

ABOUT US

The Collegiate Times is the oldest newspaper in Blacksburg, VA, serving the Virginia Tech community since 1903. It's distributed every Monday and Thursday during the academic year to high traffic areas all over campus, reaching over 31,000 students, as well as over 7,000 faculty and staff members. Advertising opportunities for 2016-2017 include print, social media, website, and ad rack advertising. The Collegiate Times also offers sponsorship packages and numerous special editions.

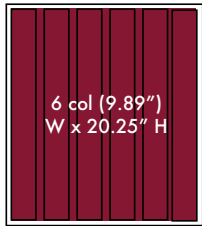
SCHOOL INFORMATION

Circulation:	5,000	Column Widths:
Frequency:	2X Weekly	1) 1.44"
Day(s) Published:	Monday / Thursday	2) 3.06"
Enrollment:	31,224	3) 4.86"
Location:	Blacksburg, VA	4) 6.60"
Metro Area:	Roanoke, VA	5) 8.19"
Format:	6 Column Broadsheet*	6) 9.89"
Full Page Size:	6 col (9.89") W x 20.25" H	

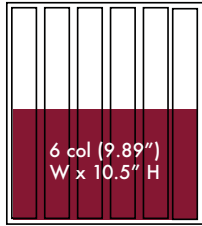


DISPLAY ADVERTISING

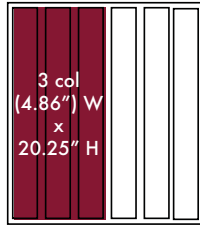
BROADSHEET SIZES



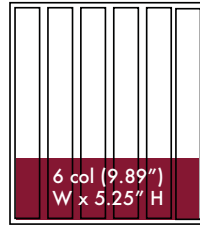
Full Page
\$1,930.00



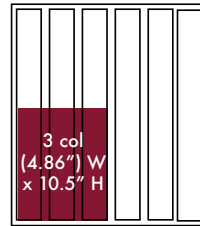
Half Page (H)
\$965.00



Half Page (V)
\$965.00

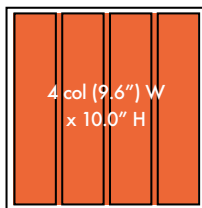


Quarter Page (H)
\$485.00

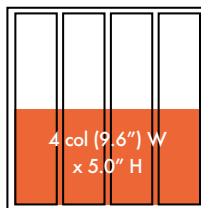


Quarter Page (V)
\$485.00

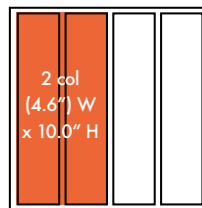
SPECIAL TABLOID SIZES



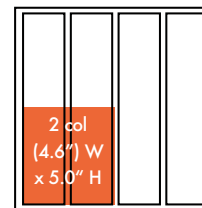
Full Page
\$2,135.00



Half Page (H)
\$1,170.00



Half Page (V)
\$1,170.00



Quarter Page (V)
\$685.00

— PCI Rate - \$16.00 (Broadsheet Only)

— Color Rate (CMYK) - \$375.00
(Additional cost per ad)

— Back Page, Double Truck, and other premium placement available.

