DIGITAL - Call for package options!

Social Media

- 22,900 Twitter Followers
- 8,000 Facebook Likes
- 2,000 Instagram Followers

<table>
<thead>
<tr>
<th>Description</th>
<th>Rate/Post</th>
</tr>
</thead>
<tbody>
<tr>
<td>Twitter Post (5) @collegiatetimes</td>
<td>$1,250</td>
</tr>
<tr>
<td>Facebook Post (5) @collegiatetimes</td>
<td>$1,250</td>
</tr>
<tr>
<td>Instagram Post (5) @collegiatetimes</td>
<td>$1,250</td>
</tr>
</tbody>
</table>

Website

- 1,050,000 Page Views Per Year on Website

<table>
<thead>
<tr>
<th>Size (in pixels)</th>
<th>Rate/1,000 Views</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard, 728 x 90</td>
<td>$15.00</td>
</tr>
<tr>
<td>Rectangle, 300 x 250</td>
<td>$13.00</td>
</tr>
</tbody>
</table>

http://collegiatetimes.com

PRINT (Black & White)

- 5,000 Newspapers every Tuesday

<table>
<thead>
<tr>
<th>Ad Size</th>
<th>Size</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>10&quot;W x 20&quot;H</td>
<td>$2,150.00</td>
</tr>
<tr>
<td>Half Page Vertical</td>
<td>5&quot;W x 20&quot;H</td>
<td>$975.00</td>
</tr>
<tr>
<td>Half Page Horizontal</td>
<td>10&quot;W x 10&quot;H</td>
<td>$975.00</td>
</tr>
<tr>
<td>Quarter Page Vertical</td>
<td>5&quot;W x 10&quot;H</td>
<td>$490.00</td>
</tr>
<tr>
<td>Quarter Page Horizontal</td>
<td>10&quot;W x 5&quot;H</td>
<td>$490.00</td>
</tr>
</tbody>
</table>

Color Rate - $375.00 (Additional cost per ad)
Special Issue - $200.00 (Additional cost per ad)
Inserts - $625 per 7,000 pieces

Call for Premium Placement (Front Page Banner, Inside Spread, etc.)
STREET TEAM

Have your Promo items hand distributed by our street team!  
**$595 per 500 pieces**

Sponsor the weekly Collegiate Times Table with signage and promo, or a contest giveaway!  
**$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**

PRINT PUBLICATION DATES

**Fall 2018**
- July: 3*
- August: 14*, 28*
- September: 4, 11, 18*, 25*
- October: 2, 9, 16, 23, 30*
- November: 6, 13, 27*
- December: 4

**Spring 2019**
- January: 22*, 29
- February: 5, 12*, 19, 26
- March: 5*, 19*, 26*
- April: 2, 9, 16*, 23, 30
- May: 7*

**Academic Calendar**

CONTACT INFORMATION

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