

LET'S TALK CSU

2014-15 Advertising Media Kit



PRINT | WEB | MOBILE

Student Media

COLLEGEavenue
YOUR STUDENT MAGAZINE

THE ROCKY MOUNTAIN
COLLEGIAN

CSULife
for Faculty & Staff

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.

Our ability to combine print, broadcast, web and social media, and direct marketing opportunities, makes it possible for us to create an advertising plan unique to your business. We are everywhere our audience is and we can get you there too. Work with us to identify your specific targets and we can design a media plan to meet your goals.

Whether you are searching for the tech savvy student, the outdoor enthusiast, or a mass audience of students and staff, RMSMC can help.

Contacts.

Advertising

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KCSU Advertising

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CTV Advertising

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Student media students know CSU. Let us help you connect to our community at Colorado State.

LET'S TALK NUMBERS.

Our Audience

38,426

22,506 undergraduate students
 4,580 graduates and professional students
 4,639 cont. ed., guest & study abroad students
 6,701 CSU faculty & staff

49% of those were males;
 another 51% were females



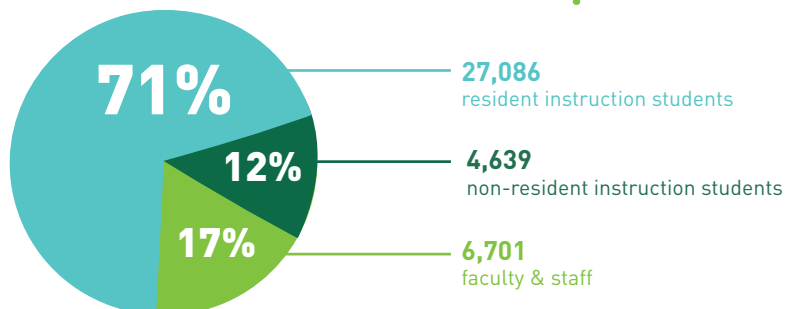
*Fall 2014 CSU Institutional Research

Record student enrollment for 7th consecutive year

Audience Breakdown

Students by Class

- 21% Freshmen
- 19% Sophomores
- 19% Juniors
- 24% Seniors
- 17% Graduates & professionals



58% of students are 21 or older

79%

of students rent or own their own place.



6,000

New freshman & transfer students on 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*.



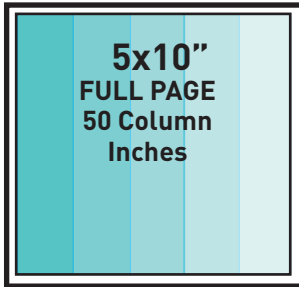
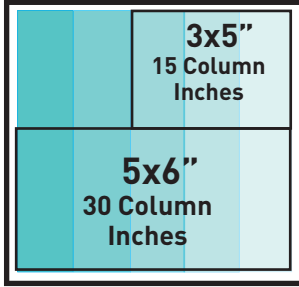
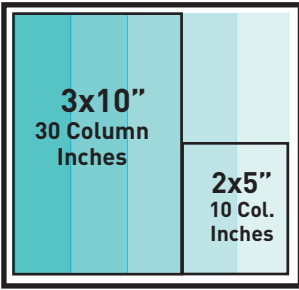
THE WEEKENDER.

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



Advertising Rates

Per column inch

Open Rate\$14.00

Annual Contract Rates

100 inches	\$10.50
250 inches	\$9.00
500 inches	\$8.70
750 inches	\$8.40
1000 inches	\$8.00

Colorado State University Rates

CSU Departments	\$7.40
Student Organizations	\$6.40
Non-Profits	\$9.00

The Collegian publishes
Monday - Friday

The Collegian Column Sizes

1 = 1.917"	4 = 8.167"
2 = 4.00"	5 = 10.25"
3 = 6.083"	

Discounts

5 for 4

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.

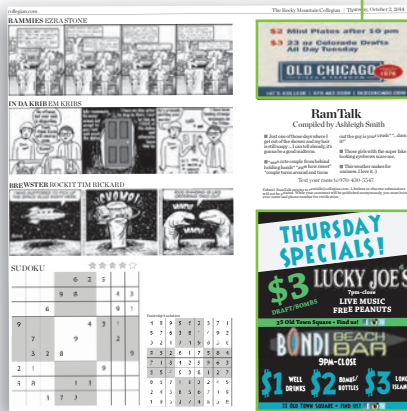
Deadlines

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

Puzzles and Comics

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

2"x2"
Puzzle Spot



2x5"
Comic Spot

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 11" x 11.5". Full run is 6,500 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 5 columns x 1.5 inches, full color. \$300 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.

Event Planning

Our marketing team can help you plan, organize and implement a special event on or off campus.

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.



