



2018-2019

National Media Kit

ADVERTISING RATES AND INFORMATION FOR THE COLLEGIATE TIMES AT VIRGINIA TECH

COLLEGIATETIMES

STATISTICS



Award Winning!

The Collegiate Times has received numerous awards from the Virginia Press Association for its work in writing, photography, and design



CIRCULATION
5,000

STUDENT



ENROLLMENT
33,170

GENDER



57%



43%

UNDERGRADS



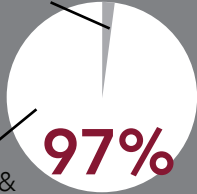
LIVING ON CAMPUS
9,398

ATTENDANCE



Full Time **98%** Part Time **2%**

25 & older **3%**



24 & younger

STUDENT AGES

FACULTY & STAFF



7,500+



STUDENT ORIGIN (UNDERGRADUATE)

73%
IN-STATE

21%
OUT-OF-STATE

5%
INTERNATIONAL

1%
UNKNOWN

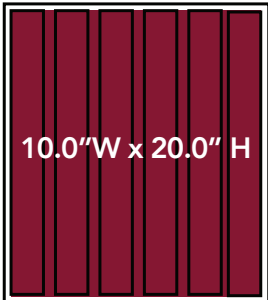
PRINT ADVERTISING

5,000
CIRCULATION

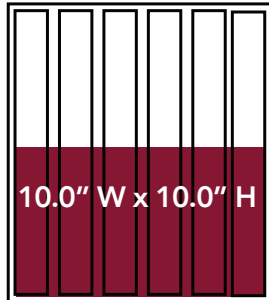


Distributed
Tuesdays

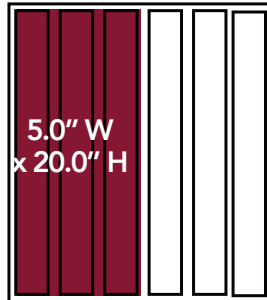
SIZES



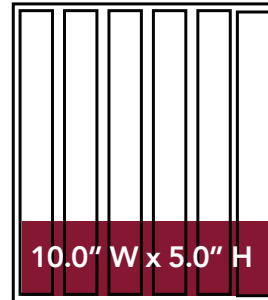
Full Page
Regular: \$1,950
Special: \$2,150



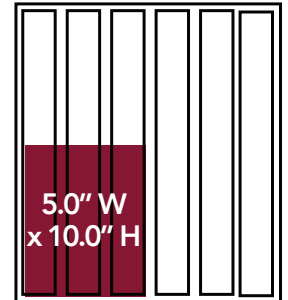
Half Page (H)
Regular: \$975
Special: \$1,175



Half Page (V)
Regular: \$975
Special: \$1,175



Quarter Page (H)
Regular: \$490
Special: \$690



Quarter Page (V)
Regular: \$490
Special: \$690

- **Color Rate (CMYK) - \$375 (Additional cost per ad)**
- **Back Page, Double Truck, and other premium placement available**
- **Sponsorship Packages available - Call for details**

INSERTS

Flat Rate (per 5,000): \$625.00

Please ship inserts to: Collegiate Times Inserts (Date of insertion) ATTN: Shirley Price 2120 Tech Lane Bristol, TN 37620
Please send a PDF of the insert to orders@mymediamate.com for content approval prior to shipping.



