



2017-2018

National Media Kit

ADVERTISING RATES AND INFORMATION FOR THE COLLEGIATE TIMES AT VIRGINIA TECH

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
32,663

GENDER



57%



43%

UNDERGRADS



LIVING ON CAMPUS
8,932

ATTENDANCE



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

25 & older **3%**



24 & younger

97%
STUDENT AGES

FACULTY & STAFF



7,000+



STUDENT ORIGIN (UNDERGRADUATE)

70%
IN-STATE

23%
OUT-OF-STATE

6%
INTERNATIONAL

1%
UNKNOWN

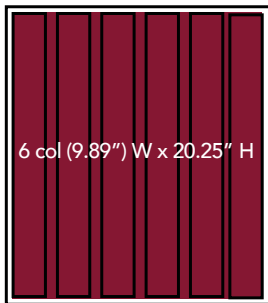
PRINT ADVERTISING

5,000
CIRCULATION

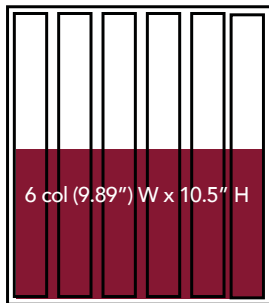


Distributes
Tuesdays

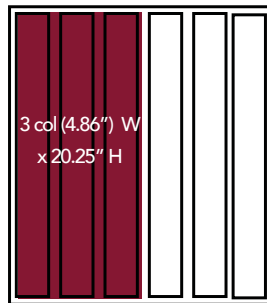
BROADSHEET SIZES



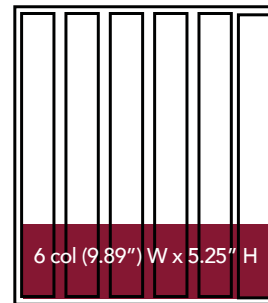
Full Page
Regular Edition: \$1,950
Special Edition: \$2,150



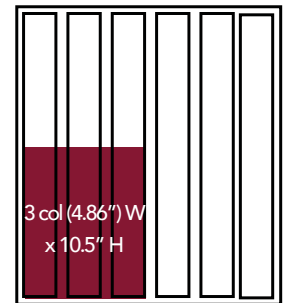
Half Page (H)
Regular Edition: \$975
Special Edition: \$1,175



