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.

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”

ABOUT US
SCHOOL INFORMATION

Sizes

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

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.
### Online Advertising

<table>
<thead>
<tr>
<th>Size (in pixels)</th>
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<td>$16.00</td>
</tr>
<tr>
<td>B. Rectangle, 300x250</td>
<td>$15.00</td>
</tr>
<tr>
<td>C. Newsletter Banner, 275x42</td>
<td>$995.00 (monthly)</td>
</tr>
<tr>
<td>D. Newsletter Square, 260x260</td>
<td>$895.00 (monthly)</td>
</tr>
</tbody>
</table>

- **336,376** Unique visitors per year
- **653,139** Page views per year
- **900** Subscribers receive the weekly email edition

### Digital Packages *call for custom packages*

<p>| | | |</p>
<table>
<thead>
<tr>
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<tbody>
<tr>
<td>A</td>
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<tr>
<td></td>
<td>2 Facebook Posts</td>
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<td></td>
<td>2 Snapchat Posts</td>
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</tr>
<tr>
<td></td>
<td>6 Snapchat Posts</td>
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</tbody>
</table>

### Social Contests

Call for pricing

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

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

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

**Snapchat**
UniversityStar

11,600 Twitter followers
3,196 Facebook Likes
823 Instagram Followers
**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](http://www.registrar.txstate.edu/persistent-links/academic-calendar.html)

**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

**DEADLINE AND PLACEMENT INFORMATION:**
Space and material deadline is 10 days prior to run date. Minimum size and order restrictions apply. Please contact MediaMate 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:**
The *University Star* has hired MediaMate to be its exclusive ad manager. MediaMate is not an agency. MediaMate is the direct ad manager on staff, and 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 MediaMate and mailed to: MediaMate, LLC, 200 Brickstone Square, Suite 505, Andover, MA 01810 or pay by credit card by calling MediaMate at 888.897.7711. Accepted card types are Visa, Mastercard, Discover, and Amex.

All information is subject to change at anytime.