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

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## 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**
  - 4 col (9.75”) W x 10.5” H
- **Quarter Page**
  - 4 col (9.75”) W x 5.25” H

### Pricing

<table>
<thead>
<tr>
<th>Description</th>
<th>Price</th>
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</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>$2,500.00</td>
</tr>
<tr>
<td>Half Page</td>
<td>$1,250.00</td>
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<tr>
<td>Quarter Page</td>
<td>$625.00</td>
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<tr>
<td>Front Page Banner</td>
<td>$825.00</td>
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<tr>
<td>Back Page Banner</td>
<td>$725.00</td>
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<tr>
<td>Inside Spread</td>
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</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@ymediamate.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>
<th>CPM</th>
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</thead>
<tbody>
<tr>
<td>A. Leaderboard, 1020x175</td>
<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*

A.
8 Tweets @UniversityStar
2 Facebook Posts
$2,000.00

B.
8 Tweets @UniversityStar
2 Facebook Posts
2 Instagram Posts
$2,750.00

C.
8 Tweets @UniversityStar
2 Facebook Posts
2 Instagram Posts
2 Snapchat Posts
$3,500.00

D.
16 Tweets @UniversityStar
4 Facebook Posts
4 Instagram Posts
4 Snapchat Posts
$7,000.00

E.
24 Tweets @UniversityStar
6 Facebook Posts
6 Instagram Posts
6 Snapchat Posts
$9,000.00

SOCIAL CONTESTS
Call for pricing

Facebook
https://www.facebook.com/universitystar/
Twitter
https://twitter.com/UniversityStar

Instagram
https://www.instagram.com/universitystar/
Snapchat
UniversityStar

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.register.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 - Valentine's 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.