



MULESKINNER

MEDIA KIT

2016 - 2017

## ABOUT OUR PUBLICATIONS

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The Muleskinner and digitalBURG.com are student-run publications at the University of Central Missouri.

The Muleskinner serves the needs of the UCM campus for news, both online and print. digitalBURG is focused on the community, providing news and information relevant to the entire Johnson County area.

**Want to buy an ad now?**

**CONTACT OUR BUSINESS MANAGER**

**AIREYON CLEM**  
**muleskinnerads@ucmo.edu**

**KEY STATS:** The Student Body

ENROLLMENT

**14,395**

Total Enrollment Fall 2014 » Undergrad **10,001** » Grad **4,394**  
Enrollment by Gender » Male **6,963** » Female **7,386**  
Average Age » Undergrad **23** » Grad **28**

SPENDING POWER

**113** Million

**Total Financial Aid Received**

## KEY STATS: College Media

92%

of students have read their weekly campus newspaper in the past three months.

77%

of students read the advertisements in their school newspaper.

78%

of students have been driven to take some sort of action by an article or advertisement.

70%

of all students interviewed answered the campus newspaper's advertising content is relevant to the students, faculty, and staff.

86%

of students use coupons or promo codes.

68%

of readers look through the entire issue.

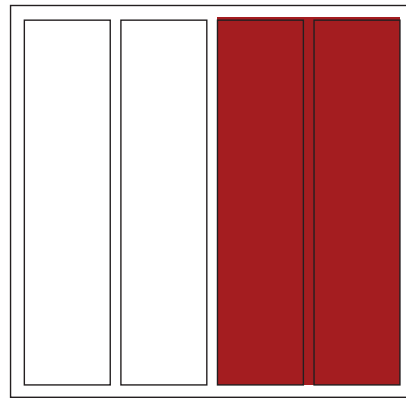
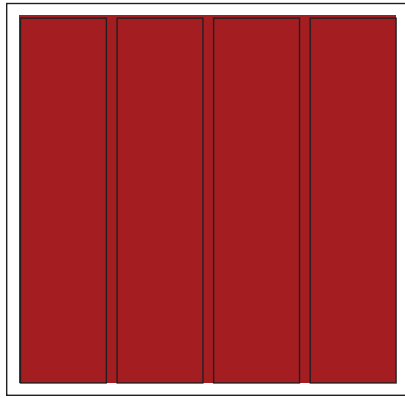
# AD SIZES & RATES: Print

FULL  
PAGE

HALF  
PAGE

**4 columns x 10 inches**

**2 columns x 10 inches**

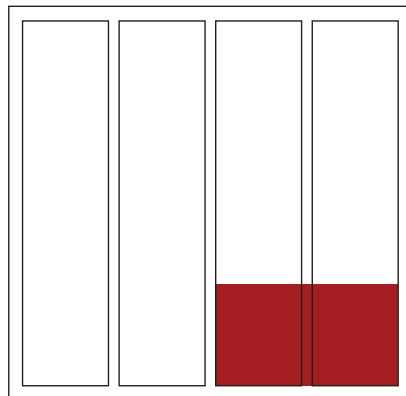
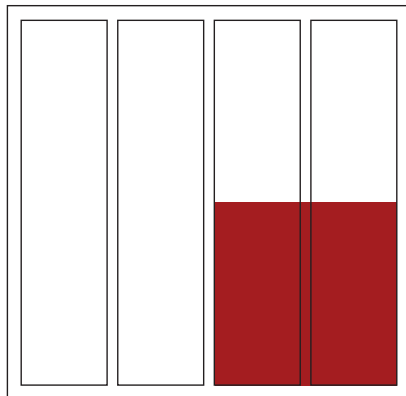