SOCIAL MEDIA PACKAGES



22,900+
Twitter followers



8,000+
Facebook Likes



2,000+
Instagram followers

Package A

4 Tweets (140 Characters)

2 Facebook Posts

\$1,049

Package B

8 Tweets (140 Characters)

4 Facebook Posts

2 Posts on Instagram

\$2,349

Package C

16 Tweets (140 Characters)

8 Facebook Posts

4 Posts on Instagram

\$4,495

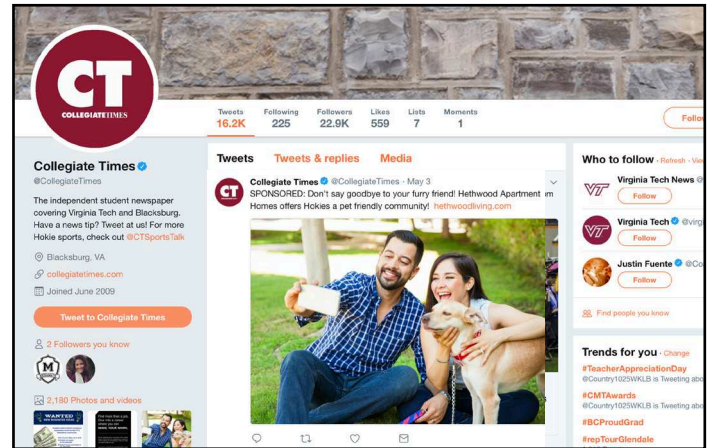
Package D

24 Tweets (140 Characters)

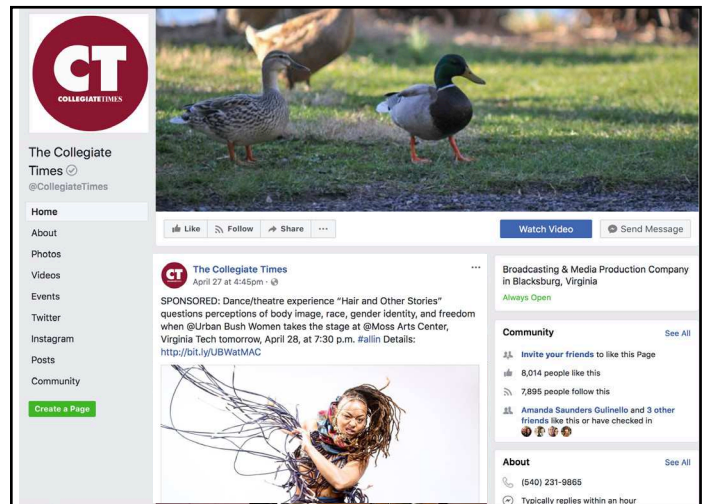
10 Posts on Instagram

16 Facebook Posts

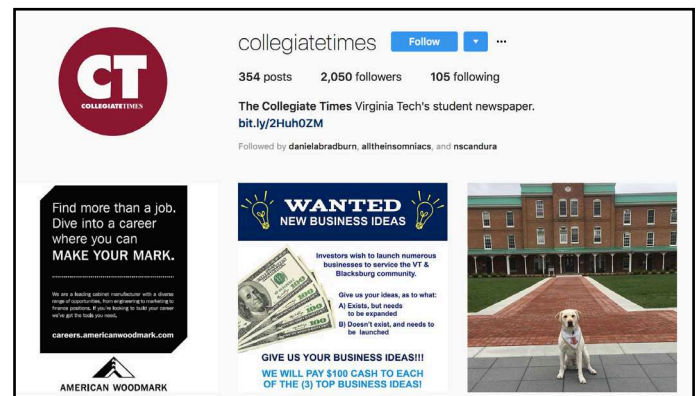
\$7,695



@collegiatetimes



www.facebook.com/CollegiateTimes/



www.instagram.com/collegiatetimes/

WEBSITE ADVERTISING

COLLEGIATE TIMES

650,000+
Unique visitors per year



1,050,000+
Page views per year

A. Leader-board

728 x 90 pixels
CPM \$15.00

B. Rectangle

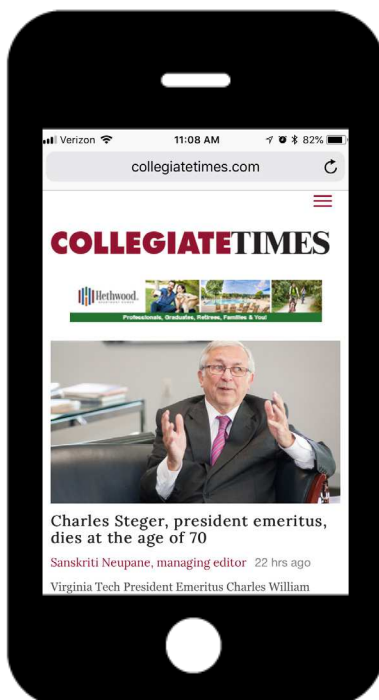
300 x 250 pixels
CPM \$13.00

The screenshot shows the desktop version of the Collegiate Times website. At the top is the site's logo and a navigation menu with categories like Home, News, Sports, Lifestyles, Opinions, Multimedia, Gallery, Classifieds, Advertising, and News Tips. Below the menu is a purple banner advertisement for COVA HealthAware. The main content area features a sports article about lacrosse, an opinion piece about news commentators, and a news article about the death of Charles Steger. On the right side, there are two rectangular advertisements: one for Winterplace ski resort and another for donating during move-out.

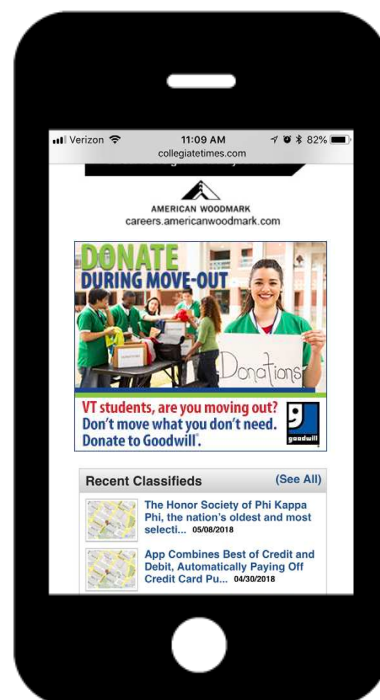
www.collegiatetimes.com/

Ads will be viewed on mobile devices too!

A →



← B



ON-CAMPUS PROMOTIONS



Have your **Promo items hand distributed** by our street team!
 (price listed is per 500 pieces)
\$595

Sponsor the weekly Collegiate Times Table with signage and
