



2025
2026



THE SHORTHORN

THE UNIVERSITY OF TEXAS AT ARLINGTON

ADVERTISING
RATE CARD

(817) 272-3188

theshorthorn.com

uta.edu/studentpubs

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SHORTHORN



E SPIRIT

COMECOMING

ALL MAVERICK

UNIVERSITY OF TEXAS  ARLINGTON



WHO ARE WE?

The Shorthorn is the student-run newspaper at the University of Texas at Arlington. We began **publishing in 1919** and have been online since 1997. Since then, we continue to educate students, faculty, staff, the local community and many more about any daily updates and breaking news.

Let us work for you — we do it all!

We work hard for our community. That is how we have swept away the competition.

2024-2025 Awards

SOCIETY OF PROFESSIONAL JOURNALISTS REGION 8

- Best Large Student Newspaper
- Best Website

TEXAS INTERCOLLEGIATE PRESS ASSOCIATION

- Best College Newspaper in Texas
- Best College Website in Texas
- Editor of the Year, Photographer of the Year
- 58 individual awards

ASSOCIATED COLLEGIATE PRESS

- Multiplatform Pacemaker (Top 10 Nationally)
- Newspaper Pacemaker
- 17 individual awards

COLLEGE MEDIA ASSOCIATION (NATIONAL)

- 26 individual awards

LARGEST INSTITUTION

IN THE DFW METROPLEX

and the second-largest in the UT System



OUR

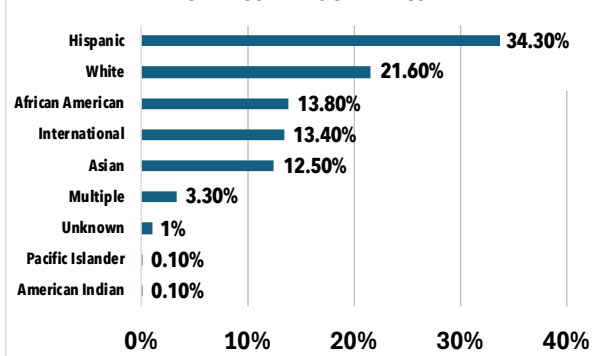
41,613
STUDENTS

1,500+
FACULTY

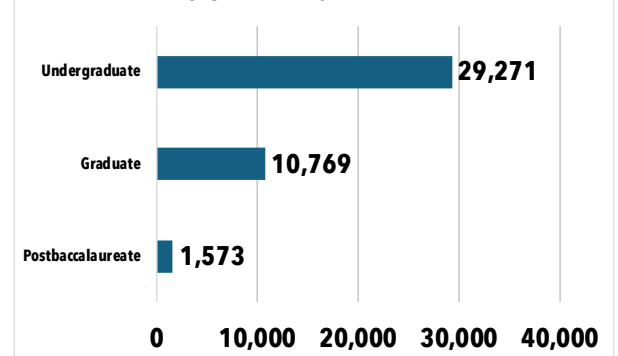
2,500+
STAFF



CAMPUS DEMOGRAPHICS



STUDENT ENROLLMENT



— UTA Fast Facts



Utilize our social media targeted directly toward students.



Your ads are sent out on our daily e-newsletters straight to 50,000+ inboxes.



Advertise on a news website, updated and used by students 24/7.

96%

of students say
The Shorthorn is a trustworthy news source

—Shorthorn Readership Survey

ONE

of the top universities nationally for social mobility, and 4th in Texas according to *U.S. News and World Report's* 2025 "Best Colleges" rankings.



Your ads in our weekly print edition stay on the rack for seven days.

6th

Most Diverse

Nationally ranked by *U.S. News and World Report*

AUDIENCE

STUDENT HOUSING INFORMATION WHERE THEY LIVE

3.6%

University apartments

4.3%

University residence halls

14%

Off campus, in own home/apt.

45%

Off-campus with parents or 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

DAILY E-NEWSLETTER

Sent to **40,000+** UTA market **email addresses**
Monday-Friday (Tuesdays and Fridays in summer).

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

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

Ad Sizes

- 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 at 5 PM.

