



YOUR COLORADO STATE UNIVERSITY
STUDENT MEDIA

EVERYWHERE

PRINT • ONLINE • TV • RADIO • APP

2015 - 16 MEDIA KIT

COLLEGEavenue
YOUR STUDENT MAGAZINE

 **90.5 FM**
kcsu
KCSUFM.COM

THE ROCKY MOUNTAIN
COLLEGIAN
WWW.COLLEGIAN.COM

SVP

STUDENT VIDEO PRODUCTIONS

CSUTV **11**

Rocky Mountain Student Media

EVERYWHERE

As the student voice of Colorado State University and city of Fort Collins, Rocky Mountain Student Media serves the community with five award-winning, student-run media outlets: The *Rocky Mountain Collegian*, CSU's daily newspaper; KCSU 90.5, a 10,000 watt fm radio station; CTV, cable channel 11; *College Avenue*, a monthly lifestyle magazine; and *CSU Life*, a monthly news publication for faculty and staff.

Our unique ability to combine print, broadcast, web, social media, and direct marketing, makes it possible for us to create an advertising plan tailored specifically to meet your advertising needs. We are everywhere our audience is and we can get you there too!

THE ROCKY MOUNTAIN COLLEGIAN

The Collegian, Colorado

State University's student-run newspaper, provides readers with campus, local, sports and entertainment news, Monday through Thursday and on Fridays during key home games.

Collegian.com is the online center for all student media. The site features breaking news, aggregated blogs, online programming, videos and live-stream television and radio.



KCSU, Colorado State's student-run radio station prides itself on alternative music programming with specialty DJ programs and news updates. The 10,000 watt signal reaches devoted listeners along the Front Range from Cheyenne to Longmont.



CTV, on Comcast and CSU channel 11, features news, sports, talk and entertainment.

SVP, Student Television Productions provides professional video production.

COLLEGEavenue

YOUR STUDENT MAGAZINE

College Avenue is a monthly lifestyle publication. Each edition features a different theme covered from a student perspective.



CSU Life, a monthly news publication produced specifically for faculty and staff at Colorado State University, is delivered directly to staff mailboxes and features stories for and about campus employees.

BY THE #'S

38,710

total campus population

22,506

Undergraduates

4,580

Graduates & Professional

4,639

Continuing Education & Guest

6,985

Faculty & Staff

BY CLASS:

21% Freshman

19% Sophomores

19% Juniors

24% Seniors

17% Graduate & Professional

BY GENDER:

49% male

51% female

6,000

New freshman & transfer students on campus this year.



The Rocky Mountain Collegian

Since 1891, **The Collegian** has been a mainstay on the Colorado State University campus and has become one the country's preeminent student-run news publications. Currently ranked in the top 20 of college newspapers by the Princeton Review, the Collegian is distributed throughout campus and the Fort Collins community, Monday through Thursday with special Friday sports editions on key game weekends. News is reported throughout the day with updates on collegian.com, KCSU and through Facebook and Twitter.

DISTRIBUTION

6,500 daily Monday through Thursday throughout campus and to more than 150 locations in Fort Collins.



FRIDAY SPORTS EXTRAS

Friday Sports Extras feature key game day information for CSU's major home match-ups. 4,000 editions will be distributed on Fridays throughout campus and Fort Collins, and 2,500 directly to fans on game day.

Publication Schedule

August 28	January 22
September 4	February 5
September 18	February 19
October 9	March 4
October 16	March 23
October 30	
November 13	



QUICK FACTS

92%

of CSU students have read the print version of the Collegian

55%

read the Collegian regularly

Students are
more likely

to read their

college newspaper
than a local or national newspaper.

50%

read the
online
version

33%

read
both

2014 Student Survey

SPENDING

\$\$\$

Nationally college students have
increased discretionary spending by

30% over the last
5 years.

CSU Students

contribute more than

\$168 million

annually to the local economy

The Rocky Mountain Collegian

DISPLAY RATES

Per column inch

Local Open Rate: \$14.00

Annual Bulk 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 Organization.....	\$6.40

Color Rates

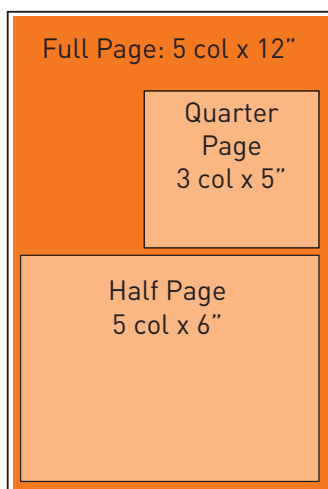
Full Color - \$50

Deadlines

Deadline for booking all display advertising space is 4 pm two working days prior to publication.

Ad Sizing

1 column = 1.75
2 columns = 3.7
3 columns = 5.6
4 columns = 7.6
5 columns = 9.5



Sending an ad?