Half Page (V)
Regular Edition: \$975
Special Edition: \$1,175

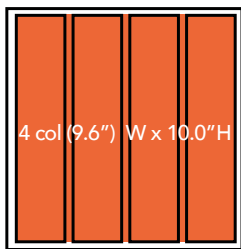


Quarter Page (H)
Regular Edition: \$490
Special Edition: \$690

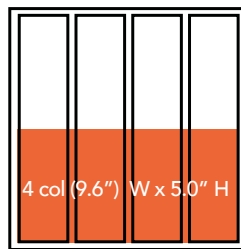


Quarter Page (V)
Regular Edition: \$490
Special Edition: \$690

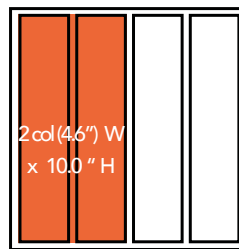
SPECIAL TABLOID SIZES



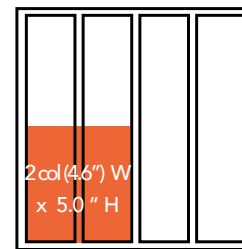
Full Page
\$2,150



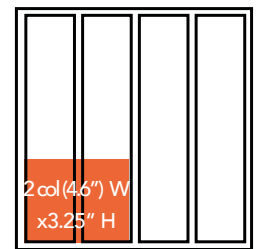
Half Page (H)
\$1,175



Half Page (V)
\$1,175



Quarter Page
\$690



Eighth Page
\$450

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

— **PCI Rate - \$16.25 (Broadsheet Only)**

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

— **Sponsorship Packages available - Call for details**

SOCIAL MEDIA PACKAGES



22,400+

Twitter followers



7,200+

Facebook Likes



1,900+

Instagram followers

Package A

4 Tweets (140 Characters)

2 Facebook Posts

\$1,049

Package B

8 Tweets (140 Characters)

4 Facebook Posts

2 Posts on Instagram

\$2,349

Package C

16 Tweets (140 Characters)

8 Facebook Posts

4 Posts on Instagram

\$4,495.00

Package D

24 Tweets (140 Characters)

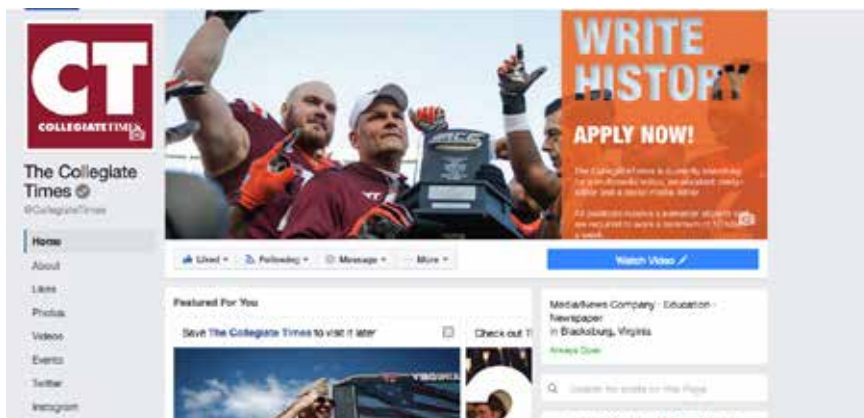
10 Posts on Instagram

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



COLLEGIATE TIMES

Home - News - Sports - Lifestyles - Opinions - Multimedia - Gallery - Calendar - Advertising - News Tips

A. Leader-board

728 x 90 pixels

CPM \$15.00



Two Hokies selected in 2017 MLB Draft

Nathan Loprete, assistant sports editor
Jun 16, 2017

The Major League Baseball Draft is an exciting time for lots of college athletes. For Paddy Baughton and Aaron McGarity it was a dream come true as the two Virginia Tech...

Wonder Woman: The superhero for people who don't worship superheroes

Katie Riss, lifestyle staff writer
Jun 14, 2017

I remember watching the Justice League cartoons as a child. It didn't grab my attention enough for me to seek it out further, but I appreciated the characters and the a...



NEWS

Student, suspended for group chat, settles lawsuit against university

Matt Jones, editor in chief 16 hrs ago

Virginia Tech has quietly settled a lawsuit brought by an anonymous student who said the university violated his constitutional rights when it suspended him in March.



B. Rectangle

300 x 250 pixels

CPM \$13.00

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): \$625.00

Please ship inserts to: Collegiate Times Inserts (Date of Insertion)
ATTN: Shirley Price
2120 Tech lane
Bristol TN, 37620

Please send a PDF of the insert to orders@mymediamate.com for content approval prior to shipping.

AD RACKS

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

\$1,695 per 5 racks / month
(Maximum of 30 racks)



PUBLICATION SCHEDULE

FALL 2017



SPRING 2018

July 7 (Tech Fundamentals)*
 August 17 (Welcome Back Hokies)*
 August 29 (Football Preview)*
 September 5
 September 12
 September 19 (Graduate School Special)
 September 26
 October 3
 October 10
 October 17 (Collegiate Living)*
 October 24
 October 31
 November 7
 November 14
 November 28 (Basketball Preview)
 December 5 (Year-In-Review)*
 December 12 (Finals Survival Guide)*

January 16 (Spring Welcome Back)*
 January 23
 January 30
 February 6
 February 13 (Grad School Special)
 February 20 (Housing Guide)*
 February 27 (Best of Blacksburg)
 March 13 (March Madness)
 March 20
 March 27
 April 3
 April 10
 April 17 (Relay for Life/Spring Game)
 April 24 (Goodbye Grads)*

*Tabloid Edition

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:

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