



2017-2018

Local & University Media Kit

ADVERTISING RATES AND INFORMATION FOR THE COLLEGIATE TIMES AT VIRGINIA TECH

COLLEGIATE**TIMES**

STATISTICS

1

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
32,663

GENDER

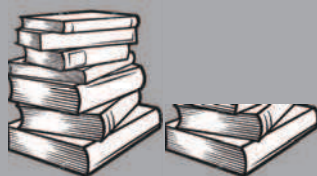
**57%****43%**

UNDERGRADS

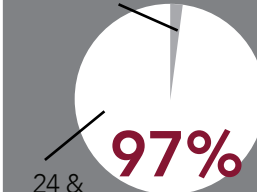


LIVING ON CAMPUS
8,932

ATTENDANCE



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

25 & older **3%**

24 & younger

STUDENT
AGES

FACULTY & STAFF

**7,000+**

STUDENT ORIGIN (UNDERGRADUATE)

70%

IN-STATE

23%

OUT-OF-STATE

6%

INTERNATIONAL

1%

UNKNOWN

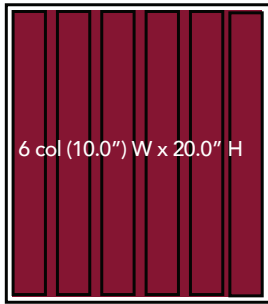
PRINT ADVERTISING

5,000
CIRCULATION



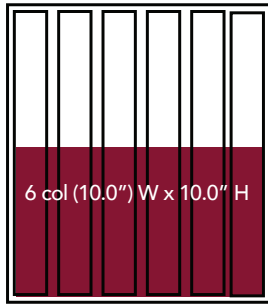
**Distributes
Tuesdays**

BROADSHEET SIZES



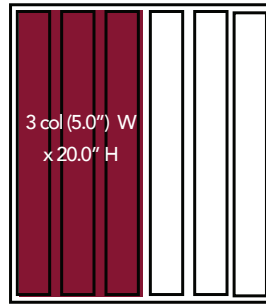
Full Page

Regular Edition: \$1,290
Special Edition: \$1,495



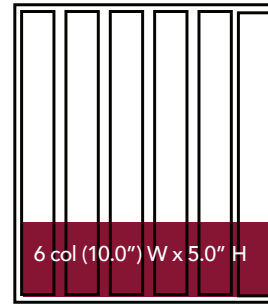
Half Page (H)

Regular Edition: \$670
Special Edition: \$875



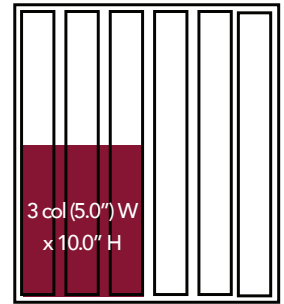
Half Page (V)

Regular Edition: \$670
Special Edition: \$875



Quarter Page (H)

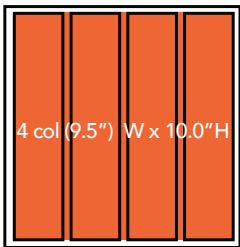
Regular Edition: \$335
Special Edition: \$540



Quarter Page (V)

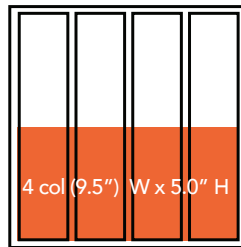
Regular Edition: \$335
Special Edition: \$540

SPECIAL TABLOID SIZES



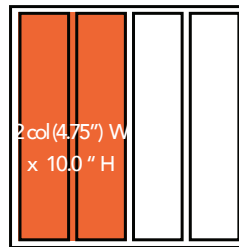
Full Page

\$1,495



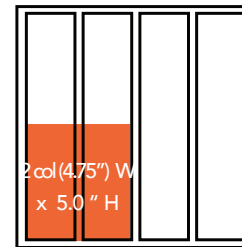
Half Page (H)

\$875



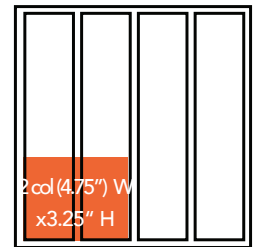
Half Page (V)

\$875



Quarter Page

\$540



Eighth Page

\$295

— **Color Rate (CMYK) - \$150.00**
(Additional cost per ad)