Run date

Monday
Tuesday
Wednesday
Thursday
Friday

Deadline

Tuesday
Wednesday
Thursday
Friday
Monday

Specialized E-Newsletters

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

- New Student Resource Guide
- Health and Wellness Edition



Masthead

1200x400 | \$250/day

Premium Ad

1200x400 | \$115/day

Choice Ad

1200x400 | \$100/day

Box Ad

1200x400 | \$85/day

Animated GIFs

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



FRAME 1



FRAME 2

20% DISCOUNT for reserving five consecutive days

SIZES & PRICES

MASTHEAD

1200 x 400 px



Good morning, reader!
In the April 28 issue,

- UTA's **Spider-Man** builds hope in the community
- National Medal of Honor Museum offers **half price tickets**
- **New Cinematic Arts certificate** prepares students to work on film sets



UTA's very own Spider-Man promotes hope, community

Story and photo by Christine Vo

UTA's Spider-Man is a kinesiology senior who wants to put a smile on students' faces.
[Read more](#)

PREMIUM AD

1200 x 400 px



National Medal of Honor Museum offers half off tickets
Story by Leslie Orozco / File photo by Ronaldo Bolaños

The offer is valid until July 4 for Arlington residents.
[Read more](#)

CHOICE AD

1200 x 400 px



UTA Cinematic Arts is preparing for increasing North Texas film industry. Here's how
Story by Dang Le / Photo by Ronaldo Bolaños

UTA introduces a new certificate to teach students on-set etiquette.
[Read more](#)

BOX AD

1200 x 400 px

What's going on today?

- Bachelor of Fine Arts Exhibition
 - Student Open House-Campus Master Plan and Energy Transition and Resilience Plan
 - Sweet Treat Tuesday
 - Group Exercise - Victory Circuit
 - Bassoon Studio Recital
- [Click here to find more events!](#)

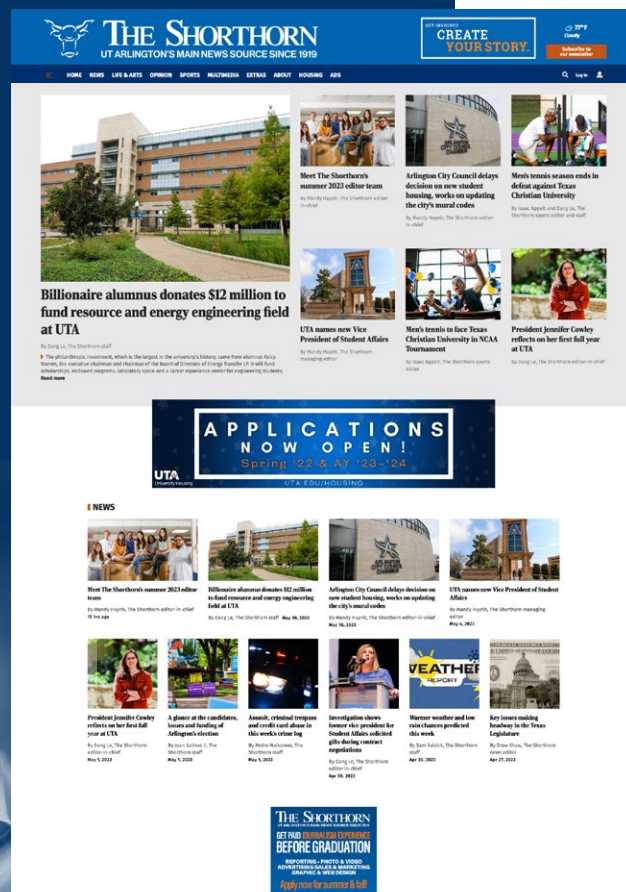
THE SHORTHORN WEBSITE

Average **61,000** page views
per month on theshorthorn.com

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

Online ads can link to your website or social media. Ads consist of graphics and limited text.

The responsive site displays your ad on desktop and mobile. Add us to your home screen!



Space/Copy Deadline

Four business days prior to start date at 5 PM.

Run date

Monday
Tuesday
Wednesday
Thursday
Friday

Deadline

Tuesday
Wednesday
Thursday
Friday
Monday

Ad Rotation

Online ads may have up to two advertisers per location when space is limited. If multiple ads are in the same ad position, they rotate as readers move through the site.

