

2013-14 Advertising Media Kit

LET'S

TALK

CSU

PRINT | WEB | MOBILE

Student Media

THE ROCKY MOUNTAIN
COLLEGIAN

College Avenue

FACULTY & STAFF

CSU Life

Let's Talk Student Media.

As the student voice of Colorado State University, Rocky Mountain Student Media serves the campus community with four award-winning student-run, student-produced media organizations: *The Rocky Mountain Collegian*, CSU's daily newspaper; KCSU, 90.5 fm, a 10,000 watt public radio station; CTV, campus television; and *College Avenue*, a student lifestyle magazine.

Rocky Mountain Student Media gives students hands-on experience in print, broadcast, advertising, photography, and graphic design. Students are wholly responsible for content and design. The RMSMC offices are a second home for employees and connects students to each other and the CSU Community. Students are committed to the highest journalistic standards, and do not view the paper and other publications as "student" work, but professional quality reporting and design.

Contacts.

Advertising

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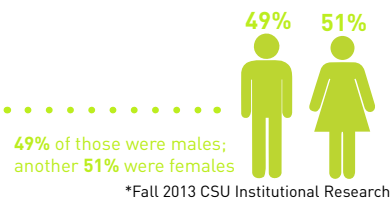
"I work at student media because I love what I do and the other students, they're like a family to me."
-Kate Simmons

LET'S TALK NUMBERS.

Our Audience

37,989

22,565 of those are undergraduates
 4,479 are graduates, and veterinarian medicine
 4,470 are cont. ed., guest & study abroad students
 6,475 are CSU Faculty & Staff



Record student enrollment for 6th consecutive year

Audience Breakdown

Student Reading Habits

76% of students have read their student-run paper in the last 30 days
 61% of CSU students read the Collegian regularly
 92% of students have been motivated to take some sort of action by an article or ad

Students by Class

21% Freshmen
 20% Sophomores
 21% Juniors
 26% Seniors
 12% Graduates & professionals

52% of students are 21 or older

77%
 of students rent or own their own place.



7,000
 New students will be welcomed to campus this year.

What does this mean for our business community?

CSU students contribute more than annually to the local economy

\$168 MILLION*

What will CSU students spend their money on this year?

36% on groceries, convenience stores and restaurants during the year.

15% on gas and auto repair and maintenance during the year.

11% on clothing and shoes each year.

30% MORE SPENDING

Nationally college students have increased discretionary spending by 30% over the last 5 years

2013 Crux Research

*City of Fort Collins Economic Plan, June 2012

Let's Talk Print.

Our print products provide marketers a simple yet powerful portfolio of options to reach different segments of the CSU market from students and staff to alumni and parents. Our daily newspaper and specialty publications allow advertisers to choose the publication best suited to meet their needs.



THE COLLEGIAN.

The Rocky Mountain Collegian is a 122 year-old tradition published for the students and by the students of Colorado State University. Each morning, Monday through Friday, the Collegian greets readers with news about campus as well as, Fort Collins news, sports, opinions, entertainment, Ram Talk, puzzles and advertising messages geared specifically for students. Editorially independent from the University, we have a connection with our audience that is as loyal and genuine as we could ask for. It's our job to bring this relationship to your business.

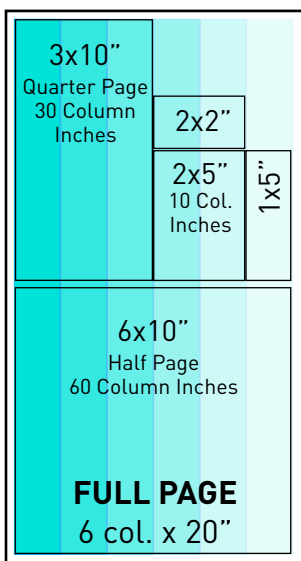
The Collegian is one of eight college newspapers in the country to be awarded the Columbia Scholastic Press Associations' Silver Crown for overall excellence. The Collegian is also ranked in the top 20 of college newspapers by the *Princeton Review*.

THE WEEKENDER.

Published on Fridays, the Weekender is CSU's weekly arts, entertainment and culture magazine and is a go-to source for students preparing for the weekend ahead. The Weekender is distributed throughout campus and the Fort Collins community each Friday morning and features music, film, theater and entertainment news along with sports highlights, popular trends and featured events happening in Fort Collins

Customers Talk.