SOCIAL MEDIA



22,000+
Twitter followers



6,500+
Facebook Likes



1,900+
Instagram followers

Package A

4 Tweets (140 Characters)

2 Facebook Posts

\$1,049.00

Package B

8 Tweets (140 Characters)

4 Facebook Posts

2 Posts on Instagram

\$2,349.00

Package C

16 Tweets (140 Characters)

8 Facebook Posts

4 Posts on Instagram

\$4,495.00

Package D

24 Tweets (140 Characters)

10 Posts on Instagram

16 Facebook Posts

\$7,695.00

@collegiatetimes

www.facebook.com/CollegiateTimes/

www.instagram.com/collegiatetimes/

Website Advertising

570,000+
Unique visitors per year



1,150,000+
Page views per year

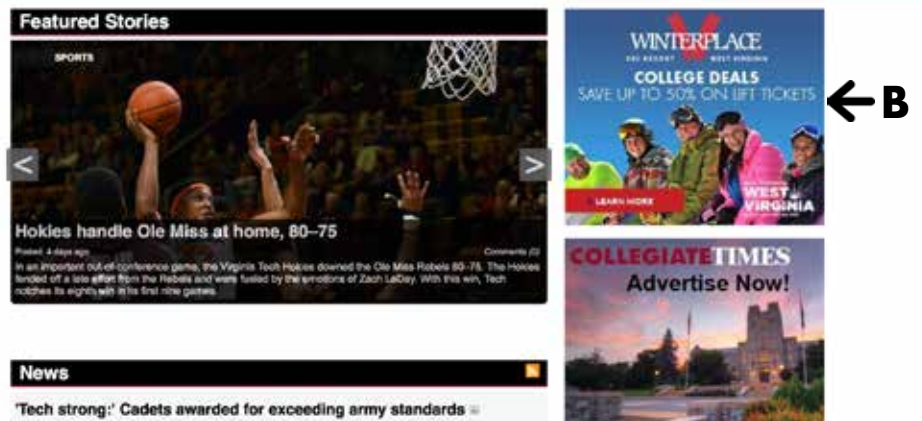
A. Leader-board

728 x 90 pixels
CPM \$15.00



B. Rectangle

300 x 250 pixels
CPM \$13.00



Ads will be viewed on
mobile devices too!

www.collegiatetimes.com/



Additional Advertising Options

Inserts

Min Size: 5.0" x 8.0"
Max Size: 11.0" x 12.0"
Min/Max Pages: 1- 4
Flat Rate (per 5,000): \$600.00

Send to: The Roanoke Times
Sharon Kolb
201 W. Campbell Ave.
Roanoke, VA 24011

Attn: Collegiate Times + Date of Insertion

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.

Ad Racks

Place your highly visible, full-color posters on one of our high traffic Ad Racks.

\$1,695.00 per 5 racks / month

(Maximum of 30 racks)



PUBLICATION DATES

Fall 2016

August: 11*, 22, 25, 29

September: 1*, 6*, 8*, 12, 15**, 19, 22**, 26, 29

October: 3, 6, 11, 13*, 17, 20**, 24*, 27*, 31*

November: 3*, 7*, 10*, 14, 17**, 28

December: 1, 5*

Spring 2017

January: 19, 23*, 26, 30

February: 2*, 6, 13*, 16, 21, 23, 27*

March: 2, SPRING BREAK, 13, 16*, 20, 23*, 27, 30

April: 3, 6, 10, 13, 17, 20*, 24, 27

May: 1*

Academic Calendar

https://www.registrar.vt.edu/dates_deadlines/academic_calendar/2016-2017.html

Extra Points**

Our "Extra Point" tabloid specials run each Friday before home games!

Special Issues - Schedule*

August 11 - Welcome Back Hokies

September 1 - Football Preview

September 6 - Business Horizons

September 8 - Battle of Bristol

October 13 - Grad School Special

October 24 - Collegiate Living

October 27 - Halloween

October 31 - Election Guide

November 3 - Happy Hour Special

November 7 - Basketball Preview (Tentative)

December 5 - Final Deals

January 23 - Business Horizons (Tentative)

February 2 - Grad School Special

February 13 - Valentines Day/Housing Guide

February 27 - Best of Blacksburg

March 16 - March Madness / St. Patricks Day

March 23 - Great Outdoors

April 20 - Spring Game/Relay For Life

May 1 - Goodbye Grads

DEADLINE AND PLACEMENT INFORMATION:

Space and material deadline is 10 days prior to run date. Minimum size and order restrictions apply. Please contact MediaMate 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:

The Collegiate Times has hired MediaMate to be its exclusive ad manager. MediaMate is not an agency. MediaMate is the direct ad manager on staff, and all rates published on this media kit are direct rates. Please be sure to update our contact information for The Collegiate Times to the below address to ensure all correspondence and ad materials are received.

Payments should be made out to MediaMate and mailed to: MediaMate, LLC, 200 Brickstone Square, Suite 505, Andover, MA 01810 or pay by credit card by calling MediaMate at 888.897.7711. Accepted card types are Visa, Mastercard, Discover, and Amex.

All information is subject to change at anytime.



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