QUARTER  
PAGE

EIGHTH  
PAGE

**2 columns x 5 inches**

**2 columns x 2.5 inches**



COLUMNS	1	2	3	4
WIDTH	2.4375	5.04	7.65	10.25

## AD SIZES & RATES: Print

### UNIVERSITY

Full: \$300

Half: \$150

Quarter: \$75

Eighth: \$38

Sixteenth: \$20

VISUAL CLASSIFIED: \$10

### LOCAL

Full: \$360

Half: \$180

Quarter: \$90

Eighth: \$45

Sixteenth: \$25

VISUAL CLASSIFIED: \$12.50

### NATIONAL

Full: \$540

Half: \$270

Quarter: \$135

Eighth: \$68

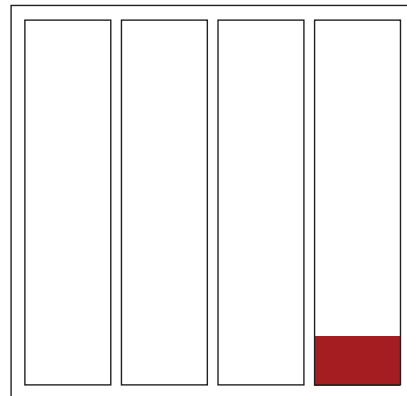
Sixteenth: \$34

VISUAL CLASSIFIED: \$17

Need something a little smaller?  
Try our visual classified size  
(1/32 of a page)

### VISUAL CLASSIFIED

one column x 1.25 inches



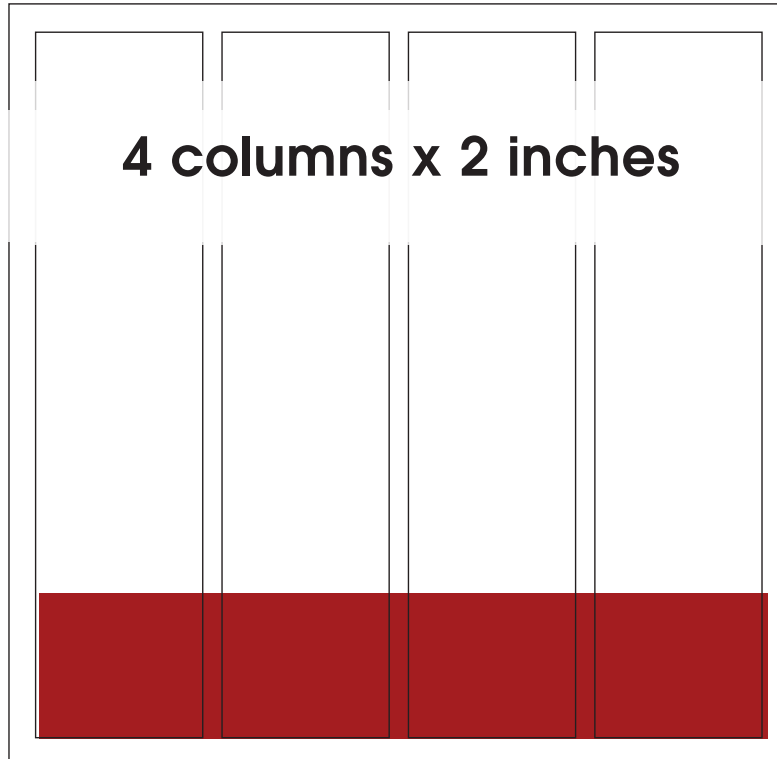
**ADD COLOR  
TO YOUR AD**

*and make your message stand out*

One Spot Color \$75  
Full Process Color \$150

## AD SIZES & RATES: Print

# FRONT PAGE BANNER



## WANT YOUR MESSAGE ON THE FRONT PAGE?

A single full-color banner along the bottom of the front page is available for **just \$200**.

### ON-CAMPUS POSTERS:

Ad space (17"x21") is available on newspaper stands around campus. These stands can be found where students come together like the student union, residence halls, and library.

Placement is \$250 per month per stand, or \$150 per month per stand with at least a 1/4-page ad buy for 1 month.

### INSERTS:

Freestanding ads inserted into the newspaper are \$150 for inserts of up to 8 pages or \$300 for inserts up from 10 to 16 pages.

### CLASSIFIEDS:

Classified ads are available for just \$10 for every 40 words per week. Add a logo for just \$2. These ads must be prepaid.