"The Collegian is my go-to because it's what gets read the most; it's what gets seen the most. I always run at least one ad a week in the Collegian." Kelsie Williams, Off Campus Life



Sample sizes.
Other sizes available.

Advertising Rates

Per column inch

Open Rate	\$11.00
Annual Contract Rates	
100 inches	\$9.60
250 inches	\$9.00
500 inches	\$8.70
750 inches	\$8.40
1000 inches	\$8.00
1500 inches	\$7.50

Colorado State University Rates

CSU Departments	\$7.40
Student Organizations	\$6.40

Non-Profits\$9.00

The Collegian publishes
Monday - Thursday

The Weekender publishes Friday

The Collegian



The Weekender

The Collegian Column Sizes

1 = 1.658"	4 = 6.963"
2 = 3.426"	5 = 8.732"
3 = 5.196"	6 = 10.5"

The Weekender Column Sizes

1 = 1.767"	4 = 7.567"
2 = 3.7"	5 = 7.567"
3 = 5.633"	

Discounts

First Time Advertisers: 5 for 4

First time local advertisers, new in business or new to the Collegian, can take advantage of a FREE ad when five ads are scheduled within ten publishing days. You pay for four ads and the fifth ad is FREE.

Repeat Discount: 20% Off

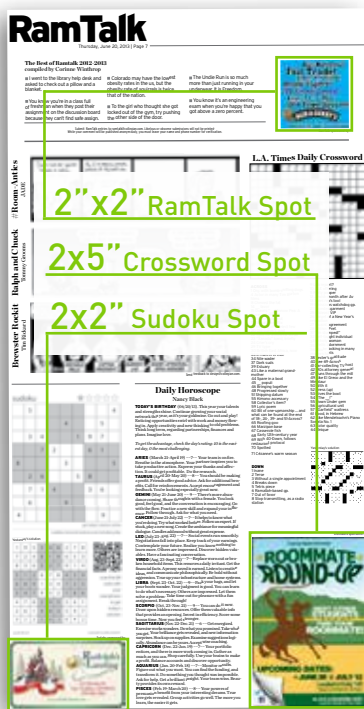
Consistency is key when it comes to effective advertising. Re-run the same ad with no copy changes, within five business days and earn 20% off all subsequent runs.

Deadlines

Deadlines for all display advertising space is 4 p.m. two working days prior to publication.

Puzzles and RamTalk

Sponsorships, including guaranteed placement by popular puzzles and RamTalk, are available to advertisers sponsoring the daily Crossword, Sudoku, Wonderword or RamTalk sections of the newspaper. Sponsorship is a full semester commitment and includes a 2"x2", 2 column x 2" or 2 column x 5" ad. Ask your sales representative about rates and availability.



Other Opportunities

Classifieds

The Collegian classifieds page offers advertisers great exposure to a key demographic. Visit www.Collegian.com to create your account and place your ad.

Line Ad Rates (Per Word, Per Day, 15 word min):

1-3 Days.....	30¢
4+ Days	20¢

Bold Type..... 20¢

(additional per word, per day)

Business Logo/Art.....\$2.00

(additional per ad, per day)

Deadline for all classified line ads is 3 p.m. one working day prior to publication. Cancellation or changes in ads cannot be accepted after deadline.

Inserts

Pre-printed inserts only. Acceptance of inserts is upon approval by the Collegian. Maximum size without folding is 9" x 12". Full run is 7,000 inserts. Smaller runs are available (\$200 Minimum). Inserts should be delivered to our printer 5 days before insertion date.

Insert Rates:

1-4 Pages	\$70/thousand
4 or more times annually	\$60/thousand
4+ pages	\$75/thousand
4 or more times annually	\$65/thousand

Front Page Ads

The front page is the most prominent position for an ad. Only one ad is available in each issue, on a first-come basis. Front-page banner ads are 6 columns x 2 inches, full color. \$400 per issue, frequency discounts available.

Street Team

Get your message or product out by building a custom street team package combining print advertising, on-air announcements and/or distribution of fliers and products. Ask your sales representative about package options, rates and availability.

Post-It Notes

Get noticed with Post-It Note advertising. Pre-printed notes can be placed on the front page, top right for \$115/thousand (5,000 minimum).

LET'S TALK RATES.

85% of CSU employees read CSU Life regularly

2012 readership survey

CSU LIFE.

CSU Life is a monthly news publication produced specifically for faculty and staff at Colorado State University. The publication is delivered directly to staff mailboxes on campus. CSU Life is a partnership between Student Media and CSU's Division of External Relations. Together we are dedicated to featuring stories for and about employees, highlighting accomplishments and presenting information about the great community that's CSU.