November 2014

INSIDE:
Branch Out Cider page 4
Upgrade to Canvas page 10

COMMUNITY EVENTS

Raise For Diversity
Nov. 5, 6 p.m.
Lory Student Center Longs Peak 360

Partners for Diversity celebrates the unique history of our students, faculty, staff, and alumni and the contributions they bring to the University community. This event includes complimentary appetizers, beverages and a cash bar. The keynote, "The evolution of advocacy at CSU," will be given by Blanche Hughes, vice president of Student Affairs, at 7 p.m. Student Center, including cultural centers and advocacy offices will also be available. There is no charge for the event, but registration is required. Register online by Nov. 3, or call (970) 262-2688. Contact hughes@lory.com for more information.

Native American Heritage Month: Grand opening of Doherty Art Gallery
Nov. 6, 6:30 p.m.
Lory Student Center

Contemporary Arts of today's Native American Artists' ceremony includes drum groups, performances and an open house in the Native Arts Exhibit gallery.

Homecoming honor



One of the many events that marked the 100th Colorado State Homecoming in October was the renaming of West Drive to honor the Oiler and Olympian athlete - Amy Van Dyken Way. The homecoming grand parade and parade CSU alumni took time from their studies for a special ceremony in an AlV account in June to accept the salute.

Coaching a legend to her full potential

by Tony Hoffer

When former women's swimming coach John Mattos first learned in 1985 that All-American swimmer Amy Van Dyken had transferred to Colorado State University, he was understandably excited to add her to his team.

One problem: Van Dyken - frustrated by illness and unhappy at the University of Arizona - was done swimming. As in retired.

"Yeah, I was done swimming," Van Dyken said. "The reason I went to Colorado State was because I didn't have my studies and I decided I was done swimming. John contacted me and said, 'Swim with me for a semester. If you love it, continue year.' It seemed like a pretty good deal to me."

It turned out to be a great deal for Van Dyken. Mattos, CSU's first and American swimming, eight national champion and the NCAA Female Coach of the Year, and Mattos was National Coach of the Year. Two years later she was an international celebrity after winning four gold medals at the 1996 Summer Olympics in Atlanta.

Four years later at the Sydney Games, she added two more gold medals before retiring as one of the most successful female U.S. Olympians in history. "Amy just needed to be nurtured, which she wasn't getting at Arizona," Mattos said. "She was

World Unity Fair

By Sarah Sparhawk

Colorado State University is bringing together its myriad of cultures at the 61st annual World Unity Fair this month. "The World Unity Fair provides a way for the local community to experience over 20 cultures, food, dance, dress, and other traditions under a single roof, on a single night, in a colorful and exciting atmosphere," said Anne Walton, international programs coordinator.

The World Unity Fair will take place Nov. 8, 9 p.m. in Lory Student Center B Ballroom.

The idea of bringing campus diverse peoples together was first conceived by an undergraduate exchange student and the Contemporary Club in the early 1980s. This was the first "International Day," which would become the decades-long tradition of the fair.

"The high energy of the cultural events is amazing, and if you need a break sit back and do some holiday shopping at the International Bazaar or snack on some international appetizers in the fair food room," said Walton. "Really, though, I think people get most excited about the stage shows. The performances are truly top-notch and often something you've never seen before, whether it's the Japanese Sema dancing, a 'wa-shanty' that

See World Unity page 6



Save 20% if you run in 6+ editions

Full Page	Quarter Page
Business Card	
Eighth Page	
Half Page	

Advertising Rates

Full Page (9.5"x13.75")	\$680
Half Page (9.5"x6.75")	\$390
Quarter Page (4.625"x6.75")	\$240
Eighth Page (4.625"x3.25")	\$130
Business Card (3"x2")	\$60
Business Profile (8" story on your business)	\$100
With Picture	\$125

All prices include full color

2014-15 Publication Schedule

In Mailboxes	Ad Deadline
Monday, Sept. 8	Thursday, Aug. 28
Monday, Oct. 6	Thursday, Sept. 25
Monday, Nov. 3	Thursday, Oct. 23
Monday, Dec. 15	Thursday, Dec. 4
Monday, Feb. 2	Thursday, Jan. 22
Monday, Mar. 2	Thursday, Feb. 19
Monday, Apr. 6	Thursday, Mar. 26
Monday, May 4	Thursday, Apr. 23

Let's Talk Facts.

AVERAGE SALARY

Full professor (12 mo.)	\$132,705
(9 mo.)	\$92,99
Associate Professor (12 mo.)	\$96,800
(9 mo.)	\$81,600

There are **6,701 University Employees**

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

\$253 million per year

Generate 11% of household income in Fort Collins

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.



“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

Full Page	Quarter Page
Half Page	

Save 20%
 if you run in consecutive editions

Advertising Rates

- Full Page (10.25"x10").....\$500
- Half Page (10.25"x5")\$300
- Quarter Page (4.95"x5")\$200

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. 25



Publishes October 16 in the Collegian **Homecoming 2014**

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

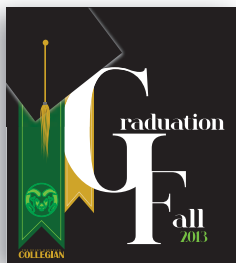
October



Publishes Nov. 5 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.

