



THE UNIVERSITY OF TEXAS AT ARLINGTON  
**THE SHORTHORN**

Advertising Rate Card **2023-2024**



- **Print & Online**
- **Social Media**
- **E-Newsletter**

- 2** About UTA & *The Shorthorn*
- 4** Daily E-Newsletter
- 6** *The Shorthorn* Website
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- 9** 10 Questions Videos
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# ABOUT UTA & THE SHORTHORN

**Let us work for you — we do it all!** We work hard for our community. That is how we have swept away the competition.

- Advertise on a news website updated and used by students **24/7**.
- Your ads can be sent out on daily e-newsletters straight to **60,000+ subscribers' inboxes**.
- Utilize our social media targeted **directly toward students**.
- Your ads can be in our weekly print edition that **stays on the rack for seven days**.

## We know our audience.

On a campus known for change, we've been here since (nearly) the beginning.

**27,704**

**UNDERGRADUATES**

**13,286**

**GRADUATE STUDENTS**

—UTA Fast Facts

**40,990**

**TOTAL STUDENTS**

**8,000**

**TOTAL FACULTY & STAFF**

**96%**  
of students say  
*The Shorthorn* is  
a trustworthy  
news source

—Shorthorn Readership Survey

## CAMPUS DEMOGRAPHICS

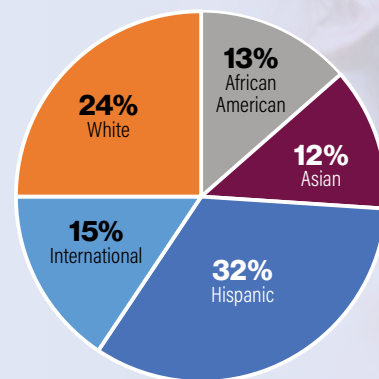
UTA is **one of the nation's most diverse campuses** and is a top performer for social mobility according to *U.S. News & World Report's* 2023 "Best Colleges" rankings.

### Undergraduate Ethnic Diversity Index

5th Nationally

### Social Mobility

41st Nationally



### STUDENT HOUSING INFORMATION

**3.6%**

University  
apartments

**4.3%**

University  
residence halls

**14%**

Off campus, in  
own home/apt.

**45%**

Off-campus with  
parents/relatives

**17%** live on campus,  
within walking distance

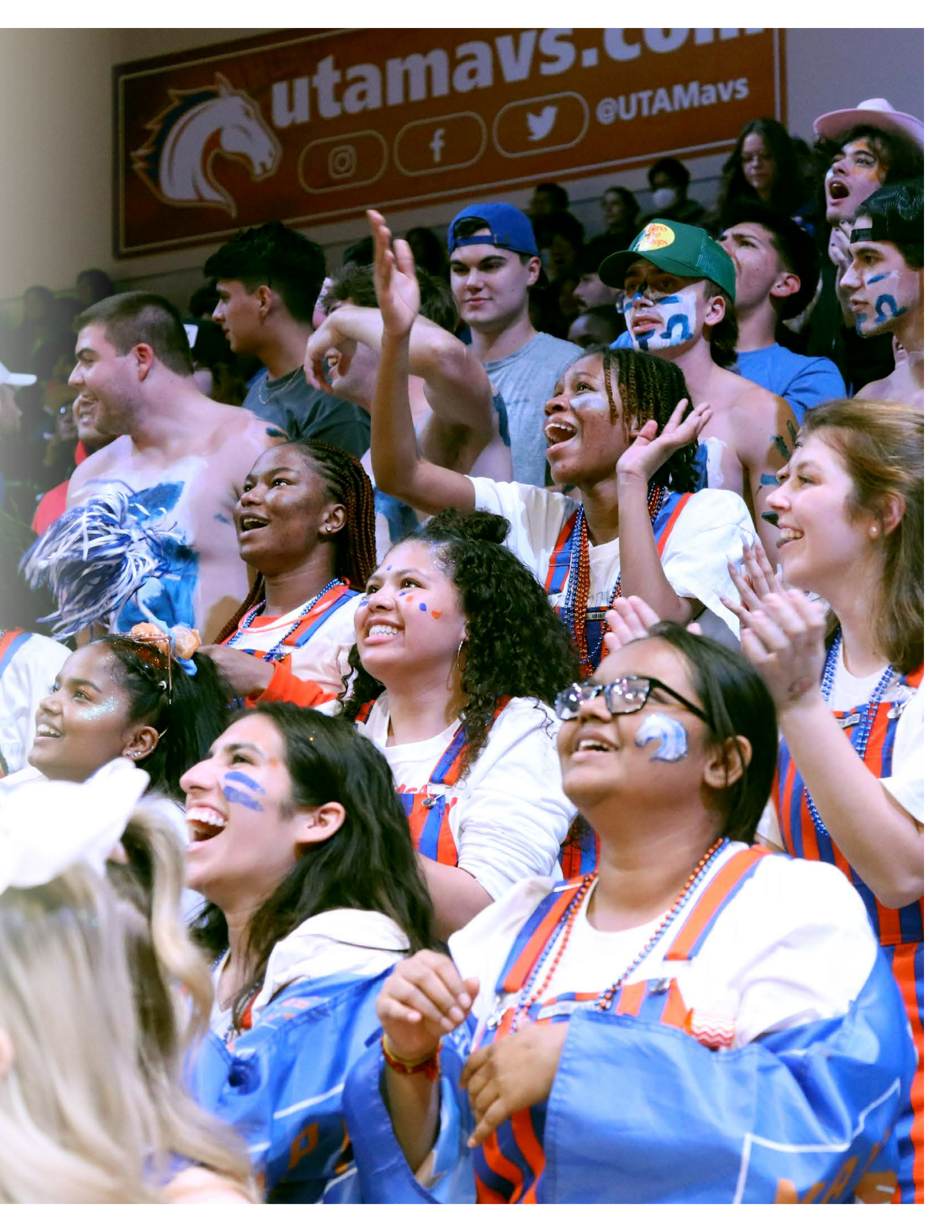
**17%** live inside  
of the Arlington city limits

**36%** live within 25 miles  
of the Arlington city limits

**30%** live more than 25 miles  
outside of the Arlington city limits



—UTA Fast Facts



# DAILY E-NEWSLETTER

The *Shorthorn Headlines* daily newsletter is **sent to all student email addresses** as well as faculty/staff and community members who have signed up to receive it.