Save 20% if you run in 6+ editions

Full Page	Quarter Page
Business Card	
Eighth Page	
Half Page	

Advertising Rates

Full Page (9.5" x 13.75")	\$680
Half Page (9.5" x 6.75")	\$390
Quarter Page (4.625" x 6.75")	\$240
Eighth Page (4.625" x 3.25")	\$130
Business Card (3" x 2")	\$60
Business Profile (8" story on your business)	\$100
With Picture	\$125

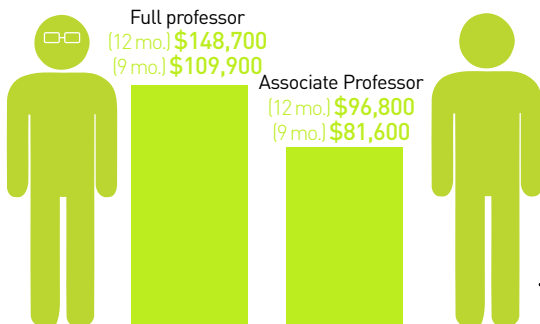
All prices include full color

2013-14 Publication Schedule

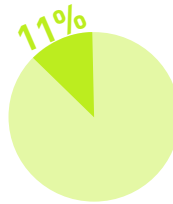
In Mailboxes	Ad Deadline
Monday, Sept. 9	Thursday, Aug. 22
Monday, Oct. 7	Thursday, Sept. 26
Monday, Nov. 4	Thursday, Oct. 24
Monday, Dec. 9	Friday, Nov. 22
Monday, Feb. 3	Thursday, Jan. 23
Monday, Mar. 3	Thursday, Feb. 20
Monday, Apr. 7	Thursday, Mar. 27
Monday, May 5	Thursday, Apr. 24

Let's Talk Facts.

AVERAGE SALARY



There are 6,475 University Employees

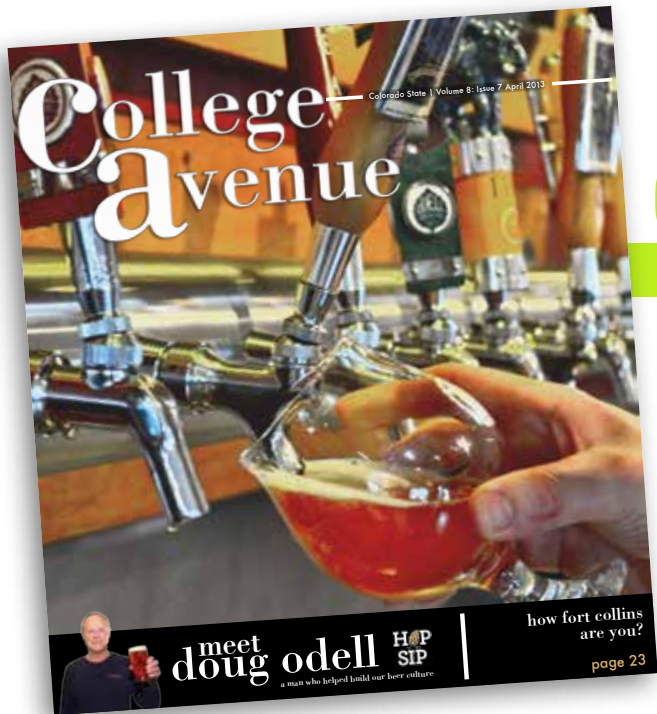


Generate 11% of household income in Fort Collins

CSU employees contribute \$253 million annually to the Fort Collins economy

\$253 million per year

CSU is Northern Colorado's largest employer



COLLEGE AVE.

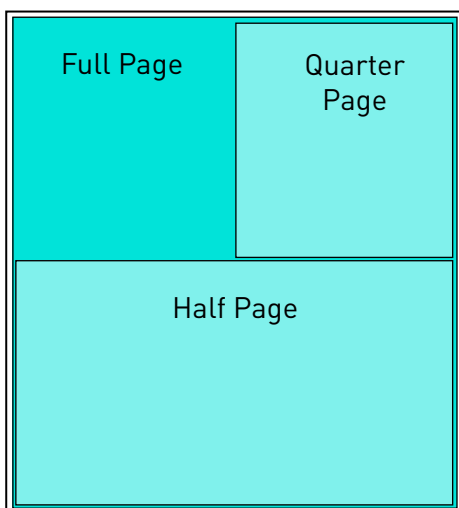
Colorful, bold, inquisitive, diverse. College Avenue is Student Media's magazine covering student life in a student voice. Each publication features a topic on issues related to CSU students and includes monthly features on food, fashion and student trends. College Avenue provides readers unique ways to explore and enjoy our active Fort Collins community.