All Platforms

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

Statistics

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

Exclusive Locations

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

Masthead Banner

728x90	\$800/month or \$350/week
970x250	\$1,000/month or \$600/week
1920x350	\$4,000/month or \$2,500 week

Promo Box

325x135 \$475/month or \$200/week

Banners

News/Multimedia/Sports

728x90	\$700/month or \$300/week
970x250	\$1,000/month or \$600/week

Box Ad

300x250 \$600/month or \$275/week

Sticky Bottom

728x90 \$800/month or \$350/week

Animated GIFs

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



SIZES & PRICES

MASTHEAD BANNER
728x90, 970x250 or 1920x350

THE SHORTHORN
UT ARLINGTON'S MAIN NEWS SOURCE SINCE 1919

PROMO BOX
325x135

MP7
Subscribe & Save

HOME NEWS LIFE & ENTERTAINMENT OPINION SPORTS MULTIMEDIA 10 QUESTIONS ABOUT FOODS

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

MAVMOMENTS

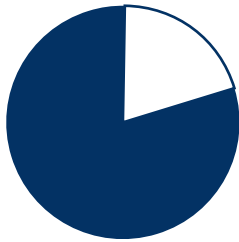
STICKY BOTTOM
728x90

SOCIAL MEDIA



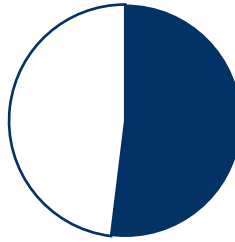
The Shorthorn has over **30,000 diverse followers** who look at what we're posting.

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



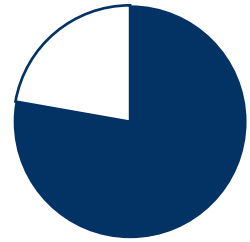
80% of Instagram users say the platform helps them decide which product or service to buy.

— DMX Marketing



52% of Twitter users report using Twitter daily.

— Search Logistics



78% of Facebook users say that a company's social posts influence their buying decisions.

— Forbes



90%

of people between ages 18-29 use social media

—Pew Research Center



FOLLOWER COUNT



12,114



9,160



9,394



Space/Copy Deadline

Four business days prior to start date.

Social Media Pricing

Per Post \$75

Ad Sizes

Facebook	1920x1080 pixels
Instagram	1080x1080 pixels (post)
Instagram	1080x1920 pixels (story)

10 QUESTIONS

Have your video featured on *The Shorthorn's* website for **1 week**.

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

10 Questions Video

Video | \$350

What It Includes

Filming, basic video editing and video hosting is included.

Details & Information

- Write up to 8 of the questions or we can create them for you.
- Not comfortable on camera? We will answer your questions for you.
- Your 10 questions video can be up to 2 minutes long.
- Ask your sales rep for a preview.



After that week, your video will be available for 6 months through a landing page.

On **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

Homepage Featured Positions

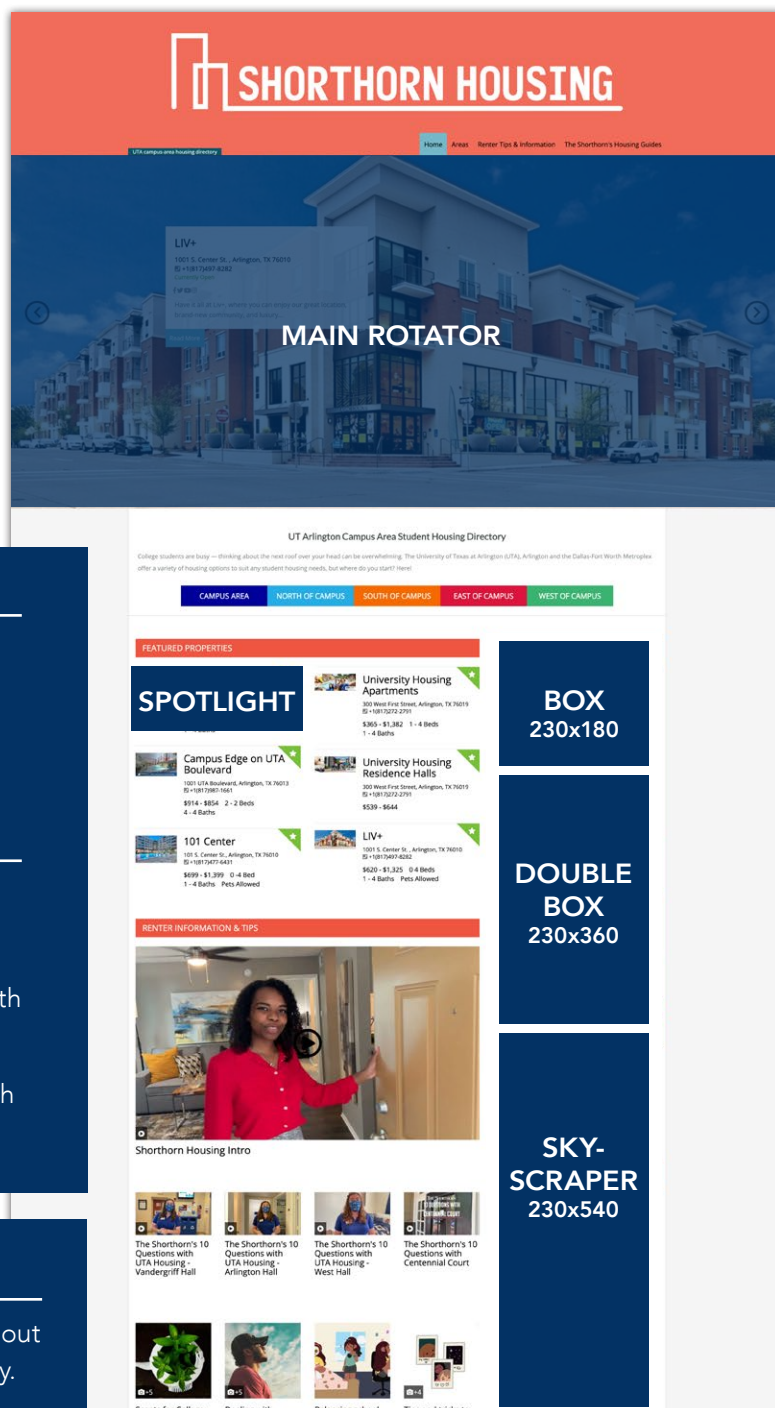
Main Rotator	\$2,700/year or \$300/month
Spotlight Listing	\$1,200/year or \$125/month