The newsletter is sent out Monday-Friday (Tuesdays and Fridays in summer) at 6:30 a.m. each morning **to ensure maximum readership.**

### E-NEWSLETTER AD SIZING

E-newsletter ads are 600x200 pixels — files may be built at 1200x400 pixels for sharper display on Hi-DPI devices.

**Note:** Due to a responsive template design, newsletter ads will scale proportionally to the full width of the column. Apparent sizes may vary depending on the size and orientation of the device's display.

### SPACE/COPY DEADLINE

Four business days prior to start date.

### SPECIALIZED E-NEWSLETTERS

For additional reach, ask your sales rep about targeted newsletters scheduled throughout the year, including:

- Dining Guide
- Health and Wellness Edition
- Basketball Preview

### ANIMATED GIFs

To provide more space for your message, animated GIFs are available at no extra charge. (Maximum of two frames)

Sent to  
**60,000+**  
UTA market email  
addresses  
Monday-Friday



Frame 1



Frame 2



**1 MASTHEAD**  
1200x400 px  
\$150/day

**2 PREMIUM AD**  
1200x400 px  
\$115/day

**3 CHOICE AD**  
1200x400 px  
\$100/day

**4 BOX AD**  
1200x400 px  
\$85/day

**20% DISCOUNT**  
for reserving five consecutive days



## MASTHEAD

### Campus lab drives syngas development

Since The Conrad Greer Lab opened in June, researchers have set up a system to convert natural gas to high-grade fuel. Raymond Wright, Greenway Innovative Energy CEO and founder: "When you involve technology and natural resources, the opportunities are endless." [Explore this research.](#)



## PREMIUM



### UTA volleyball coach prepares for new season

Second-year head coach J.T. Wenger is starting his first full season of recruiting players to the team, consisting of eight veterans and 10 newcomers, including five freshmen and four transfer athletes. [Find out how they're getting ready to serve up the new season.](#)

## CHOICE



### ArlingCon to celebrate comics, pop culture

The event will feature a "Star Trek" inspired rock opera. [Find out what else the event has in store.](#)

## BOX

#### Calendar

- Planetarium Show: Spacepark360:Infinity
- Study Abroad Walk-In Advising
- Planetarium Show: Astronomy 101

[Find more events](#)



# THE SHORTHORN WEBSITE

**theshorthorn.com** is UT Arlington's source for daily breaking news & updates, as well as videos, photo galleries, blogs and more online-exclusive content.

A PDF of the week's in-depth print edition is posted online. Online ads can link to your website or social media.

Ads consist of graphics and limited text.

## SPACE/COPY DEADLINE

Four business days prior to start date.

## AD ROTATION

Online ads may share with no more than two advertisers per location when space is limited. Shared ad spaces refresh as readers move through the site.

## STATISTICS

Web traffic and advertising reach statistics, including click-through rates, are available upon request at the conclusion of your ad's run.