 promo, or a contest giveaway. Be our on-campus sponsor for the day!
\$895

Sponsor a **Social Media Contest Giveaway**. Contests will run for
 four weeks and be promoted through all of our social media pages.
\$1,295

Special Events Package

Be part of the action during Welcome Back Hokies, Best of Blacksburg, and Goodbye Grads with:

- Promo items distributed at each table (3 Total)
 - Signage at each table (3 Total)
- Half page color display in each issue (3 Total)
- 2 social media posts around each issue (6 Total)

\$6,995



PUBLICATION SCHEDULE

FALL 2018**SPRING 2019**

July 3 (Tech Fundamentals)*
 August 14 (Welcome Back Hokies)*
 August 28 (Football Preview)
 September 4
 September 11
 September 18 (Graduate School Special)
 September 25
 October 2 (Collegiate Living)
 October 9
 October 16
 October 23
 October 30 (Mid-Term Special)
 November 6
 November 13
 November 27 (Basketball Preview)
 December 4

January 22 (Spring Welcome Back)
 January 29
 February 5
 February 12 (Grad School Special)
 February 19
 February 26
 March 5 (March Madness)
 March 19 (Housing Guide)
 March 27 (Best of Blacksburg)
 April 2
 April 9
 April 16 (Relay for Life/Spring Game)
 April 23
 April 30
 May 7 (Goodbye Grads)

*Tabloid Edition. Contact for sizes.

DEADLINE AND PLACEMENT INFORMATION:

Space and material deadline is 10 days prior to run date. Minimum size and order restrictions apply. Please contact MediaMate for more information.

CREATIVE REQUIREMENTS:

- Print ready PDF with all fonts embedded
- Color images must be in CMYK format
- Black and white images must be in greyscale
- Online ads should be JPG or GIF files

CONTACT INFORMATION:

To place an ad in The Collegiate Times please contact MediaMate, LLC. 888.897.7711 | Orders@mymediamate.com