Side Box Display Ads

Box (230x180 px)	\$780/year or \$85/month
Double Box (230x360 px)	\$1,350/year or \$150/month
Skyscraper (230x360 px) (Minimum 3 months)	\$1890/year or \$210/month

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!



SHORTHORN HOUSING

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			

- Must include 3 of the 4 options: online, e-news, Twitter and/or print.
- Must be used within 6 weeks of the first publish date.

PRINT

THE SHORTHORN

THE UNIVERSITY OF TEXAS AT ARLINGTON

theshorthorn.com

Rangers aim for repeat success

Head coach Mike Shumann's Rangers are looking to repeat their success from last season's Big 12 championship.

The Rangers have won the Big 12 title in 2015 and 2016, and are looking to add a third title to their list of accomplishments.

Shumann says the team is confident and ready to take on the rest of the conference.

Holi hues color campus

Students celebrated with colored powder March 24

A large crowd of students gathered on the campus lawn for a Holi festival. Students were throwing colored powder at each other, creating a vibrant scene.

The festival was organized by the Student Government and was a huge success.

Students turn out to vote in campus elections

Students turned out in large numbers to vote in the Student Government elections.

The elections were held on March 24, and students were encouraged to vote for their preferred candidates.

The results of the elections will be announced soon.

Athlete-turned-admin inspires others

Former athlete turned administrator, inspires others

Dr. John Smith, a former athlete and now administrator, is inspiring others with his story.

Smith shares how he overcame challenges and achieved success in his career.

Texas pride blooms in bluebonnets

Bluebonnets are in bloom across the state, and students are enjoying the view.

The bluebonnets are a symbol of Texas pride, and many students are taking photos of the flowers.

WEB

THE SHORTHORN

UT ARLINGTON'S MAIN NEWS SOURCE SINCE 1919

Western Athletic Conference rebrands, allies with Atlantic Sun Consortium for 2026

The Western Athletic Conference (WAC) has announced a rebranding and a new alliance with the Atlantic Sun Consortium for the 2026 season.

Holi hues color campus

Students celebrated with colored powder March 24

Athlete-turned-admin inspires others

Former athlete turned administrator, inspires others

Texas pride blooms in bluebonnets

Bluebonnets are in bloom across the state, and students are enjoying the view.

E-NEWS

UTA

MAVERICK SPEAKERS SERIES

ICE-T

APRIL 16 | 7:30 P.M.

THE SHORTHORN

UT ARLINGTON'S MAIN NEWS SOURCE SINCE 1919

Good morning, reader!

In the April 1 issue,

- UTA keeps its **rich military history** with two Medal of Honor recipients
- Students consider all their options as the **drop deadline approaches**
- Multiple **athletic teams** to compete this week

UTA's military roots, legacy continues to inspire students

Story by The Shorthorn staff / Photo courtesy of UTA Special Collections and Fort Worth Star-Telegram Collections

UTA has deep military roots, with two Medal of Honor recipients attending the institution when it was North Texas Agricultural College.