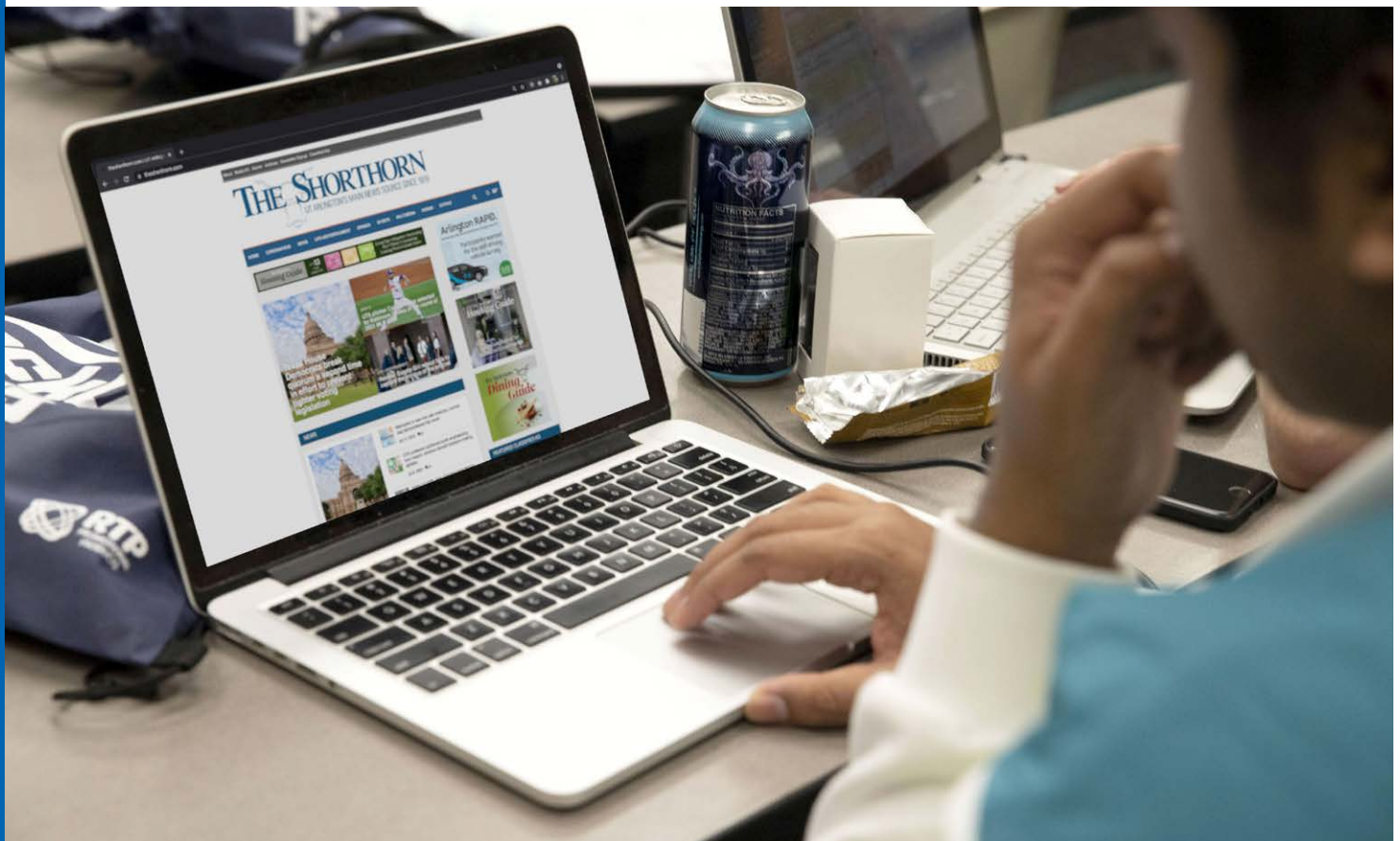
## ALL PLATFORMS

Ads display on desktop, mobile and tablet versions of the website.

## EXCLUSIVE LOCATIONS

Masthead Banner, Promo Box and News Banner are limited to a single advertiser at a time.

Average  
**77,000**  
 page views  
 per month on  
 theshorthorn.com



# SIZES & PRICES

**MASTHEAD BANNER**  
728x90, 970x250 or 1920x350

**PROMO BOX**  
325x135

**NEWS BANNER**  
728x90 (standard), 970x250 (large)

**NEWS**

**BOX AD 1**  
300x250

**BOX AD 2**  
300x250

**BOX AD 3**  
300x250

**MULTIMEDIA**

**LIFE & ENTERTAINMENT**

**OPINION**

**MULTIMEDIA BANNER**  
728x90 (standard), 970x250 (large)

**BOX AD 4**  
300x250

**BOX AD 5**  
300x250

**BOX AD 6**  
300x250

**10 QUESTIONS**

**SPORTS**

**SPORTS BANNER**  
728x90 (standard), 970x250 (large)

**MAVMOMENTS**

**STICKY BOTTOM**  
728x90

## AD PRICING

<b>Masthead Banner</b>		
728x90.....	\$800/month	or \$350/week
970x250.....	\$1,000/month	or \$600/week
1920x350.....	\$4,000/month	or \$2,500/week
<b>Promo Box</b>		
325x135.....	\$475/month	or \$200/week
<b>News/Multimedia/Sports Banners</b>		
728x90.....	\$700/month	or \$300/week
970x250.....	\$1,000/month	or \$600/week
<b>Box Ad</b>		
300x250.....	\$600/month	or \$275/week
<b>Sticky Bottom</b>		
728x90.....	\$800/month	or \$350/week



Frame 1



Frame 2

## ANIMATED GIFs

To provide more space for your message, animated GIFs are available at no extra charge (maximum of two frames).

# SOCIAL MEDIA

The Shorthorn has **over 30,000 diverse followers** who look at what we're posting.

Posts can be made by us or by your business and then sent to us to post.

Interested in **boosting your post?**

Ask your sales rep for details and pricing.

## SPACE/COPY DEADLINE

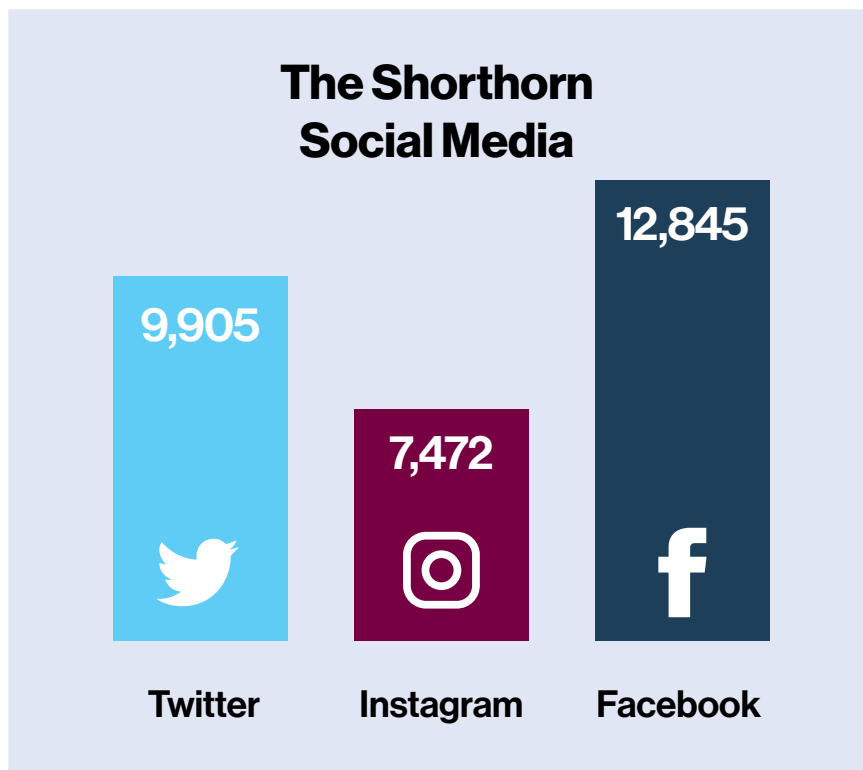
Four business days prior to start date.