— **PCI Rate - \$10.70 (Broadsheet Only)**

— **Back Page, Double Truck, and other premium placement available**

— **Sponsorship Packages available - Call for details**

SOCIAL MEDIA PACKAGES



22,400+
Twitter followers



7,200+
Facebook Likes



1,900+
Instagram followers

Package A

4 Tweets (140 Characters)

2 Facebook Posts

\$795.00

Package B

8 Tweets (140 Characters)

4 Facebook Posts

2 Posts on Instagram

\$1,395.00

Package C

16 Tweets (140 Characters)

8 Facebook Posts

4 Posts on Instagram

\$2,795.00

Package D

24 Tweets (140 Characters)

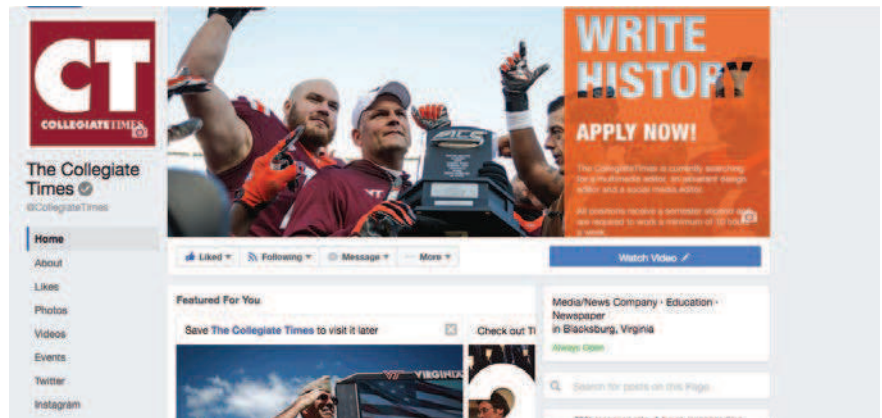
10 Posts on Instagram

16 Facebook Posts

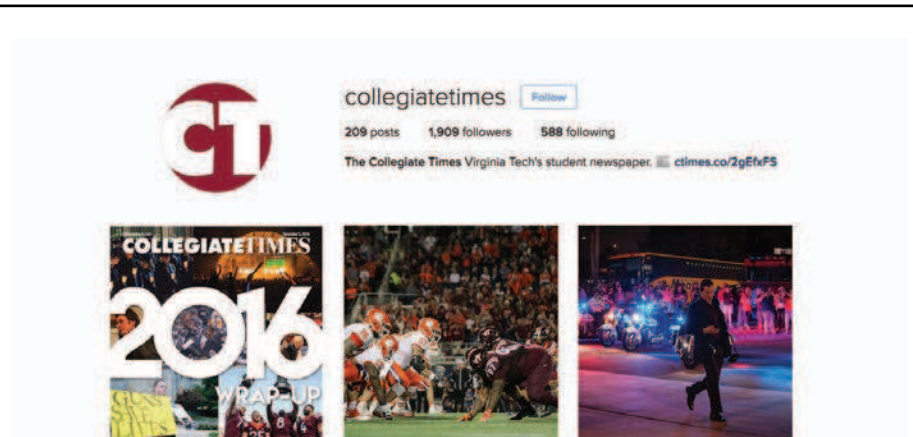
\$6,595.00



@collegiatetimes



www.facebook.com/CollegiateTimes/



www.instagram.com/collegiatetimes/

WEBSITE ADVERTISING

570,000+
Unique visitors per year



1,150,000+
Page views per year

A. Leader-board

728 x 90 pixels

CPM \$14.00

B. Rectangle

300 x 250 pixels

CPM \$12.00



Ads will be viewed on
mobile devices too!

www.collegiatetimes.com/

A →



← B



ADDITIONAL ADVERTISING

INSERTS

Min Size: 5.0" x 8.0"
Max Size: 11.0" x 12.0"
Min/Max Pages: 1- 4
Flat Rate (per 5,000): \$525.00

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.

AD RACKS

Place your highly visible, full-color posters on one of our high traffic Ad Racks.

\$1,395 per 5 racks / month
(Maximum of 30 racks)



PUBLICATION SCHEDULE

FALL 2017



SPRING 2018

July 7 (Tech Fundamentals)*
 August 17 (Welcome Back Hokies)*
 August 29 (Football Preview)*
 September 5
 September 12
 September 19 (Graduate School Special)
 September 26
 October 3 (Collegiate Living)*
 October 10
 October 17
 October 24
 October 31
 November 7
 November 14
 November 28 (Basketball Preview)
 December 5 (Year-In-Review)*
 December 12 (Finals Survival Guide)*

January 16 Spring (Welcome Back)*
 January 23
 January 30
 February 6
 February 13 (Grad School Special)
 February 20
 February 27 (Best of Blacksburg)
 March 13 (March Madness)
 March 20
 March 27 (Housing Guide)*
 April 3
 April 10
 April 17 (Relay for Life/Spring Game)
 April 24 (Goodbye Grads)*

*Tabloid Edition

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