

THE
UNIVERSITY STAR

THE UNIVERSITY STAR NATIONAL AND REGIONAL ADVERTISING MEDIA KIT 2017-2018

ABOUT US

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.

SCHOOL INFORMATION

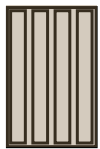
Circulation: 6,000
 Frequency: 1X Weekly
 Day(s) Published: Tuesday
 Enrollment: 38,808
 Location: San Marcos, TX
 Metro Area: Austin, TX
 Format: 4 Column Broadsheet
 Full Page Size: 4 col (9.75") W x 21.0" H

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



DISPLAY ADVERTISING

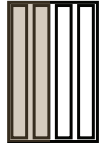
Sizes



Full Page
4 col (9.75") W x 21.0" H



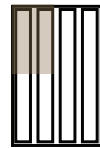
Half Page H
4 col (9.75") W x 10.5" H



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

Description	Price
Full Page	\$2,500.00
Half Page	\$1,250.00
Quarter Page	\$625.00
Front Page Banner	\$825.00
Back Page Banner	\$725.00
Inside Spread	\$5,500.00

*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

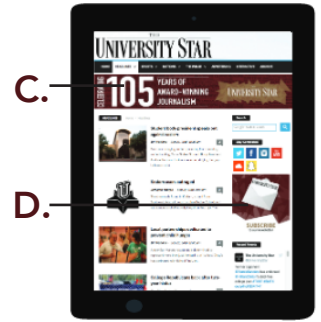
Min Size: 3.0" x 5.0"
 Max Size: 8.5" x 11.0"
 Min/Max Pages: 1- 4
 Flat Rate (per 6,000): \$900.00

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.

ONLINE ADVERTISING

Size (in pixels)	CPM
A. Leaderboard, 1020x175	\$16.00
B. Rectangle, 300x250	\$15.00
C. Newsletter Banner, 275x42	\$995.00 (monthly)
D. Newsletter Square, 260x260	\$895.00 (monthly)



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

SOCIAL CONTESTS

Call for pricing

<p>A</p> <p>8 Tweets @UniversityStar 2 Facebook Posts</p> <hr style="border: 1px solid #4b2c2c;"/> <p>\$2,000.00</p>	<p>B</p> <p>8 Tweets @UniversityStar 2 Facebook Posts 2 Instagram Posts</p> <hr style="border: 1px solid #4b2c2c;"/> <p>\$2,750.00</p>	<p>C</p> <p>8 Tweets @UniversityStar 2 Facebook Posts 2 Instagram Posts 2 Snapchat Posts</p> <hr style="border: 1px solid #4b2c2c;"/> <p>\$3,500.00</p>
<p>D</p> <p>16 Tweets @UniversityStar 4 Facebook Posts 4 Instagram Posts 4 Snapchat Posts</p> <hr style="border: 1px solid #4b2c2c;"/> <p>\$7,000.00</p>	<p>E</p> <p>24 Tweets @UniversityStar 6 Facebook Posts 6 Instagram Posts 6 Snapchat Posts</p> <hr style="border: 1px solid #4b2c2c;"/> <p>\$9,000.00</p>	

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>

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 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.



The University Star
601 University Drive
San Marcos, TX 78666
P 512.245.3708

E advertising@universitystar.com
www.universitystar.com