## SOCIAL MEDIA PRICING

\$50 per post

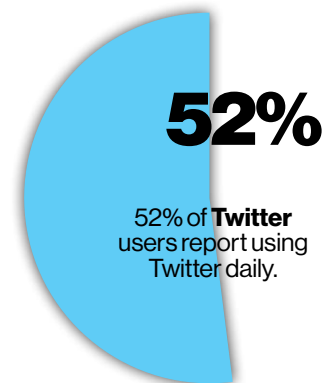
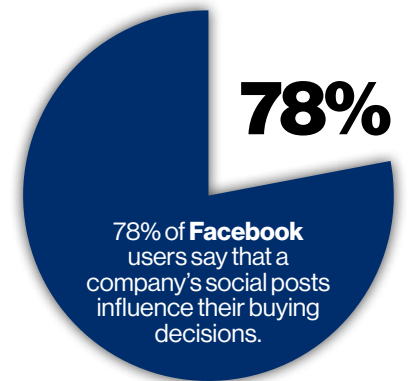
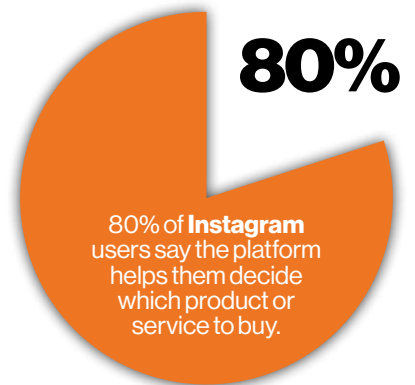
## AD SIZES

- Instagram story  
1080x1920 px  
(vertical orientation)
- Facebook and Twitter  
1920x1080px  
(horizontal orientation)



Get social with us!

**@utashorthorn**  
**@theshorthorn**



**90%** of social media users are between the ages of 18-29.

America's social media growth rate between 2019 and 2020 was **3.1%**

## \$350

includes filming,  
basic video edits  
and video hosting

A video answering **10 rapid questions** about your business, in only one take. The video features a member from your team at your location.

Your video will be featured on *The Shorthorn's* website **for one week**. After that week, your video will be available for 6 months through a landing page.

### DETAILS & INFORMATION

- You can write up to 8 of the questions or we will create them for you.
- Not comfortable on camera? We will answer your questions for you.
- The video can be up to 2 minutes long.
- Ask your sales rep for a preview.



# SHORTHORN HOUSING

On [theshorthorn.com/housing](http://theshorthorn.com/housing), prospective renters can...

- View and compare campus-area housing options
- See floor plans, feature lists, photo galleries and maps
- Choose on- or off-campus locations
- Get renter tips and information

## HOME PAGE FEATURED POSITIONS

### Main Rotator

\$2,700/year or \$300/month

### Spotlight Listing

\$1,200/year or \$125/month

## SIDE BOX DISPLAY ADS

### Box

230x180 px

\$780/year or \$85/month

### Double Box

230x360 px

\$1350/year or \$150/month

### Skyscraper

230x540 px

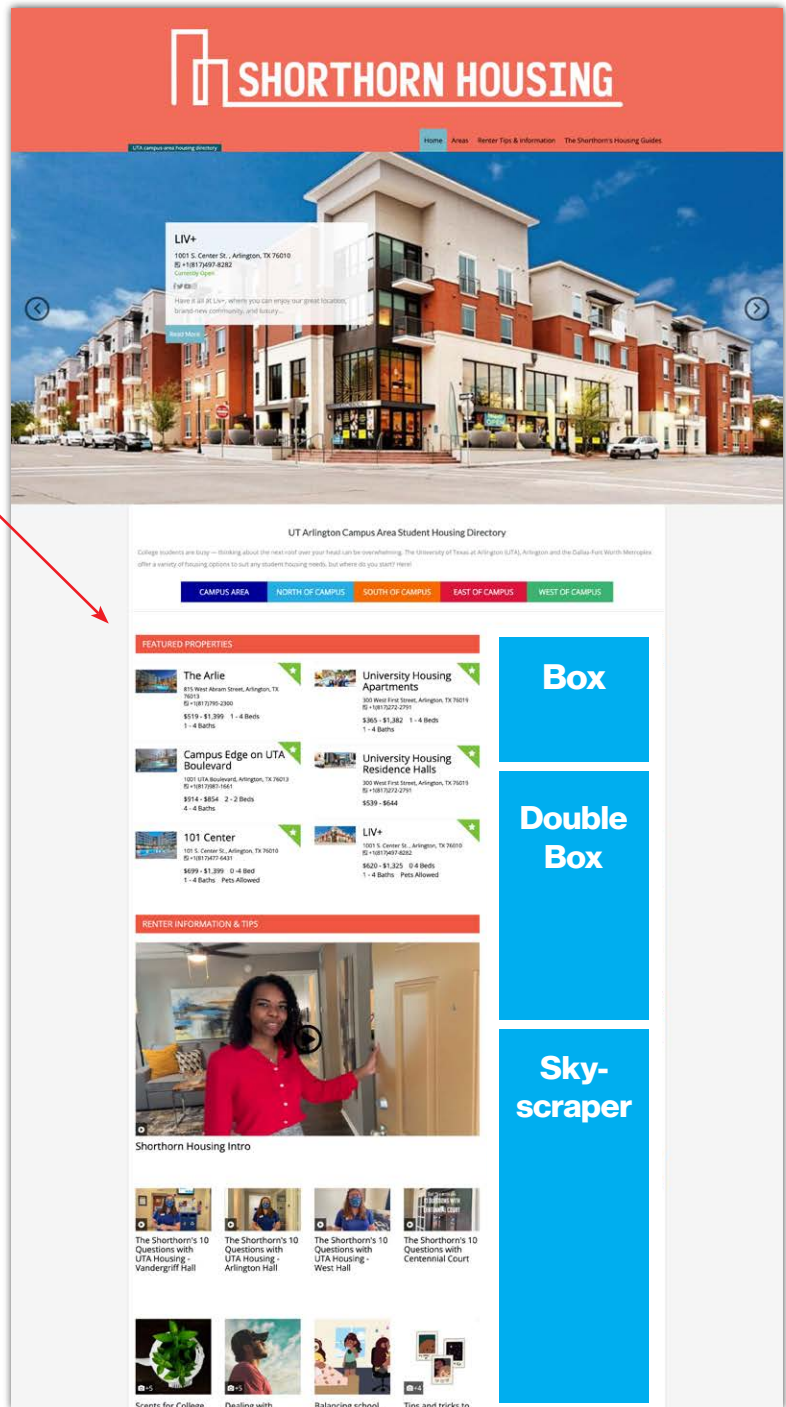
\$1890/year or \$210/month

(Minimum 3 months)

## PROPERTY MANAGERS

Ask your sales rep for more information about our Shorthorn Housing real estate directory.