# PRODUCTION CALENDAR

## AUGUST 2016

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			

## SEPTEMBER 2016

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	

## OCTOBER 2016

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 2016

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			

## DECEMBER 2016

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 2017

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				

## FEBRUARY 2017

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 2017

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	

## APRIL 2017

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 2017

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			

 ISSUE RELEASE DATES

 DATES OF INTEREST

### 2016

CLASSES BEGIN	AUG 15
LABOR DAY	SEPT 5
GET THE RED OUT STREET FAIR	SEPT 8
FAMILY WEEKEND	SEPT 23-25
FALL CAREER EXPO	OCT 12
HOMECOMING	OCT 22
ELECTION DAY	NOV 8
FALL BREAK	NOV 21-25
THANKSGIVING	NOV 24
FINALS WEEK	DEC 5-9
GRADUATION	DEC 9-10

### 2017

CLASSES BEGIN	JAN 9
MARTIN LUTHER KING JR DAY	JAN 16
SPRING CAREER EXPO	FEB 8
VALENTINE'S DAY	FEB 14
ST PATRICK'S DAY	MAR 17
SPRING BREAK	MAR 20-24
APRIL FOOL'S DAY	APR 1
FINALS WEEK	MAY 1-5
GRADUATION	MAY 5-6

## DISTRIBUTION

The Muleskinner is published every other Thursday during the school year. A total of 3,000 copies are distributed for free to 55 locations across campus, including the Summit Center in Lee's Summit and the Skyhaven Airport. The paper is also distributed throughout downtown Warrensburg, Trails Regional Library, Western Missouri Medical Center and Hastings.



# AD SIZES & RATES: Web

Printed copies of the Muleskinner are distributed on a weekly basis. The websites complement the print edition, making the stories easier to share on social networks and reach an even wider audience.

The Muleskinner offers campus news at [muleskinner.net](http://muleskinner.net) and reaches the community of Johnson County through [digitalburg.com](http://digitalburg.com).

The websites also allow us to share exclusive content with readers like photo galleries, videos, breaking news, and more.

Are you looking to increase your web visibility and focus on your target market in Johnson County?

## OUR WEBSITES REACH THOUSANDS OF READERS EVERY WEEK

TOTAL HITS PER MONTH

JANUARY 2015  
**43,146**

FEBRUARY 2015  
**35,544**

MARCH 2015  
**32,450**

APRIL 2015  
**37,456**

# AD SIZES & RATES: Web

WEB AD <i>(on one of our websites)</i>	SIZE <i>(in pixels)</i>	COST <i>(monthly)</i>
BANNER BAR <i>on all pages of the website</i>	728x60 (dB)	\$200
RIGHT SQUARE BOX <i>on the front page</i>	300x250	\$100
RIGHT SQUARE BOX <i>on the inside pages</i>	300x250	\$100
RIGHT COLUMN BAR <i>on the inside pages</i>	120x600	\$100

Need more space? Add \$50 for each additional 50 pixels in height. Ads are measured in width x height.

## All web ads are full color and can link directly to your website.

The screenshot displays the digitalBURG.com website interface. At the top, the logo reads "dB digitalBURG.com News where you live". Below the logo is a navigation menu with categories: HOME, ARTS & EVENTS, NEWS, BUSINESS, OBITUARIES, OPINION, SPORTS, and MULTIMEDIA. A secondary menu includes: ADVERTISE, EVENTS CALENDAR, JOB POSTINGS, RENTALS, MEDIA GALLERY, and CONTACT US.

The main content area features several news articles:

- Judge says trust manager will decide fate of Grant's Farm**: (ST. LOUIS, AP) — A St. Louis judge has ruled that a trust manager will decide the future of Grant's Farm. The popular south St. Louis County attraction that includes 900 animals and the Anheuser-Busch Clydesdales is owned by the Busch family, founders of Anheuser-Busch. Last year...
- UCM hosts 'Standing With Orlando' vigil**: By JIEUN HONG (WARRENSBURG, Mo., digitalBURG) — About 100 people, including UCM students, faculty, staff, alumni and local residents, gathered in the Elliott Student Union June 15 to mourn the death of 49 people at a gay nightclub in Orlando, Florida, June 13. "Today we had sort..."
- Mules to play Northwest at Arrowhead Stadium**: (WARRENSBURG, Mo.) — The Mules football team is scheduled to play the Bearcats Saturday, Oct. 1, at Arrowhead Stadium in Kansas City, Mo. The game will kick off at 5 p.m. to coordinate with the Kansas City Royals' 3:15 p.m. home game at Kauffman Stadium. "We are very excited..."
- Air Race Classic to make stop at Skyhaven**: (WARRENSBURG, Mo.) — The University of Central Missouri's Max B. Swisher Skyhaven Airport will host women aviators from across the country as one of seven designated stops for teams participating in the 2016 Air Race Classic June 20-24. More than 115 aviators in 47 aircraft will be...

