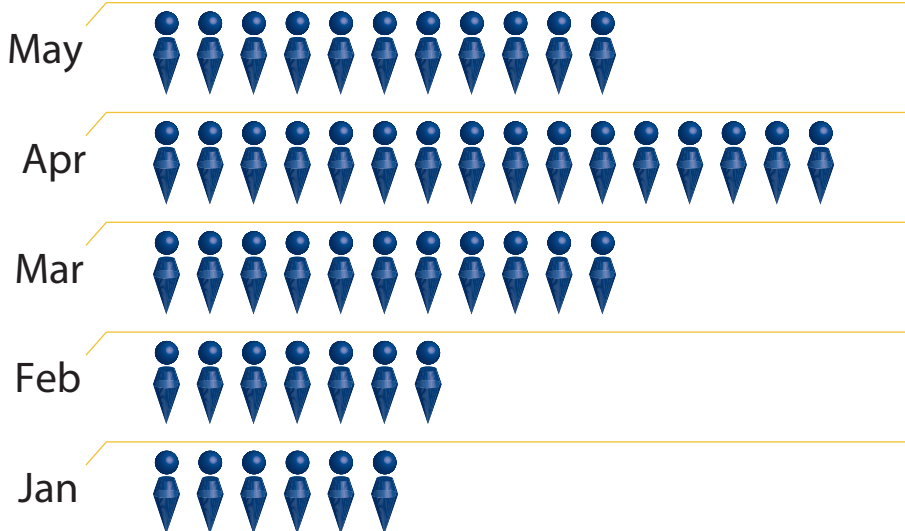
Number of Reached Users on ASURamPage.com

2022

10.000

Total Reached Users

200 users



2022

22.000

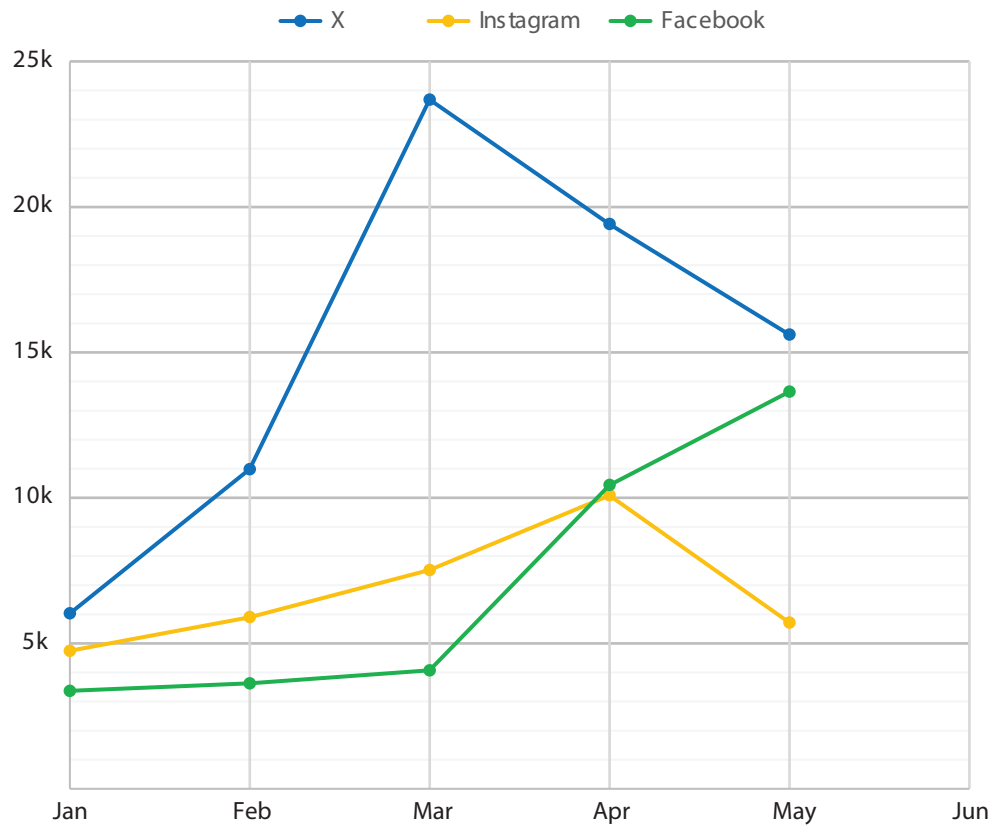
Total Reached Users

- 11671 is the total number of viewers by the end of the Fall 2022 semsester.