Reach the UTA student housing market: create a listing for your property today!



# PACKAGE DISCOUNTS

Design your own semester discount package for the **best value** and to ensure the widest and most consistent reach across all of our platforms — e-newsletter, print, web and social media.

## SENIOR PACKAGE

# \$5,500

## 20% Discount

## JUNIOR PACKAGE

# \$4,500

## 15% Discount

## SOPHOMORE PACKAGE

# \$2,500

## 10% Discount

## FRESHMAN PACKAGE

# \$1,000

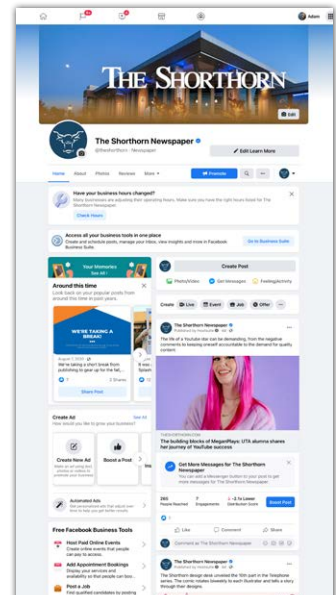
## 5% Discount

### PRINT

### WEB

### E-NEWS

### SOCIAL



# CLASSIFIED ADVERTISING

Have a job to fill, service to offer or public notice to post?

Let *The Shorthorn's* classified advertising page help connect you with the UTA community.

## PAY ONE PRICE FOR PRINT AND ONLINE!

Ads are featured on *The Shorthorn's* home page with full listings in the weekly print edition and on [theshorthorn.com/classifieds](http://theshorthorn.com/classifieds)

## CLASSIFIED ADVERTISING RATES

Price per word, 12-word minimum

- 1 week ..... \$1.30
- 2-3 weeks ..... \$1.20
- 4+ weeks ..... \$1.10

Ads are displayed on *The Shorthorn's* home page, the online classifieds page and in the weekly print edition.

The deadline to submit a classified ad is midnight two business days prior to publication.

**Classifieds**  
Student Publications • UTA Northeast University Center, SW Corner

**PLACING A CLASSIFIED**  
Online: [theshorthorn.com/classifieds](http://theshorthorn.com/classifieds)  
Phone: (817) 272-5188  
Fax: (817) 272-5009  
In Person: Lower Level LC Room B100  
Hours: Monday – Friday 8 a.m. – 5 p.m.

**ANNOUNCEMENTS**  
ALL COLA ORGS NEED A SCAN  
FREE CLASSIFIED AD for current UTA students!  
• Sell your books!  
• Find a new roommate!  
• Shout-out to a friend!  
Place your ad online at [theshorthorn.com/classifieds](http://theshorthorn.com/classifieds)

**THE SHORTHORN Dining Guide**  
TheShorthorn.com/dining  
Discover your new favorite restaurants and hangouts!  
• American  
• Asian  
• Bars & pubs  
• Italian  
• Tex-Mex  
Learn about student Discounts • Specials Maps • Photos

**EMPLOYMENT**  
Bowen Road Day School  
HELP WANTED  
Monday - Friday 2:30pm - 6pm FIRM  
Camp Counselor for school age children K-5th grade experience.  
817-275-1291  
THE SHORTHORN is accepting applications for fall 2021 for:  
• Reporter  
• Photojournalist  
• Ad sales  
Apply online & view job descriptions at: [theshorthorn.com/jobs](http://theshorthorn.com/jobs)  
Current UTA students enrolled in at least six credit hours during the semester of employment and in good academic standing are eligible to apply for these paid positions. Some qualify for internship credit.

**HOUSING**  
FIND YOUR NEXT COLLEGE HOME!  
THESHORTHORN.COM/HOUSING  
Your best source for UTA-area housing options  
• View 25+ locations  
• On- and off-campus  
• Floor Plans  
• Features  
• Pricing  
• Maps  
• Renter tips & information  
@HornHousing

**IT'S OK TO STALK US.**  
FACEBOOK.COM/THE SHORTHORN  
LIKE

**THE SHORTHORN**

**ANNOUNCEMENTS**

**AFFORDABLE ladies' fashion. Manicped, Eyelashes, Waxing, Nails, Hairstyling, Makeup, Facial, Massage, Braiding, 107 West Main St. Grand Prairie, TX 75050. Tuesday-Saturday 11-7**

**FREE ADS FOR UTA STUDENTS!**

- Need a roommate?
- Want to sell your books?
- Birthday shout-out?

UT-Arlington students can place a free one week 20-word non-commercial Shorthorn classified ad!

All ads display;

- in the newspaper
- on our website

Place your free ad online:

[TheShorthorn.com/classifieds](http://TheShorthorn.com/classifieds)

**EMPLOYMENT**

**ACCOUNTING**  
Business major required, must be dedicate and detail. Part time and full time available. Please submit resume to [humanresources@ durableusa.com](mailto:humanresources@ durableusa.com)

**BOOKKEEPER. F/T. Flex days. Some experience required. Days Inn, 910 N. Collins. [daysinncowboys@gmail.com](mailto:daysinncowboys@gmail.com).**

**CUSTOMER SERVICES & Order Entry**  
Full Time and Part Time  
Organizing and responsible personality required. Must be team player.  
Please submit resume to [humanresources@ durableusa.com](mailto:humanresources@ durableusa.com)

**DESK CLERK.**  
7am-3pm, 3pm-11pm, or 11pm-7am P/T. Can study on job. We look good on resume. Will train. Days Inn, 910 N. Collins  
[daysinncowboys@gmail.com](mailto:daysinncowboys@gmail.com)

**INTERNATIONAL Bus**  
35hr per week, \$15 - \$

**STUDENT**

**FEATURED CLASSIFIED AD**

Customer Success Specialists - \$17/hr (break per day),

We want 3 full time team members with well developed communication, logic and math skills. Our team helps our clients find out what people think, and help political campaigns and nonprofits raise money and find supporters. You'll help clients from our friendly offices at 1527 South Cooper Street, Arlington TX 76010 (2 blocks from UTAI).

