



2017 - 2018

Local & Campus Media Kit

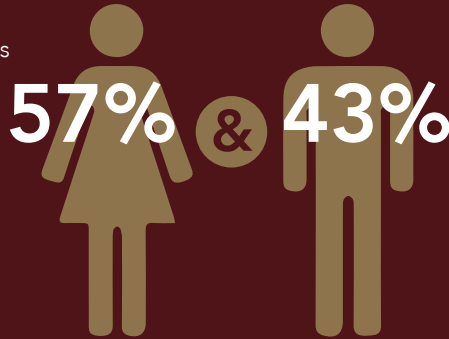
ADVERTISING RATES AND INFORMATION FOR TEXAS STATE UNIVERSITY

THE
UNIVERSITY STAR

Celebrating 106 Years of Award Winning Journalism

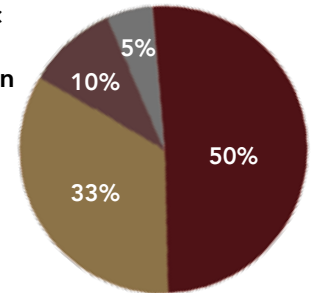
Student Enrollment 16-17

- 38,808 Total Students
- 1,792 Students at the Round Rock Campus
- 6,792 Students Live on Campus
- 28,938 Students Receive Financial Aide



Student Ethnicity

- White
- Hispanic
- African American
- Other



Rankings by public university size



1st in the Texas State University System
4th in Texas
31st in the United States

Alumni



more than 167,000 living

Faculty & Staff



1,300+ full-time faculty
2,000+ full-time staff

Graduation/Retention



54% graduated within six years

77% of fall freshmen returned

Degrees



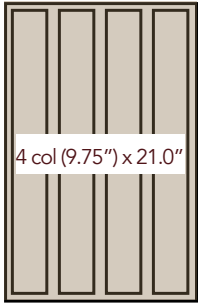
Degree Programs

98 Bachelor's
91 Master's
13 Doctoral

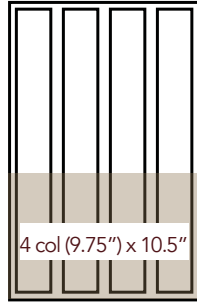


98% In State
2% Out of State

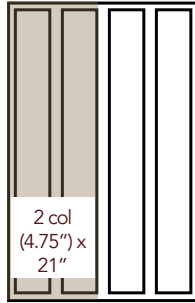
PRINT ADVERTISING



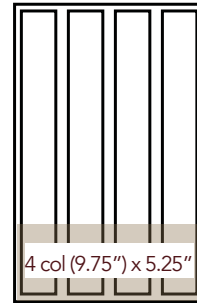
Full Page
\$1,400.00



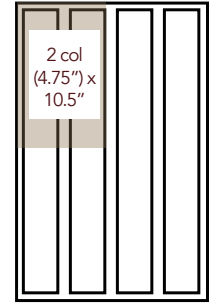
Half Page H
\$700.00



Half Page V
\$700.00



Quarter Page H
\$350.00



Quarter Page V
\$350.00

AD RATES - Premium Sizes*

Ad Type	Price
Back Page Banner	\$495.00
Front Page Banner	\$595.00
Double Truck (color)	\$3,200.00
Business Card	\$3,500.00 per year
Puzzle Sponsorship	2 Puzzles: \$500.00
Custom Puzzle	\$795.00

* Call for dimensions

PCI RATE: \$17.00

COLOR: \$200.00

SPECIAL ISSUES: Add \$200 per ad

AD DESIGN: Available for an additional fee.

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): **\$700.00**

PRINTER ADDRESS

New Braunfels Herald-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.