Our Platforms

Total Impressions for Social Media Posts in Spring 2021



911 Followers



1305 Followers

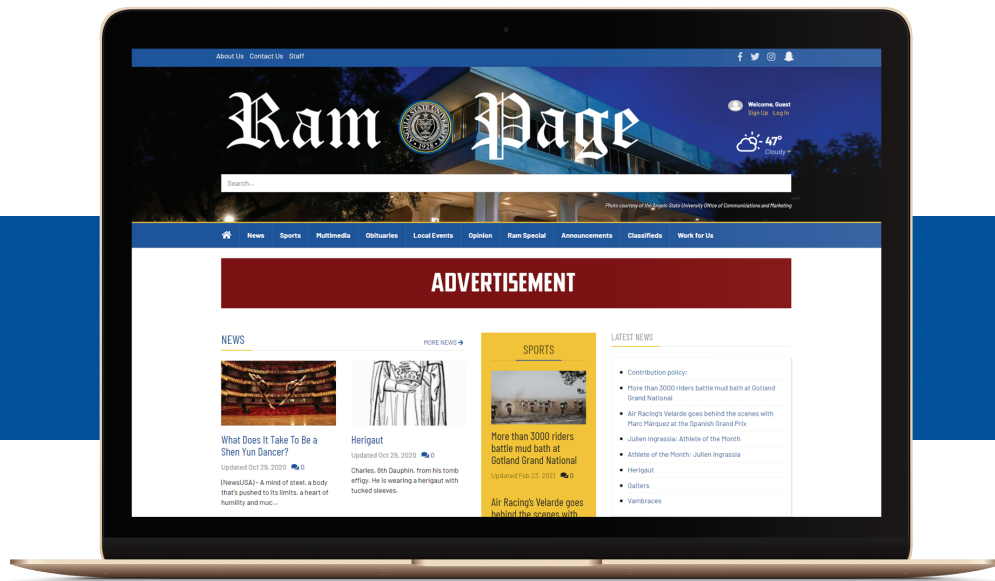


964 Followers

ASU Ram Page Digital Reach

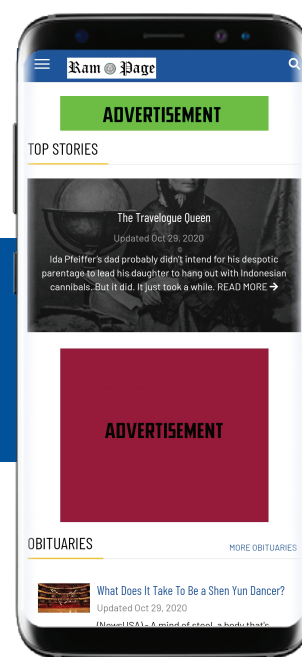
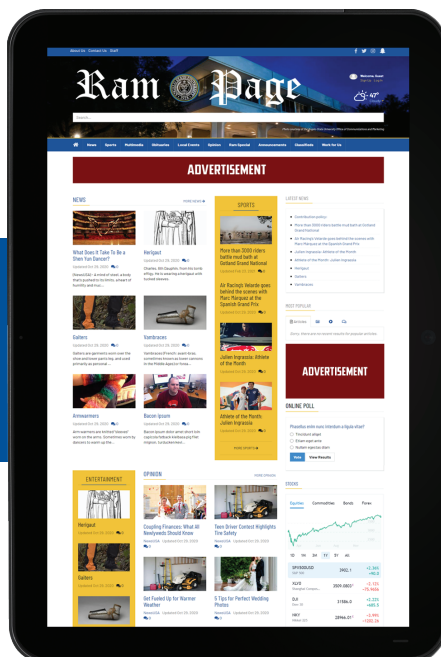
The Ram Page social media platforms, [@asurampage](https://www.instagram.com/asurampage), reach users from every corner of the world, with readers located in over a dozen countries. With daily posts on Facebook, Instagram, Twitter, Snapchat and our email newsletter, the Ram Page conveniently brings what the Ram Fam wants to know to their fingertips.

Advertising



Overview:

- The Ram Page website provides access to an audience that is certain to make an impact on any business. Place your ad order by emailing your ad to rampageads@angelo.edu and pay on [our website](#).
- All advertising must be received at least three days prior to the scheduled publishing date.
- All non-video online ads can be animated or still images, but cannot contain sound.
- Ad rates are determined by both ad size and ad positioning.