We also want you to be part of the fast growing group creating and testing a new social reality game we call Blight vs Light.  
Call 817-855-3427 or email us at [hiring@texttosurvey.com](mailto:hiring@texttosurvey.com)

**Click here to view more classified ads**

Online

Print

Featured Home Page

# SPONSORED CONTENT

The Shorthorn can help you by creating timely and relevant **articles about your business.**

Work with a student writer to craft the message you want to highlight. Choose print, digital or both.

## SPONSORED CONTENT OPTIONS

### Online

\$400/week

- Appears as a featured story on the homepage and own page
- Includes link to advertiser's website
- Will be identified as sponsored content

### Print

\$300/week

- 350-word count with artwork or photo
- Equivalent to 20" ad space
- Will be identified as sponsored content

**20% DISCOUNT**  
if you purchase print and digital that publish within the same week

You may request special placement but it is not guaranteed.

Content will be reviewed by our proofreading staff and may be edited.



# ADVERTISING SPECIFICATIONS

**Complimentary graphic design** is included with each ad if desired.

Our experienced designers can create an ad from scratch or work with your design elements.

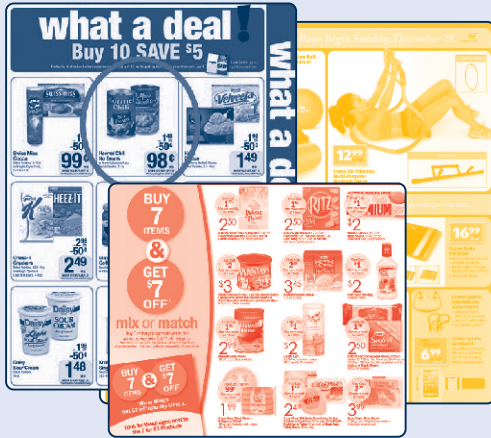
## DETAILS & REQUIREMENTS

- *The Shorthorn* is printed on newsprint at 85 lines per inch. Please ensure that the resolution of all photos is at least 170 ppi (B&W logos and line art should be at least 600 ppi) for high-quality reproduction.
- Please refer to the ad dimensions on Pages 16-17 when creating print ads. Files sized incorrectly will be resized proportionally in one dimension and “floated” in the space purchased.
- Please use CMYK color mode and ensure fonts are either embedded or converted to outlines.
- Please design your files with accessibility in mind; ensure adequate type size and sufficient contrast for readability.
- PDF files are preferred for print; use the PDF/X-1a or “Press Ready” presets if available for best compatibility.
- We accept .JPEG, .PNG and .GIF image files for digital ads. Please refer to the dimensions on pages 5 and 7.
- Email Production Manager Adam Drew (adrew@uta.edu) with any questions about files, formats or specifications.



# ADVERTISING OPTIONS

Increase the reach of your ad buy with these enhancements that put your message out in front.



## PREPRINTED INSERTS

- You design and print your materials, we insert them into the print edition.
- \$100 per thousand
- Visit [theshorthorn.com/ads](http://theshorthorn.com/ads) for more information

Ship inserts to:

Midway Press  
645 Regal Row  
Dallas, TX 75247  
Attn: Scott Miller/Shorthorn



Front Page Strip

## PRINT EDITION FRONT PAGE STRIP

- Main News Front Page.....\$450
- Includes color
- 6 columns (10.83”) wide x 2” tall

## PREMIUM PRINT POSITIONS

**Page 3** .....\$75\*  
Ad can be no more than 3/4 of a page (94.5”)

**Back Page** .....\$100\*  
Ad must be at least 1/2 of a page (63”)

*\*Upcharge is in addition to the cost of the ad; premium positions are sold on a first-come, first-served basis.*