DIGITAL/E-MAIL ADVERTISING

336,376

Unique visitors per year

653,139

Page views per year

900

Subscribers receive the weekly email edition

A. Leaderboard

1020 x 175 pixels

CPM

\$14.50

B. Rectangle

300 x 250 pixels

CPM

\$13.50

C. Newsletter

Banner

275 x 42 pixels

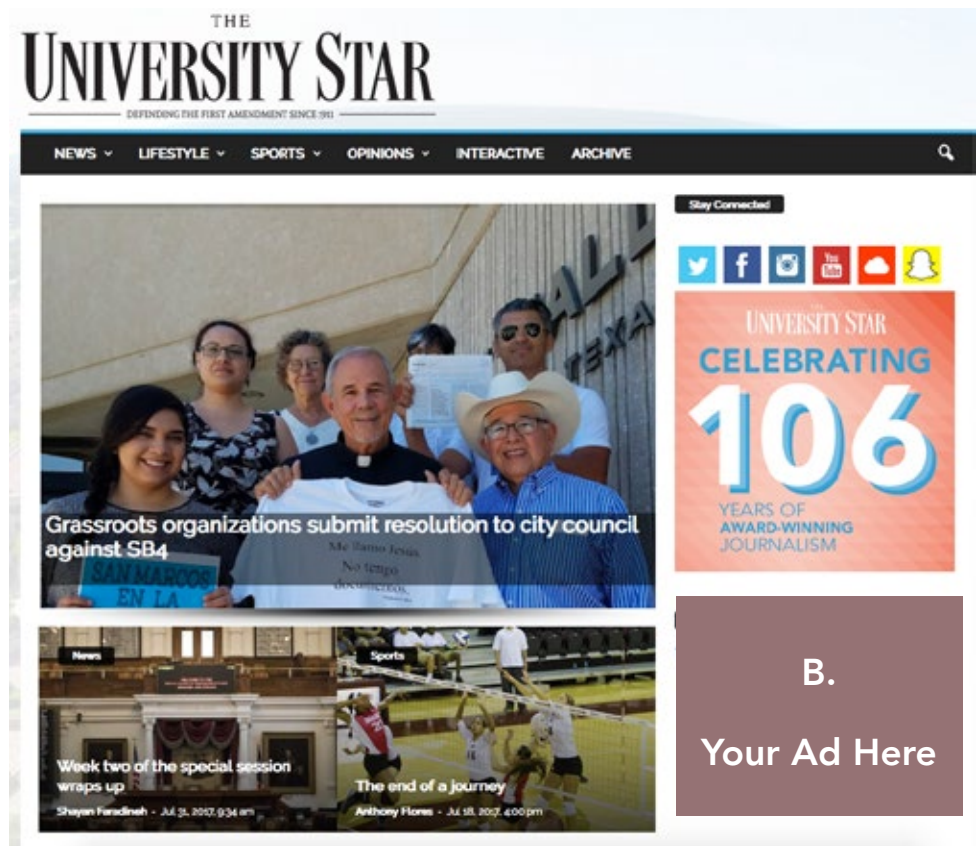
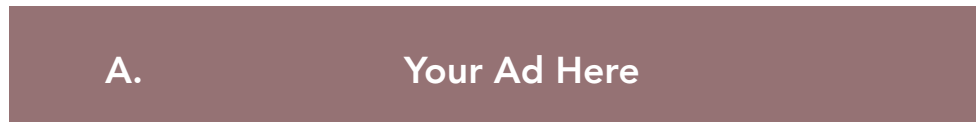
Monthly: \$895

D. Newsletter

Square

260 x 260 pixels

Monthly: \$695



SOCIAL MEDIA



11,600
Twitter followers



3,196
Facebook Likes



823
Instagram Followers

** call for custom packages*

Social Media Packages

A

8 Tweets @UniversityStar
2 Facebook Posts

\$1,250.00

B

8 Tweets @UniversityStar
2 Facebook Posts
2 Instagram Posts

\$1,500.00

C

8 Tweets @UniversityStar
2 Facebook Posts
2 Instagram Posts
2 Snapchat Posts

\$2,500.00

D

16 Tweets @UniversityStar
4 Facebook Posts
4 Instagram Posts
4 Snapchat Posts

\$5,000.00

E

24 Tweets @UniversityStar
6 Facebook Posts
6 Instagram Posts
6 Snapchat Posts

\$7,500.00

SOCIAL CONTESTS

Call for pricing



Facebook

<https://www.facebook.com/universitystar/>

Twitter

<https://twitter.com/UniversityStar>

Instagram

<https://www.instagram.com/universitystar/>

Snapchat



UniversityStar
universitystar

PUBLICATION SCHEDULE



2017

AUGUST

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

S	M	T	W	T	F	S
					1	2
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OCTOBER

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29	30	31				

NOVEMBER

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2018

DECEMBER

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31						

JANUARY

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28	29	30	31			

FEBRUARY

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MARCH

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18	19	20	21	22	23	24
25	26	27	28	29	30	31

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22	23	24	25	26	27	28
29	30					

MAY

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20	21	22	23	24	25	26
27	28	29	30	31		

SPECIAL ISSUES*

- Aug 29 - Back-to-School
- Feb 06 - Grad. School Issue
- Sep 19 - Career Fair Issue
- Feb 13 - Valentines Issue
- Sept 26 - Restaurant Guide
- March 20 - Housing Guide
- Oct 17 - Homecoming
- April 03 - San Marcos Stars
- Nov 14 - Fall Housing Guide
- April 24 - Commencement
- Dec 05 - Year End Review
- May 1 - Games Issue

*Special Pricing - see page 3

CONTACT

To place an ad in **The University Star** please contact **The University Star advertising, care of MediaMate, LLC.**

888.897.7711 | orders@mymediamate.com

CALENDAR KEY

- Regular Issue
- Special Issue