Our Policies

Overview:

- The Ram Page is an 85-year-old tradition of serving ASU students, their families, friends, faculty and alumni.
- The Ram Page reserves the right to refuse any advertising, even the ones that conform to the advertising policies.
- Please read our policies before placing your advertising.
- All advertising is cash-in-advance unless credit has been established. American Express, Visa, MasterCard and Discover are accepted. Credit for future advertising will be issued in lieu of refunds.

Guaranteed Positioning:

- Guaranteed position applies to single web pages and sections only. Positions are sold on a first-come basis, based on availability. If you wish to guarantee an ad spot, there will be an additional 10% charge to the regular rate (\$40 minimum charge).
- The Ram Page Advertising Manager must receive one sample copy of your ad for review at least one week before placement.

Guide to Placing Ads

Choose a Medium: Do you want to run an ad on our website, our social media platforms or both?

Select Placement: What website sections fit your ad? Would it have the best impact in multiple regions?

Select Size: What size would best fit your needs? Are you looking for a small ad to run more often or a large ad for maximum impact?

Create Ad: Will you be able to create the ad and send it to us or would you rather we create one for you?

Schedule: How long do you want your ad to run? Do you want a long campaign that spans a month or more? Would a short-term ad work best for your business and budget?

Plan Payment: Do you need to pre-pay your ad or do you have credit established with us? Payments are due by the publishing deadlines established within this document.

Specific Policies:

Content: The advertiser is solely responsible for the content of the advertisement and agrees to hold harmless the Ram Page for any and all claims against the Ram Page because of the advertisement or content.

» All advertising is subject to review by the Ram Page Advertising Manager and the Editor-in-Chief with advice from the faculty adviser. Should it be necessary, a student review will determine if the advertisement meets the standards of acceptability for the Ram Page.

» The Ram Page will not knowingly accept any advertisement that is defamatory; promotes academic dishonesty; violates any city, county, state or federal laws; or that is potentially libelous against a person based on race, age, color, creed, religion, nationality, disability, gender or sexual orientation.

» The Ram Page reserves the right to refuse any advertising that does not conform to the published advertising policy (available upon request).

» The Ram Page only will place ads that 1) promote and sell merchandise based on its value; 2) refrain from reflecting unfairly or making direct reference about competitors, their products, services or methods of doing business; 3) do not mock or are not derogatory toward competitors or other Ram Page advertisers.

Accessibility: As a federally-funded institution, the Ram Page is ADA compliant across all its platforms. The advertiser should be familiar with the federal accessibility guidelines for online content prior to placing in Ram Page for the best possible reach and efficiency of the advertising.

Omission and Error: The Ram Page will strive to prevent errors and omissions in all advertisements. The liability of the Ram Page for any error for which it may be responsible shall be limited to the cost of the first advertisement in which the error occurred. The Ram Page shall not be liable for any reason the advertisement was not placed. In the event of errors and omissions by the Ram Page that affect the value of the ad, when notified within 24 hours after placement, the Ram Page will be responsible for the space occupied by the error and place a correction ad. Should the error be the fault of the advertiser (including errors not corrected when the advertiser previews the ad), a correction may be published at the expense of the advertiser.

Cancellation: Cancellation of advertising space is accepted until the deadline for ad placement. No exceptions. If the Ram Page changes any terms, conditions, rates, etc. in advertising, it is responsible to provide a 14-day written notice. In that event, the advertiser may cancel the placement without penalty. All other cancellations by the advertiser after the deadline for placement or for non-payment may result in re-billing for all past advertising at the open rate and any penalties established by the state and federal law.

Make-up Charges: A charge will be made for ads ordered and then cancelled without placement, or when complete customer makeovers are ordered.

Credit & Billing: All advertising is cash in advance unless credit has been established with the Ram Page and the advertiser's account is current. Accounts are net and payable on the 10th of the month in which billing is rendered. Political and transient advertisers must pay in advance. All political and cause advertisements must carry the information required by law (e.g., Paid Political Committee for John Doe, Treasurer). MasterCard, Visa, American Express and Discover are accepted methods of payment. All entertainment advertising is cash in advance. All classified advertising is cash in advance unless credit has been established. The Ram Page reserves the right to require prepayment in advance or to cancel credit privileges at any time.