**Color Ads**

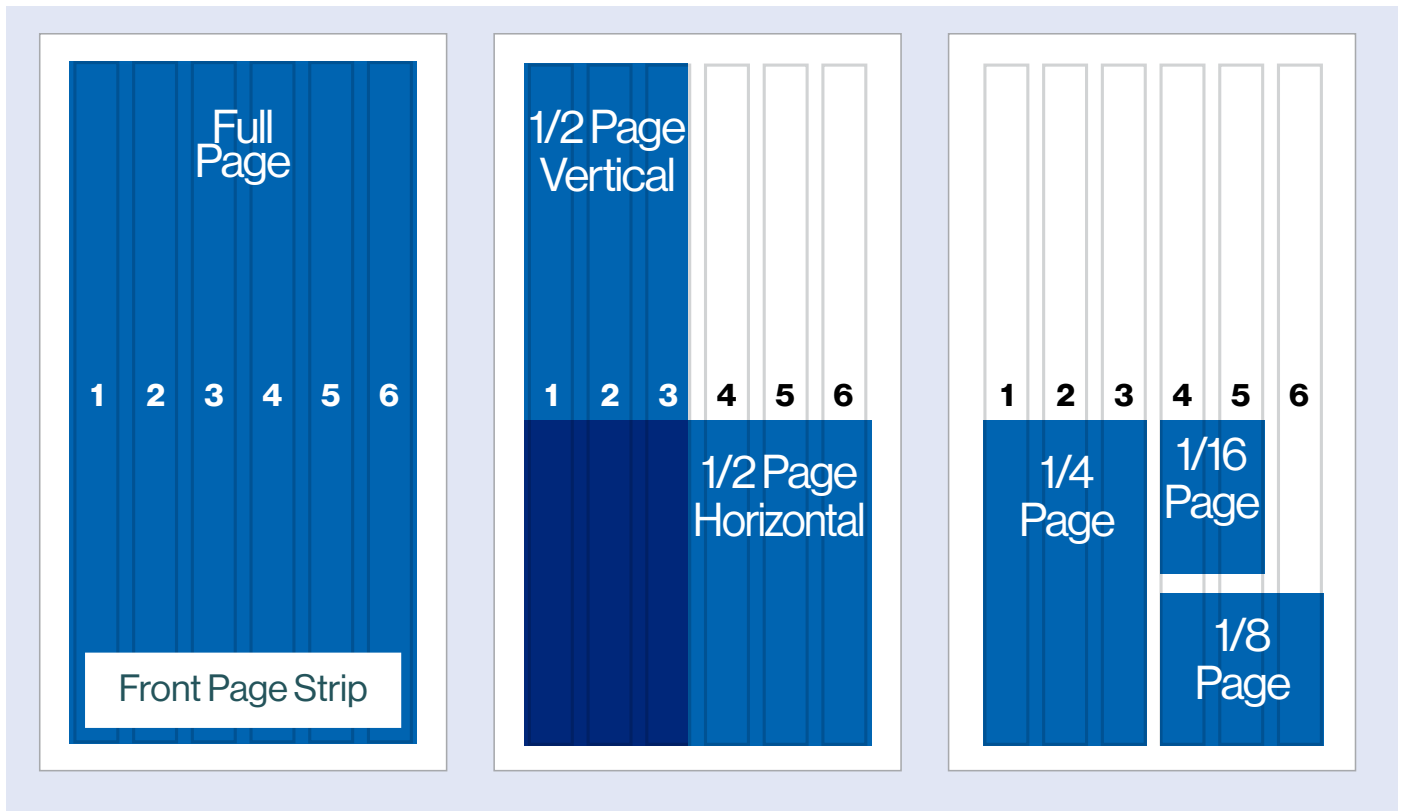
Color is now included with all print ads at no additional charge!

## COLOR PRINT ADVERTISEMENTS

Color is now included with all ads in the print edition at no additional charge!

# PRINT RATES • BROADSHEET

## BROADSHEET MODULAR SIZES



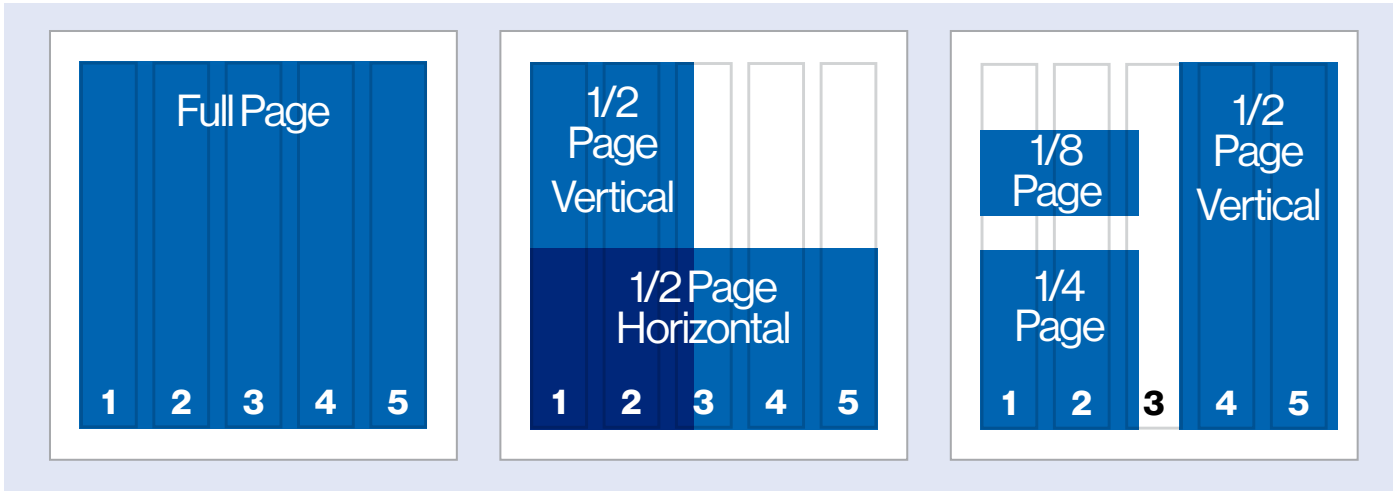
SIZE	DIMENSIONS	LOCAL
Full page	10.83" wide x 21" tall	\$910.00
Half page (vertical)	5.33" wide x 21" tall	\$455.00
Half page (horizontal)	10.83" wide x 10.5" tall	\$455.00
Quarter page	5.33" wide x 10.5" tall	\$227.50
Eighth page	5.33" wide x 5.0" tall	\$113.72
Sixteenth page	3.5" wide x 5" tall	\$73.50
Front page strip	10.83" wide x 2" tall	\$450.00