[Read more >](#)

IT'S EASY!

MavPlanner & MavScheduler

Use the ENHANCED MavPlanner & MavScheduler for a SEAMLESS degree planning experience!

Work in the platform with your advisor!

Deadline to drop classes approaches Friday

Story by Acadia Clements / File illustration by Shorthorn staff

Drop forms must be submitted in MyMav before 4 p.m.

[Read more >](#)

SOCIALS

utashorthorn

Follow Message

1,693 posts 9,225 followers 256 following

The Shorthorn Newspaper

@utashorthorn

News & media website

Independent student-run news organization at @ut Arlington since 1919.

www.theshorthorn.com/extra/social and 2 more

Followed by retrograde_news, springintopics, and arlingtoncitymedia

WAC25 Election Ball with B... The State Fair This or That

Make a splash: Where to swim in Arlington this summer

Western Athletic Conference rebrands, allies with Atlantic Sun Consortium for 2026

Don Wingo's Texas Rangers game to face Indiana Fever's Erin Clark on Friday

A introduces new budget payments for next fall

He set out before Arlington's only gay bar. He was rescued

988 SUICIDE & CRISIS LIFELINE

National LGBTQ+ suicide hotline service to end next month

Community celebrates freedom and history in annual U.S. Juneteenth event

at the heat: How to stay safe and the sun

15

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.

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

Ad 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.

ANNOUNCEMENTS

AFFORDABLE ladies' fashion. Manicure, 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 online ad:

- All ads display;
- in the newspaper
- on our website

Place your free ad online:

TheShorthorn.com/classifieds

EMPLOYMENT

ACCOUNTING

Business major required, must be dedicated. Submit resume to humanresources@durab.com

BOOKKEEPER F/T. Flex days. Some days inncowboys@gmail.com.

CUSTOMER SERVICES & Order Entry

Full Time and Part Time

Organizing and responsible personality required. Please submit resume to humanresources@durab.com

DESK CLERK.

7am-3pm, 3pm-11pm, or 11pm-7am P/T. Call Days Inn, 910 N. Collins. daysinncowboys@gmail.com

INTERNATIONAL Business searching for C

35hr per week, \$15 - \$20 per hour. Send resume to humanresources@durab.com

STUDENT BARTENDER, P/T. E

Sh...

Classifieds
Student Publications • E.H. Herford University Center, SW Corner

PLACING A CLASSIFIED

Online: theshorthorn.com/classifieds
Phone: (817) 272-3188
Fax: (817) 272-5009
In Person: Lower Level UC Room B100
Hours: Monday - Friday 9 a.m. - 5 p.m.

CLASSIFIED AD POLICIES

1. The deadline to submit classified ads is midnight two business days prior to publication.
2. NO POSTAGE is given on classified advertising.
3. Adjustment claims must be made within 7 days after publication. The publisher is responsible for only one incorrect insertion.
4. The publisher reserves the right to classify, edit or reject any classified ad.
5. Published ads are neither investigated nor endorsed by Student Publications or the university. Respondents may need to verify with caution.
6. Free 20-word student classified ads are for currently enrolled UTA Arlington students for personal, non-commercial purposes.

CLASSIFIED AD RATES

Classified ad cost is calculated per word per week, with a 12-word minimum.

- 1 week: \$1.30 per word
- 2-3 weeks: \$1.20 per word
- 4+ weeks: \$1.10 per word

Bold text: \$1/week
Border: \$1/week
Extra field text: \$2/week
Picture: \$1/week

VIA

ANNOUNCEMENTS

ALL COLA ORGS NEED 2 SCAN

EMPLOYMENT

Bowen Road Day School

HELP WANTED
Bowen Road Day School

Monday - Friday
2:30pm - 6pm FRI

Camp Counselor for school age children K-5th grade experience

817-275-1291

HOUSING

FIND YOUR NEXT COLLEGE HOME!

FEATURED CLASSIFIED AD

Customer Success Specialists - \$17/hr

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 UTA!).