Agency Commission: All rates are net to newspaper. Ads placed through agencies are cash in advance or billed to the advertiser responsible for payment upon approved credit.

Advertising Policy Cont.: The Ram Page will honor all requests whenever possible; however, position cannot be guaranteed. Advertising having the appearance of news must clearly be marked "Paid Advertising" at the top of the ad within its border. The advertiser agrees to accept sole responsibility for the content of an ad and hold harmless Angelo State University, its Board of Trustees and its officers, agents and employees, and the Ram Page, from and against any and all loss, cost and expense, including reasonable attorney fees, resulting from the placement by the Ram Page of the advertiser's advertisement.

File Submission Basic Information:

» Electronically-submitted HTML (or GIF, PNG, JPG) ads are preferred. Ads should be emailed to rampageads@angelo.edu.

» When creating an ad file, all fonts must be embedded, including basic fonts such as Helvetica and Times. The Ram Page reserves the right to substitute similar fonts if a font is corrupted.

» Send your ads via email to rampageads@angelo.edu. Please include your name, address, phone number, what you are submitting, the ad size and the run dates. All fonts and images either need to be embedded or sent as a separate attachment. Camera-ready ads in HTML (or GIF, PNG, JPG) format are preferred. * The Ram Page is not responsible for the reproduction quality of camera-ready electronic ads.

» Unacceptable files are Word, PowerPoint, PDF, QuarkXPress, Publisher or any Corel software programs. If you create content in these programs, you should convert your file to a HTML (or GIF, PNG, JPG). File formats such as GIF, JPEG and PNG generally will not reproduce well in print and should not be submitted.

Images and Videos:

» Resolution: 170 dpi; line screen: 85 lpi

» The Ram Page reserves the right to reset or resize ads submitted with the incorrect dimensions. This may result in changes from the original layout. The Ram Page is not responsible for the reproduction quality of camera-ready electronic ads.





Social Media Advertising

The Ram Page offers different packages for interested parties to create all kinds of sponsored posts on our Twitter and Facebook platforms. Additionally, sponsored Instagram images and Snapchat stories can be created for similar occasions. All posts originating outside of the Ram Page office will be labeled as ads. Time slots are available for social media uploads.

- Sponsored posts will be published at 9:30 a.m., 2 p.m., and 4:30 p.m.
- Schedule subject to change per news coverage.

Pricing:

Text only: \$30

Text with Image(s): \$40

Text with two or more images(platforms limitation apply): \$45

Video ads with text: \$25 + \$30 = \$55

Classifieds & Custom Ad Information

Are you interested in placing a classified ad for our audience to see your goods and services? Go to our [Classifieds section](#) to post lost & found items, special event, internship, sale or rental and other services to be showcased to the ASU and San Angelo community.

Classified ads have never been more affordable. The Ram Page now charges just a \$20 fee for 25 words or less with an additional \$5 per word charge afterwards.

Classifieds are posted for a week, with an additional \$5 a week charge for reoccurring advertising. For any questions on specific terms and conditions, contact us at rampageads@angelo.edu.

Custom Ad Information:

Are you a small business or individual who just doesn't have the time to construct your advertisement? The Ram Page can create logos, videos and full ad designs to shine a light on your business or event. All ads costs will be determined based on ad placement with hourly rates for logos, videos and full ad images being as followed:

Logo ads: \$10 per hour

Full images ad: \$10 per hour

Video/Multimedia ads: \$15 per hour





Advertising Bundles

If you want to spread your message on multiple platforms, we offer combinations of advertising plans to bring extra value and reach for your message. Some examples of ad combinations are:

All Social Media Platforms
+ Various Site Placement

All Social Media Platforms
+ Single Section Placement

One Social Media Platform
+ Various Site Placement

One Social Media Platform
+ Single Section Placement

The possibilities can range into the hundreds. Every combination will see the value you save increase more and more, so feel free to reach out to the Advertising Manager at rampageads@angelo.edu to find a bundle that works best for you.

Staff

Copy Editor:

Fatima Contreras

Online Editor:

Jade Marty

Staff Writers:

Millicent Switzer

Serena Reese

Ethan Mason

Aerion Woodruff

Sports Writer:

Rigoberto Saucedo

Editor in Chief:

Ethan Purcell

Staff Photographers:

Kaitlyn Woods

Aletheia Sandley

Graphic Designer:

Gracielle Velasco

Faculty Advisor:

Ellada Gamreklidze

