

MONTANA KAIMIN

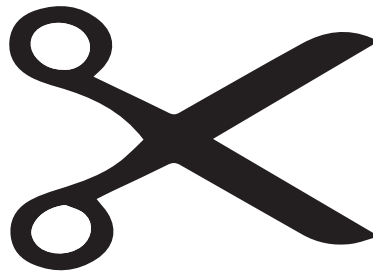
MONTANA KAIMIN

Qeymin

"PAPER THAT BRINGS NEWS"

Advertising Information 2019/2020

INSERT AD HERE



ARTS

SPORTS


NEWS

OPINION



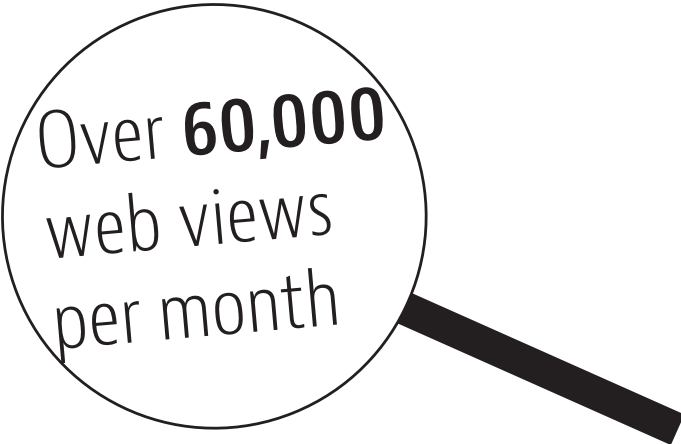

MEDIA KIT Fall 2019 & Spring 2020

Our Audience is Your Audience



OVER 12,500
Audience members on campus

MONTANA KAIMIN
Multiple drop-offs in Greater Missoula Area



Over **60,000**
web views
per month

100 
years +
as a student-run, independent news organization



Over 8,000 audience
members on Facebook,
Twitter, and Instagram



Game Day Issues
have the potential
to reach over
30,000 people

You can always rely on our schedule

August

S	M	T	W	TR	F	S
28	29	30	31	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

S	M	T	W	TR	F	S
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	1	2	3	4	5

October

S	M	T	W	TR	F	S
29	30	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	1	2

November

S	M	T	W	TR	F	S
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
1	2	3	4	5	6	7

SUBMISSION GUIDELINES

- All ads must be submitted one week in advance of publication, or 10 days in advance of printing.
- All ads must be the exact size of the space purchased, with no background or bleed.
- All ads must be submitted as CMYK PDF's to the email ads@montanakaimin.com

You can always rely on our schedule

January

S	M	T	W	TR	F	S
29	30	31	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	1

February

S	M	T	W	TR	F	S
26	27	28	29	30	31	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

March

S	M	T	W	TR	F	S
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	1	2	3	6

April

S	M	T	W	TR	F	S
29	30	31	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	1	2

Print Advertising

Back Cover
10" x 10.5"*
National: \$1000
Local: \$800
Campus: \$600

***Advertising on the backpage significantly increases the odds of your ad being seen!**

Full Page
10" x 10.5"*
National: \$750
Local: \$600
Campus: \$450

Half Page
5" x 9.5"*
National: \$500
Local: \$400
Campus: \$300

Quarter Page
10" x 2.5" or 5" x 5"* or
National: \$350
Local: \$280
Campus: \$210

Eighth Page
5" x 2.5"*
National: \$150
Local: \$120
Campus: \$90

Sixteenth Page
2.5" x 2.5"*
National: \$80
Local: \$60
Campus: \$40

Local Boutiques & Artists

Special ad placement and pricing available
email inquiries to
ads@montanakaimin.com

Classifieds

\$5 for first 10 words
\$0.25 each additional word
Add logo for \$15

*Actual ad dimensions:

Back/Full Page: 9.67" tall by 9.89" wide

1/4-page Square: 4.83" tall by 4.86" wide

1/8-page: 4.83"t by 2.34"w or 2.49"t by 4.86"w

1/2 Page: 4.83" tall by 9.89" wide

1/4-page column: 9.67" tall by 2.34" wide

1/16-Page: 2.49" tall by 2.34" wide

Reach your audience online

Leaderboard Ad

W: 720px X H: 90px

Price: \$100/week

**UP TO 15,000 IMPRESSIONS
& UP TO 25 CLICKTHRUS PER WEEK**

*BASED ON 2018 RESULTS

Side Banner Ad:

W: 300px

H: 250px

Price: \$75/week

WEB SUBMISSION GUIDELINES

- All ads must be submitted one week in advance of going live on the web.
- All ads must be the exact size of the space purchased, with no background or bleed.
- All ads must be submitted as CMYK, 300 ppi JPG files with a working file (Adobe InDesign or Illustrator) attached to ads@montanakaimin.com

We appreciate our clients

**Extend your ad Online at 50% off
with purchase of Print Ad**

**Non-profit and Student organizations
Get 10% Discount**

**3-5 weeks 10% discount
6-11 weeks 15% discount**

**Buy ads for 12 weeks
Get 20% off!**

At the Montana Kaimin we appreciate the valuable role that community members and businesses play in supporting our endeavors to give students an environment to practice Journalism while providing our community with accurate and fresh news.

Contact the Kaimin today at
ads@montanakaimin.com to get started!