Email a high-resolution PDF of your ad by 12 p.m. one business day prior to publication to advertising1@collegian.com or advertising2@collegian.com

DISPLAY DISCOUNTS

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 ads.

CLASSIFIED RATES

Classified Word/Line Ads

Per word, per day

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)	

Classified Deadlines

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

PRE-PRINTED INSERTS

Cost Per Thousand \$70

6,500 maximum per day
4,000 minimum per day
Frequency discounts available

Ship To:

Prairie Mountain Publishing
Attention: Chris Klein/Collegian
801 North 2nd Street
Berthoud, CO 80513

SPORTS EXTRAS

Regular advertising rates apply.
40% off each ad for full season, approximately 6 issues.

SPECIAL PLACEMENT OPTIONS

FRONT PAGE ADVERTISING

Only one advertiser per day can place an ad at the bottom of the Collegian front page. Spots are reserved on a first-come, first-serve basis and include full color.

5 col. x 2" \$300/day

Frequency discounts available

PUZZLES

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.

Sudoku Sponsor

Sponsoring the Sudoku puzzle is great exposure for your business.

2 col. x 2" ad \$50/day in black & white
\$75/day full color.

Frequency discounts available.

Crossword Sponsor

A great place to build brand recognition.

2 col. x 5" ad \$120/day black & white
\$145/day in full color.

Frequency discounts available.

COLLEGE AVENUE

Colorful, bold, inquisitive, diverse. College Avenue is Student Media's lifestyle publication covered from a student voice. Each edition features a lifestyle topic and includes monthly features on food, fashion and trends. College Avenue provides readers unique ways to explore and enjoy our active Fort Collins community.



Advertising Rates

Back Page (9.5"x12.25").....	\$550
Full Page (9.5"x12.25").....	\$500
Half Page (9.5"x6").....	\$320
Quarter Page (4.375"x6").....	\$200

All prices include full color

2015-16 Publication Schedule

Wednesday, Sept. 23
 Wednesday, Nov. 4
 Wednesday, Dec. 9
 Wednesday, Feb. 10
 Wednesday, Mar. 23
 Wednesday, Apr. 20

6,500 copies printed

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.



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	\$150
(News story with photo about your business)	

All prices include full color

2015-16 Publication Schedule

In Mailboxes	Ad Deadline
Tuesday, Sept. 8	Thursday, Aug. 27
Monday, Oct. 5	Thursday, Sept. 24
Monday, Nov. 2	Thursday, Oct. 22
Monday, Dec. 14	Thursday, Dec. 3
Monday, Feb. 8	Thursday, Jan. 28
Monday, Mar. 7	Thursday, Feb. 25
Monday, Apr. 11	Thursday, Mar. 31
Monday, May 9	Thursday, Apr. 28

6,700 copies distributed monthly

COLLEGIAN.COM



Advertising Rates

Run of Site (300x250 px)	\$200/30days
Run of Site (300x600px)	\$350/30days
Premium spot (970x90).....	\$25/day
Ads will rotate with up to three other ads	

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 and TV. 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

689,679 Sessions

520,040 Users

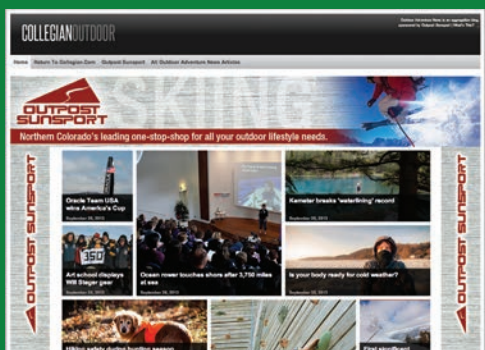
4,410,792 Ad Impressions



2014-15 school year

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.



Exclusive Sponsorship
for 12 month commitment
\$300 per month

Mobile App

Connect with readers anytime, anywhere with the Collegian app. We go everywhere our audience goes. With the app your ad will be seen every time Collegian content is viewed.



Mobile Rates

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



KCSU is Colorado State's student-run radio station serving the CSU campus and Northern Colorado since 1964. KCSU is music intensive, focusing on college and alternative musical genres. KCSU also provides newscasts, sports updates and live play-by-play of CSU Women's Volleyball.

KCSU targets 18-34-year-olds including the more than 38,000 students, faculty and staff at CSU. Local residents have followed KCSU since it's beginnings in 1964 and continue to listen and support KCSU programming. Because KCSU's format crosses generational lines, there is also a clearly defined 35 and older audience.

UNDERWRITING

Underwriting at 90.5 KCSU is a great, low-cost way to get the word out about your business or event while supporting KCSU.

Underwriting Announcements:

Prime Time & Specialty Show:

1-20 announcements.....\$15/ announcement
 21+ announcements\$10/ announcement
 Additional discounts for larger packages

Top of the Hour Announcements:

Feature your business as the top of the hour KCSU sponsor.