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

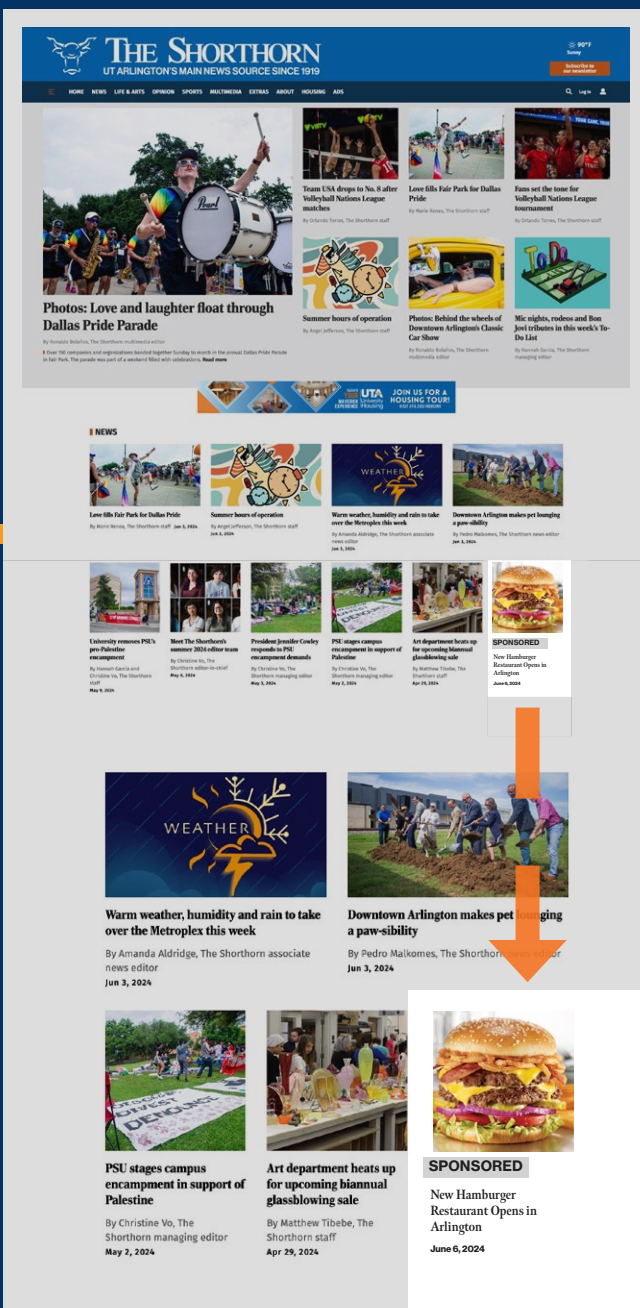
Click here to view more classified ads

PAY ONE PRICE FOR PRINT AND ONLINE!

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 | <p>\$500/week</p> <ul style="list-style-type: none"> • Appears as a featured article on the home page and on its own page • Includes link to advertiser's website • Will be identified as sponsored content |
|--------|---|

- | | |
|-------|--|
| Print | <p>\$400/week</p> <ul style="list-style-type: none"> • 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

Details & Requirements

Sizing & Images

- *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 20-21 when creating print ads.
- Files sized incorrectly will be resized proportionally in one dimension and "floated" in the space purchased.

Colors, Fonts & Accessibility

- Please use CMYK color mode if possible
- 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.

Files & Formats

- PDF files are preferred for print; use the **PDF/X-1a** or **Press Ready** presets if available for best compatibility.
- We prefer .JPEG, .PNG and .GIF image files for digital ads. Please refer to the sizes on pages 7 and 9.

Email Production Manager
Adam Drew
(adrew@uta.edu) with any questions about files, formats, dimensions or specifications.

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

Complimentary graphic design is included with each ad if desired.

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.

Pricing

Per Thousand | \$100

Shipping & More

Ship inserts to:
Midway Printing
645 Regal Row
Attn: Doug Jeffrey/Shorthorn
Dallas, TX 75247

Visit theshorthorn.com/ads for more information.

Print Edition Front Page Strip

On the Main News Front Page (see below)

6 columns (10.83") x 2" tall

Pricing

Page Strip | \$450

Color in Print Ads

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

Premium Print Positions

Page 3 Ad Position

Ad can be no more than 3/4 of a page (94.5")

Back Page Ad Position

Ad must be at least 1/2 of a page (63")

Pricing

Page 3 | \$75*
Back Page | \$100*

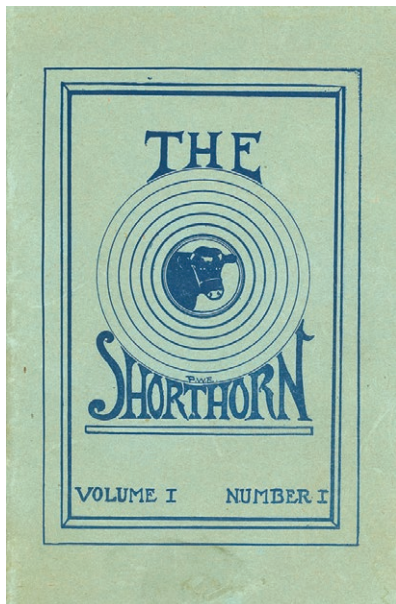
*Upcharge is in addition to the cost of the ad; premium positions are sold on a first-come, first-served basis