2013-14 Publication Schedule

College Ave is inserted into the Rocky Mountain Collegian 3 times per semester and can also be picked up in College Avenue racks throughout campus.

Feature	Publish Dates	Ad Deadline
Music Scene	Wednesday, Sept. 11	Friday, Aug. 30
Best of CSU	Wednesday, Oct. 30	Monday, Oct. 21
All About Design	Wednesday, Nov. 13	Friday, Nov. 1
Holidays	Wednesday, Dec. 11	Friday, Nov. 22
Love	Wednesday, Feb. 12	Friday, Jan. 31
How to Get a Job	Wednesday, March 26	Monday, March 10
Fashion Fads	Wednesday, April 23	Friday, April 11

“College Avenue magazine is the peanut butter to my jelly - from cute quizzes to hard hitting articles, you will find what you want to know about Fort Collins and CSU in this little monthly publication.”
 -Logan Martinez



Save 20%
 if you run in consecutive editions

Advertising Rates

- Back Cover (9.5"x10.5")\$415
- Full Page (9.5"x10.25").....\$395
- Half Page (9.5"x5").....\$198
- Quarter Page (4.667"x5")\$110

All prices include full color

SPECIAL PUBLICATIONS.

The **Collegian** and **College Avenue** magazine publish special editions throughout the year highlighting events and topics most appealing to students. Target-specific editions give advertisers the opportunity to reach an interested and receptive audience of potential customers.

School Starts
Aug. 26



Publishes Oct. 10 in
the **Collegian**
Homcoming 2013

Ram packed with events and special deals for all families, friends and fans coming to campus to celebrate Homecoming/Family Weekend.

October

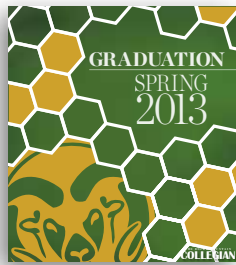


Publishes Oct. 30
in the **Collegian**
Best of CSU

Special issue dedicated to CSU student's ranking of all the best places to eat, shop, hang out and more in Fort Collins.

October 30th

Fall Grad
Guide
Dec. 16



Publishes May 12 and
December 16 in the **Collegian**
Graduation Guide

Published at the end of each semester, the Graduation editions feature news for and about graduating seniors. The edition includes congratulatory messages from CSU departments and organizations making this a hold-on-to publication for graduates and their families.

May 12



Publishes in March
in the **Collegian**
Housing Guide

A spring edition to help students find housing for the coming fall as well as tips for how to survive off campus living.

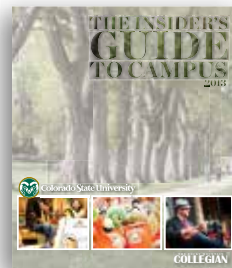
March



Publishes in May
Visitor's Guide

Highlighting the best of both Fort Collins and CSU, the Visitor's Guide is the perfect go-to publication for all visitors.

May



Publishes in June
Orientation Guide

CSU's guide to campus and college life for new students. The Orientation Guide is distributed throughout the summer at Preview CSU.

June

LET'S TALK DESIGN

Creative Services

Our experienced design team, staffed by national award-winning student graphic artists, can create individual ads or entire campaigns specific for your business at no extra cost.

Your Ad Specs

- Minimum resolution should be 300 Pixels/In.
- File format should be .indd, .ai, .psd, .eps, .pdf, .jpeg, .tiff
- Color ads should be in CMYK
- Confirm actual ad size with your rep
- Your ad should look super snazzy!

The Collegian reserves the right to reset or resize ads submitted with incorrect dimensions.

Let's Talk Dates.

