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

57% & 43%

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

Student Ethnicity
- White 50%
- Hispanic 33%
- African American 10%
- Other 7%

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

AD RATES - Premium Sizes*

<table>
<thead>
<tr>
<th>Ad Type</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Back Page Banner</td>
<td>$445.00</td>
</tr>
<tr>
<td>Front Page Banner</td>
<td>$230.00</td>
</tr>
<tr>
<td>Double Truck (color)</td>
<td>$2,880.00</td>
</tr>
<tr>
<td>Business Card</td>
<td>$3,150.00 per year</td>
</tr>
<tr>
<td>Puzzle Sponsorship</td>
<td>2 Puzzles: $450.00</td>
</tr>
<tr>
<td>Custom Puzzle</td>
<td>$715.00</td>
</tr>
</tbody>
</table>

* Call for dimensions

PCI RATE: $15.00
COLOR ADS: $75.00
COLOR ADS (Full page): $150.00
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): $500.00

Please send a PDF of the insert to advertising@universitystar.com for content approval prior to shipping.
Inserts must arrive 10 days prior to run date.

PRINTER ADDRESS

New Braunfels Herald-Zeitung
Attn: University Star Inserts + Date of Insertion
1342 Industrial Drive
New Braunfels, TX 78130
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**

**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 • $490/month

**Below 1st article banner**

- Size: 600 x 200 pixels
- Cost: $150/week • $320/month

**Above footer banner**

- Size: 600 x 200 pixels
- Cost: $100/week • $290/month

**A. Leaderboard**

- Size: 1020 x 175 pixels
- Cost: $150/week • $420/month

**B. Premium Rectangle**

- Size: 300 x 250 pixels
- Cost: $200/week • $490/month

**C. Rectangle**

- Size: 300 x 250 pixels
- Cost: $100/week • $330/month

**D./E. Half Rectangle**

- Size: 300 x 125 pixels
- Cost: $80/week • $250/month

**F. Banner**

- Size: 728 x 90 pixels
- Cost: $80/week • $210/month
# Social Media

**SOCIAL MEDIA**

<table>
<thead>
<tr>
<th>Packages</th>
<th>Social Media Platforms</th>
<th>Followers/Likes/Followers</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>8 Tweets @UniversityStar 2 Facebook Posts</td>
<td>11,600 / 3,196 / 823</td>
</tr>
<tr>
<td>B</td>
<td>8 Tweets @UniversityStar 2 Facebook Posts 2 Instagram Posts</td>
<td>11,600 / 3,196 / 823</td>
</tr>
<tr>
<td>C</td>
<td>8 Tweets @UniversityStar 2 Facebook Posts 2 Snapchat Posts</td>
<td>11,600 / 3,196 / 823</td>
</tr>
<tr>
<td>D</td>
<td>16 Tweets @UniversityStar 4 Facebook Posts 4 Instagram Posts 4 Snapchat Posts</td>
<td>11,600 / 3,196 / 823</td>
</tr>
<tr>
<td>E</td>
<td>24 Tweets @UniversityStar 6 Facebook Posts 6 Instagram Posts 6 Snapchat Posts</td>
<td>11,600 / 3,196 / 823</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Packages</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>$1,250.00</td>
</tr>
<tr>
<td>B</td>
<td>$1,500.00</td>
</tr>
<tr>
<td>C</td>
<td>$2,500.00</td>
</tr>
<tr>
<td>D</td>
<td>$5,000.00</td>
</tr>
<tr>
<td>E</td>
<td>$7,500.00</td>
</tr>
</tbody>
</table>

*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 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

**SOCIAL CONTESTS**

*Call for pricing*

**Facebook**
https://www.facebook.com/universitystar/

**Twitter**
https://twitter.com/UniversityStar

**Instagram**
https://www.instagram.com/universitystar/

**Snapchat**
https://www.snapchat.com/universitystar
CONTACT
To place an ad in The University Star please contact The University Star advertising.
512.245.3708 | advertising@universitystar.com

CALENDER KEY
- Regular Issue
- Special Issue

SPECIAL ISSUES*
- Aug 29 - Back-to-School
- Sep 19 - Career Fair Issue
- Oct 3 - Restaurant Guide
- Oct 24 - Homecoming
- Nov 14 - Fall Housing Guide
- Dec 05 - Year End Review
- Feb 06 - Grad. School Issue
- Feb 13 - Valentines Issue
- March 20 - Housing Guide
- April 03 - San Marcos Stars
- April 24 - Commencement
- May 1 - Games Issue

*Special Pricing - see page 3
**Insertion Order**

**Date:** ____/____/_____

**Contact Information:**

Advertiser Contact Name:_____________________________________ Title/Position:________________________

Company:____________________________________________________________________________

Address:__________________________________________________________________________________________

City:_______________________________State:__________________________ Zip: __________________________

Email: _____________________________ Phone: ________________________ Fax: __________________________

I authorize advertising insertion(s) in The University Star in the following issue(s):