On the left side, there is a "Socialize" section with Facebook and Twitter icons, and an "Upcoming Events" section listing:

- Adult volleyball tournament: June 24 @ 8:00 am - 4:00 pm
- Warrensburg Community Band begins season: June 26 @ 6:30 pm
- Mules baseball to host Junior Mule Camp: June 27 @ 8:00 am - 11:00 am

At the bottom right, there are two advertisements:

- CAMPUS EVOLUTION VILLAGES A 4.0 IN STUDENT LIVING**: #LIVEBIGCEV. Includes contact info for CEVLADERS.COM and a phone number.
- UMKC 2016 Summer Session**: UNIVERSITY OF MISSOURI KANSAS CITY. umkc.edu/summer - ENROLL TODAY!

DIGITALBURG.COM

# SPECIALS

Broaden your reach  
and stretch your advertising dollars  
by targeting each of our publications  
and signing on for extended runs.

## **NEW CLIENTS:**

Buy a 1/4-page Muleskinner ad or larger, get a digitalBURG squared ad FREE for two weeks.

## **REPEAT CLIENTS:**

Buy a 1 quarter page or larger ad, get a web ad for half price.

## **MULTIPLE RUNS:**

### **Print:**

10% discount for buying 4-5 ads.

20% for 6 or more ads per semester.

### **Online:**

Buy 3 months, get 1 month free.

## **UCM ALUMNI:**

10% discount.

## **CLASSIFIED:**

The Muleskinner Print & Web Classified Advertisement rate is \$10 for 40 words per week, \$2 more for a logo, and must be prepaid.

A boxed classified display ad in the Muleskinner is charged the regular per-column-inch rate.

A digitalBURG online classified display ad is \$50.

## **SOCIAL MEDIA SPONSORED POST:**

Post your own message to the Muleskinner or digitalBURG Facebook or Twitter account for \$5 per post.

## **BUNDLE PRINT/TV/ONLINE:**

Buy a full-page for three months or three issues, we'll add a dB box ad for three months and your own 30-second UCM-TV spot for the semester.

Buy half-page ad for three months or three issues, we'll add a dB box ad for three months and a part in a 30-second UCM-TV spot for the semester.

Buy a quarter-page ad or insert your preprinted ad (up to eight pages) for three months or three issues, and we'll throw in a dB box ad for three months OR a part in a 30-second UCM-TV spot for the semester.

# POLICIES

## **GENERAL TERMS:**

Ads will not be accepted if they contain libelous content; promote academic dishonesty; violate local, state, federal law; or encourage discrimination in any form. Clients must have permission to use any photos, copy and graphics submitted. Political ads must clearly include the name of the individual or group endorsing the candidate or issue. Ads that resemble a news story or news package must have a border and include the word “advertisement” at the top or bottom of the advertisement.

## **REFUNDS/CANCELLATIONS:**

There are no refunds for pre-paid ads or cancellations of signed insertion orders. Instead, ads can be rescheduled.

## **ERRORS:**

The Muleskinner/digitalBURG is not responsible for errors in ads after the insertion order is signed. Mechanical or composition errors must be brought to the sales manager’s attention within one week of publication to discuss adjustments.

## **POSITION REQUESTS:**

Ads are placed at the discretion of the Managing Editor and Design Editor, but you can request specific placement for an extra 20%.

## **DEADLINES:**

A signed insertion order is due by 5 p.m. Friday prior to publication. Ads requiring design work must be approved by noon Tuesday prior to publication.

## **MECHANICAL:**

Broadsheet 10.25x21 inches

File Format: PDF

Color: CMYK

## **EMAIL SUBMISSIONS:**

Submit your ad design to [muleskinnerads@ucmo.edu](mailto:muleskinnerads@ucmo.edu).

# CONTACT US

BUY YOUR CUSTOM AD TODAY

Aireyon Clem, Business Manager

660-543-4051

[muleskinnerads@ucmo.edu](mailto:muleskinnerads@ucmo.edu)

UCM, Martin 136  
Warrensburg, MO 64093