November 4th



Publishes December 15 and May 11 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 11



Publishes in February 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.

February



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 Ram Orientation.

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

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

Let's Talk Dates.

2014-15 Publication Schedule

Fall 2014

August 2014							September 2014							October 2014							November 2014							December 2014						
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S
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10	11	12	13	14	15	16	14	15	16	17	18	19	20	12	13	14	15	16	17	18	9	10	11	12	13	14	15	14	15	16	17	18	19	20
17	18	19	20	21	22	23	21	22	23	24	25	26	27	19	20	21	22	23	24	25	16	17	18	19	20	21	22	21	22	23	24	25	26	27
24	25	26	27	28	29	30	28	29	30	26	27	28	29	30	31	23	24	25	26	27	28	29	28	29	30	31								
31																																		

Spring 2015

January 2015							February 2015							March 2015							April 2015							May 2015							
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	
				1	2	3	1	2	3	4	5	6	7	1	2	3	4	5	6	7				1	2	3	4							1	2
4	5	6	7	8	9	10	8	9	10	11	12	13	14	8	9	10	11	12	13	14	5	6	7	8	9	10	11	3	4	5	6	7	8	9	
11	12	13	14	15	16	17	15	16	17	18	19	20	21	15	16	17	18	19	20	21	12	13	14	15	16	17	18	10	11	12	13	14	15	16	
18	19	20	21	22	23	24	22	23	24	25	26	27	28	22	23	24	25	26	27	28	19	20	21	22	23	24	25	17	18	19	20	21	22	23	
25	26	27	28	29	30	31							29	30	31	26	27	28	29	30	24	25	26	27	28	29	30								
																										31									

Collegian Daily Newspaper- ○

Summer 2015

June 2015							July 2015							August 2015							
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	
		1	2	3	4	5	6				1	2	3	4							1
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14	15	16	17	18	19	20	12	13	14	15	16	17	18	9	10	11	12	13	14	15	
21	22	23	24	25	26	27	19	20	21	22	23	24	25	16	17	18	19	20	21	22	
28	29	30	26	27	28	29	30	31	23	24	25	26	27	28	29						
									30	31											

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

Special Publications

Back-to-School Edition	Monday, Aug. 25, 2014
Homecoming	Thursday, Oct. 16, 2014
Best of CSU	Tuesday, Nov. 4, 2014
Holiday Gift Guide	Wednesday, Dec. 10, 2014
Graduation	Monday, Dec. 15, 2014

Notable University Dates

Fall Classes Begin	Monday, Aug. 25, 2014
Homecoming	Thurs., Oct. 16 - Sun. 19, 2014
Thanksgiving Break	Sat., Nov. 22 - Sun., Nov. 30, 2014
Classes End	Friday, Dec. 12, 2014
Final Exams	Mon., Dec. 15, - Fri., Dec. 19, 2014
Graduation	Fri., Dec. 19 - Sat., Dec. 20, 2014

CSU Life

Monday, Sept. 8
Monday, Oct. 6
Monday, Nov. 3
Monday, Dec. 15
Monday, Feb. 2
Monday, Mar. 2
Monday, Apr. 6
Monday, May 4

FALL

SPRING

Love	Wednesday, Feb. 11, 2015
CSU Housing Guide	Monday, Feb. 16, 2015
Spring Break	Monday, March 9, 2015
Graduation	Monday, May 11, 2015
Fort Collins Visitor's Guide	Monday, May 11, 2015
Orientation Guide	Monday, June 1, 2015

Spring Classes Begin	Tuesday, Jan. 20, 2015
Spring Break	Sat., March 14 - Sun., March 22, 2015
I Love CSU Day	Friday, April 18
Classes End	Friday, May 8, 2015
Final Exams	Mon., May 11 - Fri., May 15, 2015
Graduation	Fri., May 15 - Sat., May 16, 2015

Let's Talk Online.



Collegian.com is the central site for all student media: the Collegian, CTV video and news, KCSU 90.5 and College Avenue magazine. The site features breaking news, blogs, aggregated passion topics, videos and live-stream radio. Collegian.com provides the best digital platform for local businesses to reach on and off-campus audiences. Collegian.com has been awarded the Columbia Scholastic Press Associations' Gold Crown for overall excellence.

Collegian.com

571,960 Sessions
2,616,677 Page Views

434,914 Users
3,161,772 Impressions

Numbers based on 2013-14 school year



Advertising Rates

Run of Site
 (300x250 px)\$200/30days
 Premium spot
 (900x90)\$25/day

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.



Connect with readers anytime, anywhere with the Collegian app. We go everywhere our audience goes. With mobile web your ad will be seen every time Collegian.com is viewed on a mobile phone.

Mobile Rates	
Banner Ad.....	\$50/month
Spring 2015	
Feb-May.....	\$125
728x90 pixels & 320x50 pixels	



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