Front Page Strip

PRINT RATES

**3,000 issues are printed
weekly on Wednesday**



Space Reservation Deadline

3 PM on Monday the week prior to publication.
(Example: Monday, Aug. 11 for Aug. 20).

Custom sizes available —

Ask your sales rep for details.
Minimum size: 3 column inches

Other Sizes

Local rates

Broadsheet		\$7.53/column inch
Tabloid		\$8.27/column inch

National Open Rate

Broadsheet		\$15.88/column inch
Tabloid		\$15.45 column inch

Broadsheet Modular Sizes

Full Page

10.83" x 21" | \$910.00

Half Page

Vertical (5.33"x21") | \$455.00
Horizontal (10.83"x10.5") | \$455.00

Quarter Page

5.33" x 10.5" | \$227.50

Eighth Page

5.33" x 5" | \$113.72

Sixteenth Page

3.5" x 5" | \$73.50

Front Page Strip

10.83" x 2" | \$450.00

Tabloid Modular Sizes

Full Page

10.6" x 10.7" | \$455.00

Half Page

Vertical (5.125" x 10.7") | \$227.50
Horizontal (10.6" x 5.25") | \$227.50

Quarter Page

5.125" x 5.25" | \$113.75

Eighth Page

5.125" x 2.5" | \$46.87

Magazine Modular Sizes

Full Page

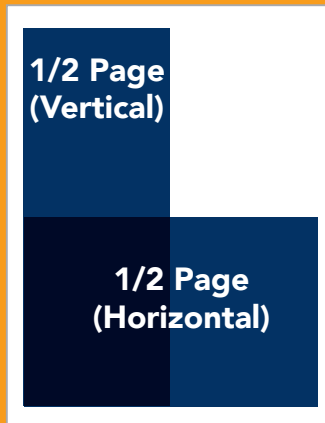
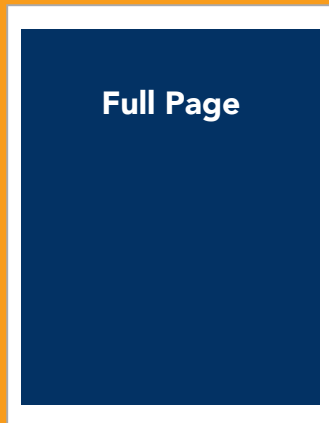
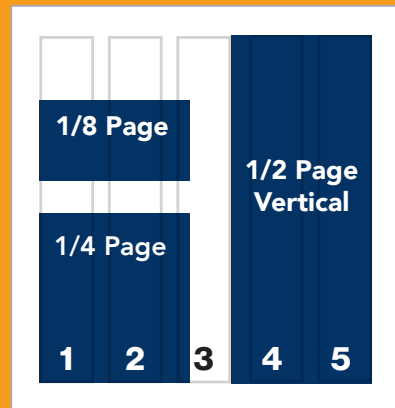
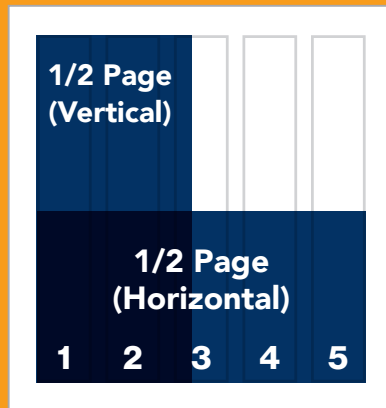
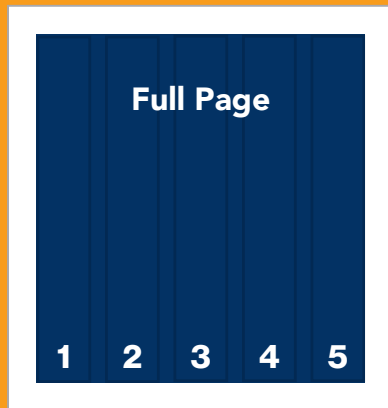
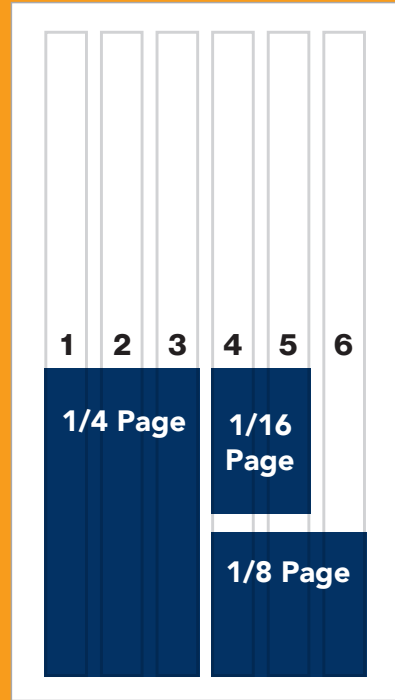
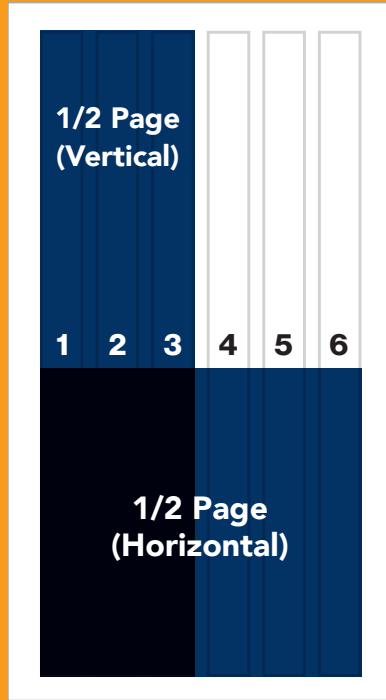
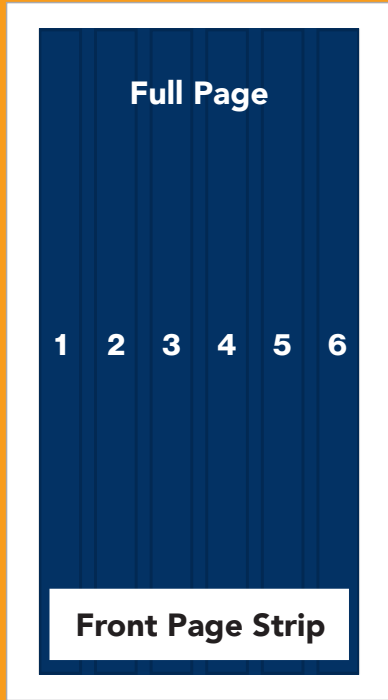
7.75" x 9.75" | Price varies