### Print

<table>
<thead>
<tr>
<th>Color</th>
<th>Black &amp; White</th>
</tr>
</thead>
<tbody>
<tr>
<td>$75 - $150</td>
<td></td>
</tr>
</tbody>
</table>

| Full Page: 4 col (9.75") W x 21.0" H | $1,260.00     |
| ½ Page (H): 4 col (9.75") W x 10.5" H | $630.00       |
| ½ Page (V): 2 col (4.75") W x 21.0" H | $630.00       |
| ¼ Page (H): 4 col (9.75") W x 5.25" H | $315.00       |
| ¼ Page (V): 2 col (4.75") W x 10.5" H | $315.00       |

| Back Page Banner | $445.00       |
| Front Page Banner | $230.00       |

| Double Truck (color) | $2,880.00
| Business Card | $3,150.00 per year
| Puzzle Sponsorship | 2 Puzzles: $450.00

| Custom Puzzle | $715.00
| Custom: ____ col. W x ____ H PCI Rate $15.00

| Inserts | $500.00

**Total: $___________ USD**

### Digital

<table>
<thead>
<tr>
<th>Website</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard (1020 x 175 px)</td>
</tr>
<tr>
<td>Premium Rectangle (300 x 250 px)</td>
</tr>
<tr>
<td>Rectangle (300 x 250 px)</td>
</tr>
<tr>
<td>Half Rectangle (300 x 125 px)</td>
</tr>
<tr>
<td>Banner (728 x 90 px)</td>
</tr>
<tr>
<td>$150/week $210/month</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Newsletter</th>
</tr>
</thead>
<tbody>
<tr>
<td>Above masthead banner (600 x 200 px)</td>
</tr>
<tr>
<td>Below 1st article banner (600 x 200 px)</td>
</tr>
<tr>
<td>$150/week $240/month</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Social Media</th>
</tr>
</thead>
<tbody>
<tr>
<td>Package A (8 Tweets @UniversityStar, 2 Facebook Posts)</td>
</tr>
<tr>
<td>$1,250.00</td>
</tr>
<tr>
<td>Package B (8 Tweets @UniversityStar, 2 Facebook Posts, 2 Instagram Posts)</td>
</tr>
<tr>
<td>$1,500.00</td>
</tr>
<tr>
<td>Package C (8 Tweets @UniversityStar, 2 Facebook Posts, 2 Instagram Posts, 2 Snapchat posts)</td>
</tr>
<tr>
<td>$2,500.00</td>
</tr>
<tr>
<td>Package D (16 Tweets @UniversityStar, 4 Facebook Posts, 4 Instagram Posts, 4 Snapchat posts)</td>
</tr>
<tr>
<td>$5,000.00</td>
</tr>
<tr>
<td>Package E (24 Tweets @UniversityStar, 6 Facebook Posts, 6 Instagram Posts, 6 Snapchat posts)</td>
</tr>
<tr>
<td>$7,500.00</td>
</tr>
</tbody>
</table>

**Run Date:**

**Comments:**

**Initials:** __________
Deadline and Placement Information

Space and material deadline is 10 days prior to run date. Please contact your representative for more information.

Basic Creative Requirements
- PDF with all fonts embedded
- All images should be 200-300 dpi
- Color images must be in CMYK format
- Black and white images must be in grayscale
- Online ads should be JPG or GIF files

General Advertising Terms & Provisions

Deadlines
Quote pricing honored for 30 days. Copy and all ad material must be received 10 business days prior to scheduled run date.

Payment Policy
All orders must be prepaid in full. All payments are non-refundable except as otherwise provided herein. Advertiser assumes responsibility for checking proof of performance and ensuring their advertising campaign has run correctly.

Cancellation Policy
Advertiser must provide The University Star with a written cancellation request a minimum of 30 business days prior to ad insertion date to discontinue or cancel a campaign (or portion thereof). The University Star reserves the right to charge the Advertiser up to a 10% cancellation fee for any unused portion of the campaign to cover internal costs.

Indemnification
All advertisements are accepted and placed by The University Star on the Advertiser’s representation that Advertiser is authorized to publish the contents and subject matter of said advertisements. Advertiser agrees to indemnify and hold harmless The University Star and its officers and employees from any loss, liability, or expense (including reasonable attorney’s fees) incurred as a result of any claim or lawsuit for libel, violation of the right to privacy or publicity, plagiarism, copyright infringement and any other claim or lawsuit based on the contents or subject matter of said advertisements.

The liability of The University Star for any act, error, omission or failure to act for which it may be responsible shall, in no event, exceed the cost of the advertising space ordered. The University Star, will not, in any event, be liable for consequential or special damages including, but not limited to, lost profits or income. The University Star, is not, in any event, liable for any errors or omissions in advertisement copy, including but not limited to, key numbers. Unintentional or inadvertent failure on the part of The University Star to fill an order shall not constitute breach of the Purchase Order. The University Star shall not be subject to any liability whatsoever for failure to fill and order for advertising, or failure to publish or cause to be published, any advertising such failure(s) occasioned by accidents, fires, work stoppages, floods or other circumstances reasonably beyond The University Star’s control.

The University Star reserves the right to cancel or reject any advertising.

Governing Law
Client hereby agrees to be bound by the terms of this purchase order and that this purchase order shall be governed by and construed in accordance with the laws of the State of Texas. Any civil action or proceeding arising out of or related to this contract shall be brought in the courts of the State of Texas.

I hereby agree to the terms of this advertising insertion order.

Signature: ______________________________

Please make payments out to the following address:
The University Star
601 University Drive
San Marcos, TX 78666