



2016 - 2017

Local & University Media Kit

ADVERTISING RATES AND INFORMATION FOR THE VIRGINIA TECH COLLEGIATE TIMES

COLLEGIATETIMES

STATISTICS



Award Winning!

The Collegiate Times has received numerous awards from the Virginia Press Association for its work in writing, photography, and design



CIRCULATION
5,000

STUDENT



ENROLLMENT
31,224

GENDER



58%



42%

UNDERGRADS



LIVING ON CAMPUS
8,902

ATTENDANCE



Full Time **98%** Part Time **2%**

25 & older **3%**



24 & younger

STUDENT AGES

FACULTY & STAFF



7,000+



STUDENT ORIGIN (UNDERGRADUATE)

73%
IN-STATE

22.5%
OUT-OF-STATE

4.5%
INTERNATIONAL

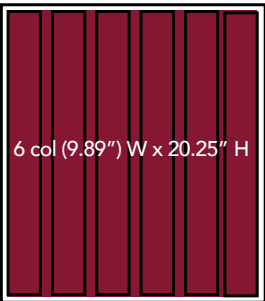
PRINT ADVERTISING

5,000
CIRCULATION

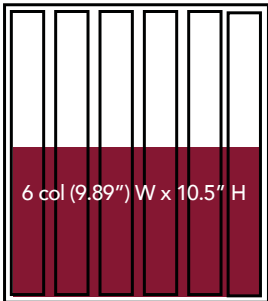


**Distributes Mondays
and Thursdays!**

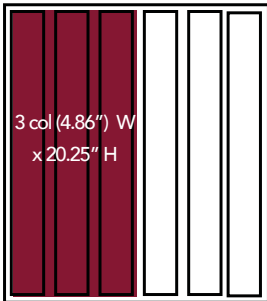
BROADSHEET SIZES



Full Page
\$1,270.00



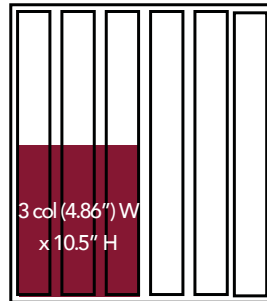
Half Page (H)
\$660.00



Half Page (V)
\$660.00

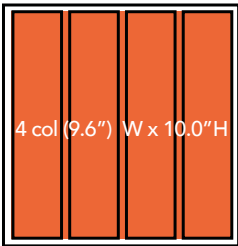


Quarter Page (H)
\$330.00

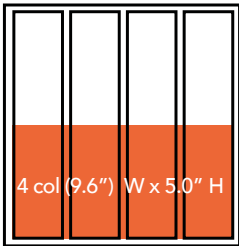


Quarter Page (V)
\$330.00

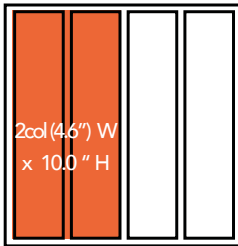
SPECIAL TABLOID SIZES



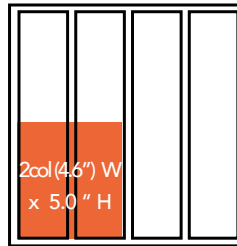
Full Page
\$1,475.00



Half Page (H)
\$865.00



Half Page (V)
\$865.00



Quarter Page (V)
\$535.00

PCI Rate - \$10.70 (Broadsheet Only)

Color Rate (CMYK) - \$150.00
(Additional cost per ad)

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

Sponsorship Packages available - Call for details

SOCIAL MEDIA PACKAGES



22,000+
Twitter followers



6,500+
Facebook Likes



1,900+
Instagram followers

Package A

4 Tweets (140 Characters)

2 Facebook Posts

\$795.00

Package B

8 Tweets (140 Characters)

4 Facebook Posts

2 Posts on Instagram

\$1,395.00

Package C

16 Tweets (140 Characters)

8 Facebook Posts

4 Posts on Instagram

\$2,795.00

Package D

24 Tweets (140 Characters)

10 Posts on Instagram

16 Facebook Posts

\$6,595.00



@collegiatetimes



www.facebook.com/CollegiateTimes/



www.instagram.com/collegiatetimes/

WEBSITE ADVERTISING

570,000+
Unique visitors per year



1,150,000+
Page views per year

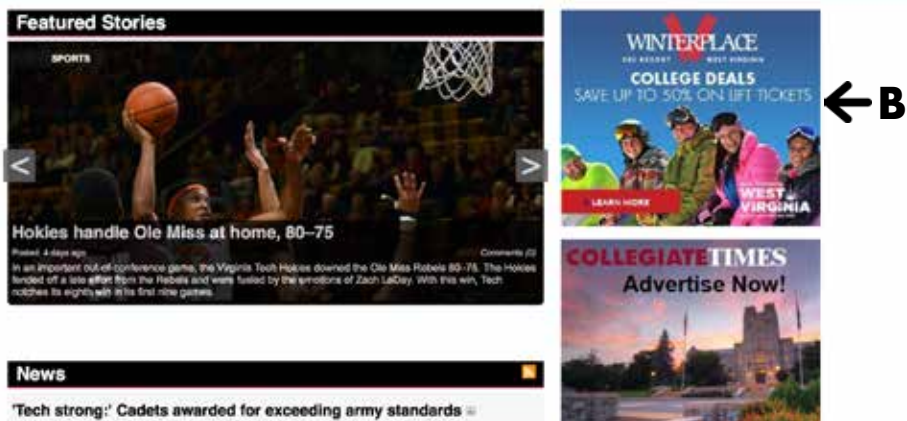
A. Leader-board

728 x 90 pixels
CPM \$14.00



B. Rectangle

300 x 250 pixels
CPM \$12.00



Ads will be viewed on mobile devices too!

www.collegiatetimes.com/



ADDITIONAL ADVERTISING

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): \$500.00

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.

\$1,395 per 5 racks / month
(Maximum of 30 racks)



PUBLICATION SCHEDULE



2016

AUGUST

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					

SEPTEMBER

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

OCTOBER

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

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	

2017

DECEMBER

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

JANUARY

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					

FEBRUARY

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

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	

APRIL

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

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					

CONTACT

To place an ad in **The Collegiate Times** please contact
MediaMate, LLC. 888.897.7711 | Orders@mymediamate.com

CALENDAR KEY

○ Special Issue □ Extra Point

ACADEMIC CALENDAR

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

EXTRA POINTS

- 9/15 - Extra Point
- 9/22 - Extra Point
- 10/20 - Extra Point
- 11/10 - Extra Point
- 11/17 - Extra Point

*Tentative issue date

FALL SPECIAL ISSUES

- 8/11 - Welcome Back Hokies
- 9/1 - Football Preview
- 9/6 - Business Horizons
- 9/8 - Battle of Bristol
- 10/13 - Grad School Special
- 10/24 - Collegiate Living
- 10/27 - Halloween
- 10/31 - Election Guide
- 11/3 - Happy Hour Special
- 11/7 - Basketball Preview*
- 12/5 - Final Deals

SPRING SPECIAL ISSUES

- 1/23 - Business Horizons
- 2/2 - Grad School Special
- 2/13 - Valentines Day/Housing Guide
- 2/27 - Best of Blacksburg
- 3/16 - March Madness / St. Patricks Day
- 3/23 - Great Outdoors
- 4/20 - Relay for Life/Spring Game
- 5/1 - Goodbye Grads