Half Page

Vertical (3.75" x 9.75") | Price varies
Horizontal (7.75" x 4.75") | Price varies

Quarter Page

3.75" x 4.75" | Price varies



PUBLICATION SCHEDULE

FALL 2025

AUGUST 2025						
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 2025						
S	M	T	W	T	F	S
	LABOR DAY	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 2025						
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	

NOVEMBER 2025						
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	THANKSGIVING				28	29
30						

DECEMBER 2025						
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 2026

JANUARY 2026						
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	MLK DAY	20	21	22	23	24
25	26	27	28	29	30	31

FEBRUARY 2026						
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

MARCH 2026						
S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	SPRING BREAK					14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

APRIL 2026						
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 2026						
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 2026

JUNE 2026						
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 2026						
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		29	30	31	

AUGUST 2026						
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					

-  Regular Issue
-  Special Issue
-  Special Section
-  E-newsletter

Print Space Reservation Deadline

Monday the week prior to publication by 3 P.M.
(Example: Monday, Aug. 11 for Aug. 20).

SPECIAL SECTIONS

SPECIAL SECTIONS



Back to School Editions

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

Publishes: Aug. 20 & Jan. 14
Deadline: Aug. 12 & Jan. 6

BROADSHEET

Best of UTA

NEW THIS YEAR!

Advertise in this special edition that features the best establishments in Arlington, as voted on by the campus community.



Publishes: Mar. 4
Deadline: Feb. 16

TABLOID

Health and Wellness Edition

With a coordinated event/trade show, this guide includes content about healthy relationship tips, consent, sexual wellness, physical fitness, mental health and more.

Publishes: Oct. 8
Deadline: Sept. 22

TABLOID + EVENT



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. 1
Deadline: Mar. 23

TABLOID + EVENT



Student Resource Guide

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

Publishes: Aug. 5
Deadline: Jul. 13

MAGAZINE



STUDENT PUBLICATIONS

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