2013-14 Publication Schedule

Fall 2013

August 2013

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 2013

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					

October 2013

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		

November 2013

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

December 2013

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				

Spring 2014

January 2014

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	

February 2014

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	

March 2014

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					

April 2014

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			

May 2014

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						

Collegian Daily Newspaper- ○
Special Publication- ●

Summer 2014

June 2014

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					

July 2014

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		

August 2014

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					

“The Collegian hits everybody that I need to reach!”
- Karl Mobley,
Owner Krazy Karl's Pizza

Special Publications

Back-to-School Edition	Monday, Aug. 26, 2013
Career Fair	Monday, Sept. 16, 2013
Homecoming	Thursday, Oct. 10, 2013
Best of CSU	Wednesday, Oct. 30, 2013
Holiday Gift Guide	Wednesday, Dec. 11, 2013
Graduation	Monday, Dec. 16, 2013

Notable University Dates

Fall Classes Begin	Monday, Aug. 26, 2013
Homecoming	Thurs., Oct. 10 - Sun. 13, 2013
Thanksgiving Break	Sat., Nov. 23 - Sun., Dec. 1, 2013
Classes End	Friday, Dec. 13, 2013
Final Exams	Mon., Dec. 16, - Fri., Dec. 20, 2013
Graduation	Fri., Dec. 20 - Sat., Dec. 21, 2013

College Ave

Wednesday, Sept. 11
Wednesday, Oct. 30
Wednesday, Nov. 13
Wednesday, Dec. 11
Wednesday, Feb. 12
Wednesday, March 26
Wednesday, April 23

CSU Life

Monday, Sept. 9
Monday, Oct. 7
Monday, Nov. 4
Monday, Dec. 9
Monday, Feb. 3
Monday, Mar. 3
Monday, Apr. 7
Monday, May 5