# 3,000

Issues printed weekly on Wednesday

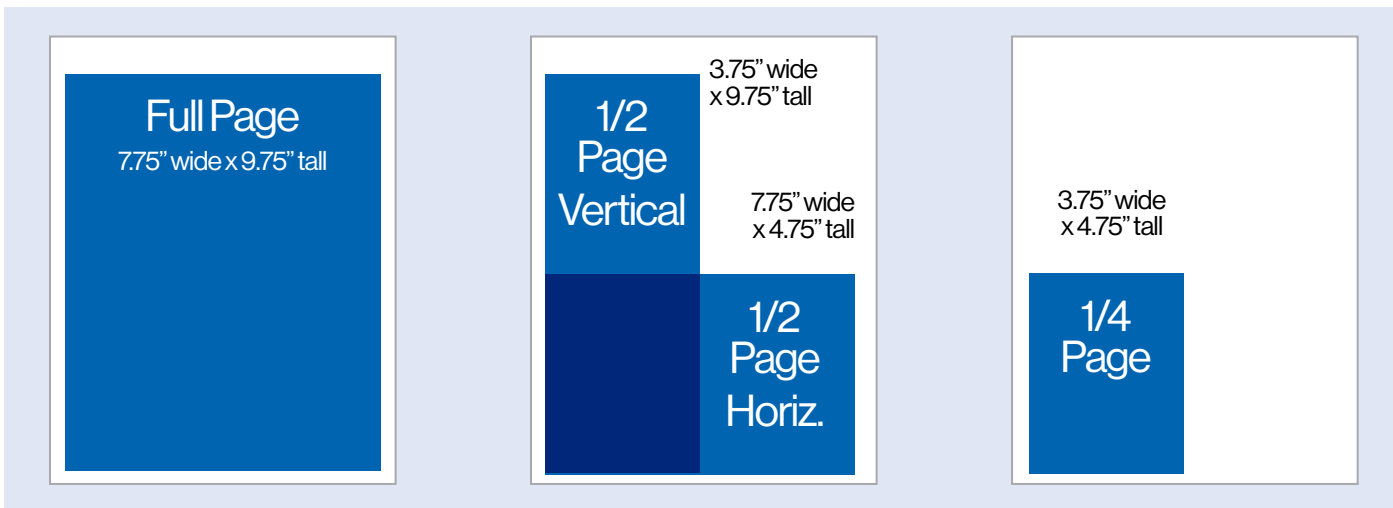
# TABLOID • PRINT RATES

## TABLOID MODULAR SIZES



SIZE	DIMENSIONS	LOCAL
Full page	10.6" wide x 10.7" tall	\$455.00
Half page (vertical)	5.125" wide x 10.7" tall	\$227.50
Half page (horizontal)	10.6" wide x 5.25" tall	\$227.50
Quarter page	5.125" wide x 5.25" tall	\$113.75
Eighth page	5.125" wide x 2.5" tall	\$46.87

## MAGAZINE MODULAR SIZES (PRICES VARY)



## OTHER SIZES

### LOCAL RATE

**BROADSHEET**  
\$7.53/column inch

**TABLOID**  
\$8.27/column inch

### NATIONAL OPEN RATE

**BROADSHEET**  
\$15.88/column inch

**TABLOID**  
\$15.45/column

Net, non-commissionable

**Custom sizes available — ask your sales rep for details.**

Minimum size: 3 column inches

### Space Reservation Deadline

Monday the week before publication date by 3 p.m. to allow sufficient time for ad design, proofing and printing.



# PUBLICATION SCHEDULE

## Print Space Reservation Deadline

Monday the week prior to publication.

(Example: August 21 for August 30)

### FALL 2023

AUGUST 2023						
S	M	T	W	T	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		

SEPTEMBER 2023						
S	M	T	W	T	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

OCTOBER 2023						
S	M	T	W	T	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	23	25	26	27	28
29	30	31				

NOVEMBER 2023						
S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	THANKSGIVING					25
26	27	28	29	30		

DECEMBER 2023						
S	M	T	W	T	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						

### SPRING 2024

JANUARY 2024						
S	M	T	W	T	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		

FEBRUARY 2024						
S	M	T	W	T	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		

MARCH 2024						
S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	SPRING BREAK					16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

APRIL 2024						
S	M	T	W	T	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				

MAY 2024						
S	M	T	W	T	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	

### SUMMER 2024

JUNE 2024						
S	M	T	W	T	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						

JULY 2024						
S	M	T	W	T	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			

AUGUST 2024						
S	M	T	W	T	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



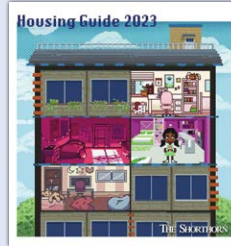
## Back to School Editions

Reach new students and establish habits by advertising in the first edition of the fall and spring semesters. These issues — one of the largest of the year — is distributed on racks and is placed in the residence halls during move-in week.

Publishes: Aug. 23 & Jan. 17

Deadline: Aug. 14 & Jan. 8

- **Broadsheet**



## Housing Guide

Published in connection with *The Shorthorn's* annual housing fair, this section includes tips for finding an apartment, roommate relations and more.

Publishes: Apr. 17

Deadline: Apr. 3

- **Tabloid**



## Dining Guide

This insert familiarizes students and campus visitors with Arlington eateries. It helps readers find out the types of restaurants that suit their moods, tastes and budgets.

Publishes: Sept. 13

Deadline: Aug. 30

- **Magazine**
- **Online**
- **Specialized Newsletter**



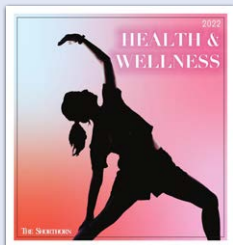
## Basketball Preview

This combo edition kicks off the basketball season with an issue that includes schedules, player profiles, coaches' remarks and coverage of Homecoming activities.

Publishes: TBD

Deadline: TBD

- **Online**
- **Specialized Newsletter**



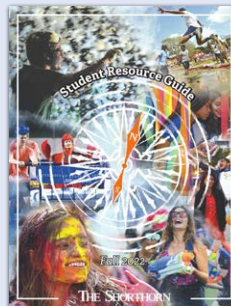
## Health & Wellness

Published in collaboration with UTA Health Services and Relationship Violence and Sexual Assault Prevention, this guide includes healthy relationship tips, information about consent, sexual wellness and more.

Publishes: Oct. 11

Deadline: Sept. 25

- **Tabloid**
- **Online**
- **Specialized Newsletter**



## Student Resource Guide

Published for students new to UTA and the community, with tips on college life and information about things to do in the area.

Publishes: Aug. 7

Deadline: Jul. 22

- **Magazine**

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