3 announcements per day for 30 days.....\$200

CSU Women's Volleyball Sponsorship

Sponsor the exclusive broadcast of CSU Women's Volleyball.....\$500

Sponsorship includes:

- announcements throughout 18 home games, 2 road games, and NCAA tournament
- minimum of 4 announcements each week prior to the game
- logo featured on print Collegian advertisements and on KCSUfm.com

Signal

KCSU broadcasts a 10,000-watt signal reaching an effective coverage area from Cheyenne, WY to Longmont, CO. KCSUfm.com streams live worldwide. Streaming also available on TuneIn, iTunes, Collegian App and KCSUfm.com

Programming

Prime Time: 7:00 am to 7:00 pm

Rotation is a large compilation of local, national, and international music. Primetime DJs represent the voice of KCSU and provide the community with the newest music, sports, and news.

Specialty: 7:00pm and 1:00am

Specialty shows feature a two-hour show focusing on one particular genre of music or topic.

CSU Volleyball

KCSU provides exclusive play-by-play coverage of CSU Volleyball, broadcasting live from Moby Arena during every home game, two road games, and the NCAA tournament.



CTV television programming on Comcast and campus channel 11 features news, sports and entertainment and streaming at Collegian.com. Ask about underwriting opportunities.

Student Video Productions offers affordable and professional video production. SVP has produced training and conference videos for national clients as well as online video for local businesses. See our work at video.collegian.com.

Look no further than SVP for your next video project. For a quote and more information call 970-491-6643.

PUBLICATION SCHEDULE

Fall 2015

August 2015							September 2015							October 2015							November 2015							December 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			1	2	3	4	5						1	2	3		1	2	3	4	5								
2	3	4	5	6	7	8	6	7	8	9	10	11	12	4	5	6	7	8	9	10		8	9	10	11	12	13	14	6	7	8	9	10	11	12
9	10	11	12	13	14	15	13	14	15	16	17	18	19	11	12	13	14	15	16	17		15	16	17	18	19	20	21	13	14	15	16	17	18	19
16	17	18	19	20	21	22	20	21	22	23	24	25	26	18	19	20	21	22	23	24		22	23	24	25	26	27	28	20	21	22	23	24	25	26
23	24	25	26	27	28	29	27	28	29	30				25	26	27	28	29	30	31		29	30					27	28	29	30	31			
30	31																																		

Spring 2016

January 2016							February 2016							March 2016							April 2016							May 2016							
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		1	2	3	4	5	6			1	2	3	4	5						1	2	1	2	3	4	5	6	7	
3	4	5	6	7	8	9	7	8	9	10	11	12	13	6	7	8	9	10	11	12		3	4	5	6	7	8	9	8	9	10	11	12	13	14
10	11	12	13	14	15	16	14	15	16	17	18	19	20	13	14	15	16	17	18	19		10	11	12	13	14	15	16	15	16	17	18	19	20	21
17	18	19	20	21	22	23	21	22	23	24	25	26	27	20	21	22	23	24	25	26		17	18	19	20	21	22	23	22	23	24	25	26	27	28
24	25	26	27	28	29	30	28	29						27	28	29	30	31				24	25	26	27	28	29	30	29	30	31				
31																																			

Summer 2016

June 2016							July 2016							August 2016						
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						1	2		1	2	3	4	5	6
5	6	7	8	9	10	11	3	4	5	6	7	8	9	7	8	9	10	11	12	13
12	13	14	15	16	17	18	10	11	12	13	14	15	16	14	15	16	17	18	19	20
19	20	21	22	23	24	25	17	18	19	20	21	22	23	21	22	23	24	25	26	27
26	27	28	29	30			24	25	26	27	28	29	30	28	29	30	31			
							31													

Collegian Newspaper-○ College Avenue-● Sports Extra-□

Special Publications

Back-to-School Edition	Monday, Aug. 24, 2015
Homecoming	Friday, Oct. 16, 2015
Best of CSU	Wednesday, Nov. 4, 2015
Holiday Gift Guide	Wednesday, Dec. 9, 2015
Graduation	Tuesday, Dec. 15, 2015
College Ave	Wednesday, Feb. 10, 2016
CSU Housing Guide	Monday, Feb. 15, 2016
College Ave	Wednesday, March 23, 2016
College Ave	Wednesday, April. 20, 2016
Graduation	Tuesday, May 10, 2016

CSU Life Publication Schedule

Tuesday, Sept. 8
Monday, Oct. 5
Monday, Nov. 2
Monday, Dec. 14
Monday, Feb. 8
Monday, Mar. 7
Monday, Apr. 11
Monday, May 9



Publishes in February 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.



Publishes in May Parent Guide

Created especially for parents and families of new CSU students, the guide is distributed at Ram Orientation and through CSU Parent and Family Programs.



Publishes in May Visitors Guide

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



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.



Publishes in August & January Ram Deals

CSU's most value-filled, information-packed campus coupon book distributed throughout the CSU community at the beginning of each semester.