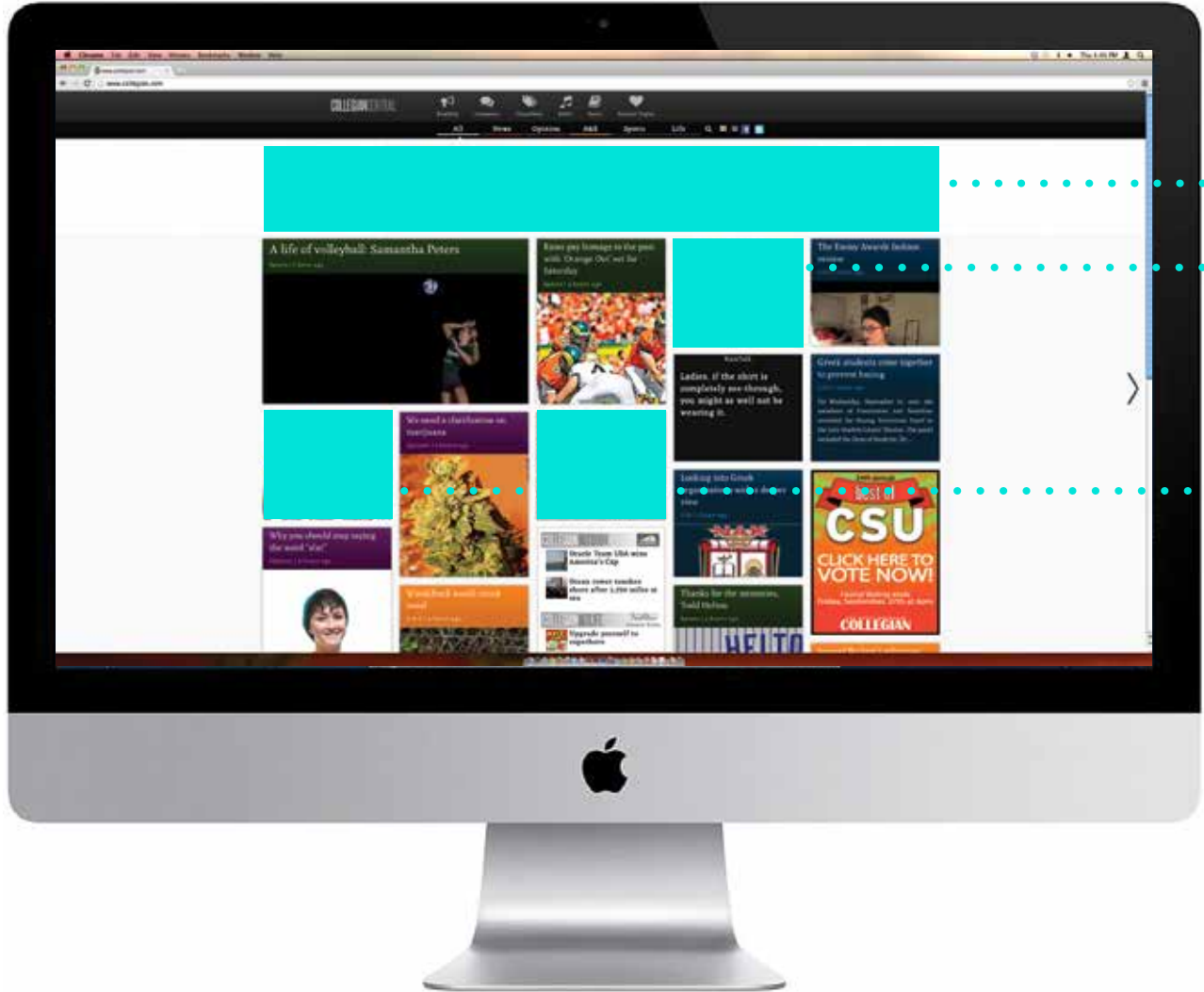
FALL

SPRING

Career Fair	Monday, Feb. 3, 2014
Love	Wednesday, Feb. 12, 2014
CSU Housing Guide	TBA
Spring Break	Wednesday, March 5, 2014
Graduation	Monday, May 12, 2014
Fort Collins Visitor's Guide	Monday, May 12, 2014
Orientation Guide	Monday, June 2, 2014

Spring Classes Begin	Tuesday, Jan. 21, 2014
Spring Break	Sat., March 15 - Sun., March 23, 2014
I Love CSU Day	Friday, April 18
Classes End	Friday, May 9, 2014
Final Exams	Mon., May 12 - Fri., May 16, 2014
Graduation	Fri., May 16 - Sat., May 17, 2014

Let's Talk **Online.**



Collegian.com is the central site for all student media including the Collegian's print edition, CTV video news, & College Ave. magazine. The website has recently undergone a redesign by AP Google Scholarship award winning developer and the student media digital team. Collegian.com is updated throughout the day with late-breaking news and features content exclusive to the site including blogs, chats, videos, KCSU 90.5 streaming, RamTalk and news updates throughout the day. Collegian.com provides the best digital advertising platform for local businesses to supplement print advertising and extend market reach to readers outside the print edition's distribution area, including off-campus and remote students, prospective students, parents of students, Ram fans and CSU alumni and visitors. Collegian.com has been awarded the Columbia Scholastic Press Associations' Gold Crown for overall excellence.

Collegian.com

474,681 Total Unique Visitors **642,200** Total Visitors
1,342,273 Total Page Views **7,000,000+** Impressions

Numbers based on 2012-13 school year



Advertising Rates

Per 1,000 impressions

Regular spot (300x250 px)..... \$5
 Premium spot..... \$7

Passion Topic Sponsorship

Passion topics are aggregation blogs -- a human-curated collection of the best news coverage of a selected topic relevant to students. Sponsorship is exclusive to one advertiser per topic.



Advertising Rates
for 12 month commitment
\$300 per month

“Online gives us a lot of easy access to the CSU student body. During the months we advertised last year, we saw our traffic increase 18.75% from 16,000 visits the previous year to 19,000 visits.”

-Melissa Emerson, Conflict Resolution Assistant Director

Instant Interaction

Promoting your business on collegian.com allows readers to instantly interact with your advertisement by clicking through to your website's home page, a key deal, or virtually any other place on the web. We'll keep track of your results so that you can see your success first hand.

Integration

Collegian.com integrates campus, local and world news, entertainment and reader generate social media into one central location, keeping students connected wherever they are.

LET'S TALK MOBILE.



Find yourself connecting with students with one of the most popular apps for the campus community, RamTalk. RamTalk, the Collegian's most popular daily feature, is now an app with an overwhelming loyal user base. The RamTalk app also gives readers access to the daily Collegian online edition.

Call it the "TO GO" option in our media menu – advertising on RamTalk puts your business on the move.

Advertising Rates
Banner Ad.....\$50/month

236,134 Total Page Views

Average user, uses the app daily!

During the 2012-13 school year



So many companies out there that are trying to line their pockets with the customer's money. The Collegian actually works with me, and looks out for my best interest.

Karl Mobley, Owner Crazy Karl's Pizza



Every morning I grab a bagel and coffee in between classes and sit with The Collegian. It's become such a big part of my routine, I get really sad anytime I don't have time to relax with the paper.

Kara Duwe, CSU Senior



Without student media we wouldn't have access to the CSU market. The staff is always top notch and very professional.

Mat Dinsmore, Wilbur's Total Beverage Manager