Texas State University was founded in 1899 and is home to the third largest student body in Texas. The students comprise one of the most diverse collegiate audiences in the state. The University offers 200 unique programs where students can pursue a Bachelor’s, Master’s or Doctoral degree.

The University Star was founded in 1911 with the purpose of defending the 1st Amendment to the United States Constitution. The newspaper proudly features award-winning journalism and is consistently recognized as one of the premier examples of fine journalism in the collegiate sphere. The University Star has the greatest editorial reach in the heart of Texas, with an average of 15,000 readers per week. Furthermore, the University Star maintains an innovative and engaging digital presence with over 330,000 unique visitors and 650,000 page views per year.

About Us

School Information

Circulation: 6,000
Frequency: 1X Weekly
Day(s) Published: Tuesday
Enrollment: 38,808
Location: San Marcos, TX
Metro Area: Austin, TX
Format: 4 Column Broadsheet
Full Page Size: 4 col (9.75”) W x 21.0” H

Column Widths: 1) 2.25”
2) 4.75”
3) 7.25”
4) 9.75”

Display Advertising

Sizes

- Full Page
  4 col (9.75”) W x 21.0” H
- Half Page H
  4 col (9.75”) W x 10.5” H
- Half Page V
  2 col (4.75) W x 21.0” H
- Quarter Page H
  4 col (9.75”) W x 5.25” H
- Quarter Page V
  2 col (4.75”) W x 10.5” H

Pricing

<table>
<thead>
<tr>
<th>Description</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>$2,500.00</td>
</tr>
<tr>
<td>Half Page</td>
<td>$1,250.00</td>
</tr>
<tr>
<td>Quarter Page</td>
<td>$625.00</td>
</tr>
<tr>
<td>Front Page Banner</td>
<td>$825.00</td>
</tr>
<tr>
<td>Back Page Banner</td>
<td>$725.00</td>
</tr>
<tr>
<td>Inside Spread</td>
<td>$5,500.00</td>
</tr>
</tbody>
</table>

*See Publication Calendar

PCI Rate - $30.00

Color Rate (CMYK) - $375.00 (Additional cost per ad)

Special Issues - $200.00 (Additional cost per ad)

Inserts

| Min Size                  | 3.0” x 5.0” |
| Max Size                  | 8.5” x 11.0”|
| Min/Max Pages             | 1-4         |
| Flat Rate (per 6,000)     | $900.00     |

Send to: New Braunfels Heral-Zeitung
Attn: University Star Inserts + Date of Insertion
1342 Industrial Drive
New Braunfels, TX 78130

Please send a PDF of the insert to orders@mymediamate.com for content approval prior to shipping. Inserts must arrive 10 days prior to run date.
The University Star is the source for breaking news and coverage of the Texas State University student body and San Marcos community. Univeristystar.com features prompt news updates, videos, podcasts, galleries and even more exclusive content.

All digital advertisements are enabled with the client’s hyper-link and intuitive analytics reporting the impressions and visibility of these ads by the Star’s readers.

Digital ads may rotate with more than one advertisement. Animated GIFs are welcomed and creative can be developed for our clients, please contact your Star representative for more details.

**Deadline**

All advertisements are due three business days prior to the start date.

**OVER 60,000 pageviews a month**

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### Newsletters

The weekly Star is delivered to our subscribers’ inbox every Thursday morning at 7 a.m. during the school fall, spring and summer semesters. In addition to the five exclusive stories featured in the newsletters, The University Star displays three premium advertising banners.

#### Above masthead banner

- Size: 600 x 200 pixels
- Cost: $200/week • $495/month

#### Below 1st article banner

- Size: 600 x 200 pixels
- Cost: $150/week • $425/month

#### Above footer banner

- Size: 600 x 200 pixels
- Cost: $100/week • $330/month
Let us handle your social media marketing by posting your content among The University Star’s outstanding news coverage. Our Engagement Editor utilizes the latest research available for popular social networks to maximize each client’s exposure to the Star’s growing audience.

### Twitter / Facebook*

<table>
<thead>
<tr>
<th>Number of Posts</th>
<th>Cost per Post</th>
<th>Your Savings</th>
<th>Overall Savings</th>
<th>Overall Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>$50</td>
<td>0%</td>
<td></td>
<td>$50</td>
</tr>
<tr>
<td>20</td>
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<td>30%</td>
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</tr>
<tr>
<td>60</td>
<td>$25</td>
<td>50%</td>
<td></td>
<td>$1500</td>
</tr>
</tbody>
</table>

*Up to 4 posts a day, five days a week.
Campaign must be completed within two months.

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### Premium Packages**

#### Maroon Package
- **Digital**
  - Rectangle (1 Month)
  - Newsletter ads (1 Month)
- **Social**
  - Facebook posts (5)
  - Tweets (5)
- **Print**
  - Quarter Page ad

**Overall Price:** $1,408.50
**Discount:** 10% DISCOUNT
**Value:** $1,940.00

#### Gold Package
- **Digital**
  - Leaderboard (1 Month)
  - Newsletter ads (1 Month)
- **Social**
  - Facebook posts (10)
  - Tweets (10)
- **Print**
  - Half Page ad

**Overall Price:** $2,099.50
**Discount:** 15% DISCOUNT
**Value:** $2,470.00

#### Platinum Package
- **Digital**
  - Premium Rectangle (2 Months)
  - Newsletter ads (1 Month)
- **Social**
  - Facebook posts (15)
  - Tweets (15)
- **Print**
  - Full Page ad

**Overall Price:** $3,384.00
**Discount:** 20% DISCOUNT
**Value:** $4,230.00

**Premium packages must be completed in a 2-Month period**
**PUBLICATION DATES**

**Fall 2017**
August: 29
September: 5, 12, 19, 26
October: 3, 10, 17, 24, 31
November: 7, 14, 28
December: 5

**Spring 2018**
January: 9, 23, 30
February: 6, 13, 20, 27
March: 6, 20, 27
April: 3, 10, 17, 24
May: 1

**Academic Calendar**
http://www.registrar.txstate.edu/persistent-links/academic-calendar.html

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**Special Issues - Schedule***

Aug 29 - Back-to-School
Sept 19 - Career Fair Issue
Oct 3 - Restaurant Guide
Oct 24 - Homecoming
Nov 14 - Fall Housing Guide
Dec 5 - Year End Review
Feb 6 - Grad School Issue
Feb 13 - Valentines Issue
March 20 - Housing Guide
April 3 - San Marcos Stars
April 24 - Commencement
May 1 - Games Issue

*Special Pricing - see page 1 for details

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**DEADLINE AND PLACEMENT INFORMATION:**
Space and material deadline is 10 days prior to run date. Minimum size and order restrictions apply. Please contact University Star 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:**
All rates published on this media kit are direct rates. Please be sure to update our contact information for The University Star to the below address to ensure all correspondence and ad materials are received.

Payments should be made out to The University Star and mailed to: University Star 601 University Drive, San Marcos, TX 78666 or pay by credit card by calling The University Star at 512.245.3708. Accepted card types are Visa, Mastercard, Discover, and Amex.

All information is subject to change at anytime.