



MULESKINNER

MEDIA KIT

2018 - 2019

ABOUT OUR PUBLICATIONS

The Muleskinner is the student newspaper at the University of Central Missouri.

The Muleskinner serves the UCM campus and Warrensburg community with interesting, relevant and useful news in print and online.

digitalBURG.com is a portal to the three student-run media channels at the University of Central Missouri – the Muleskinner’s online newspaper; Central-TV, an online television service; and The Beat streaming radio station.

Want to buy an ad now?

CONTACT OUR BUSINESS MANAGER

CHRIS MOORE

muleskinnerads@ucmo.edu

KEY STATS: The Student Body

ENROLLMENT

12,333

Total Enrollment Fall 2018 >> Undergrad 9,801 >> Grad 2,532
Enrollment by Gender >> Male 5,333 >> Female 6,953
Average Age >> Undergrad 23 >> Grad 28

Spending Power

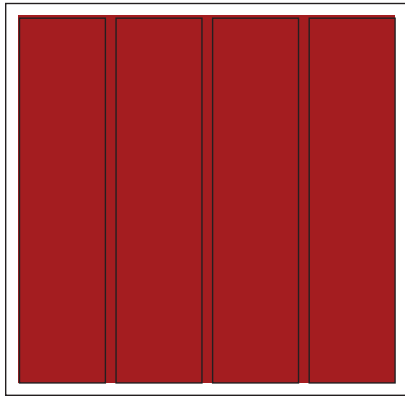
105 Million

Total Financial Aid Received

AD SIZES & RATES: Print

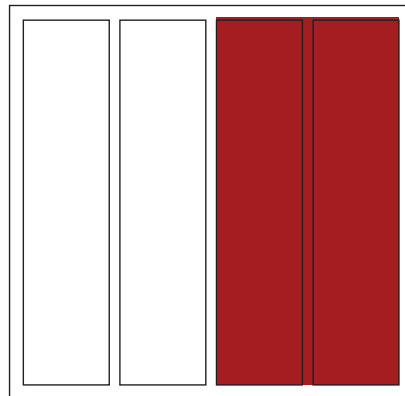
Full PAGE

4 columns x 10 inches



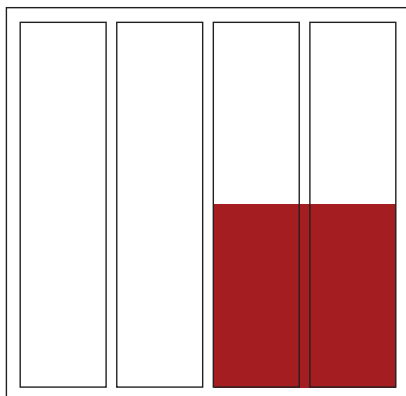
Half PAGE

2 columns x 10 inches



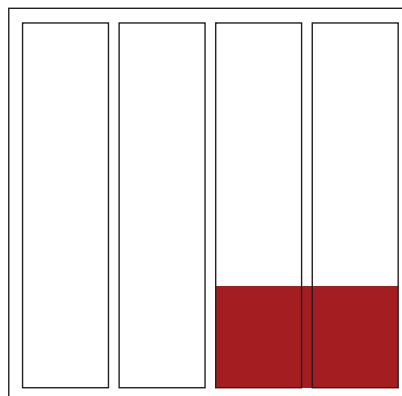
Quarter PAGE

2 columns x 5 inches



Eighth PAGE

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

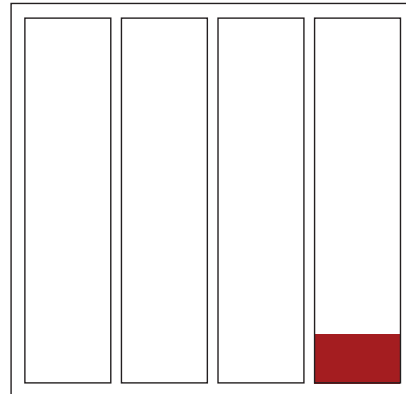
Sixteenth: \$34

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



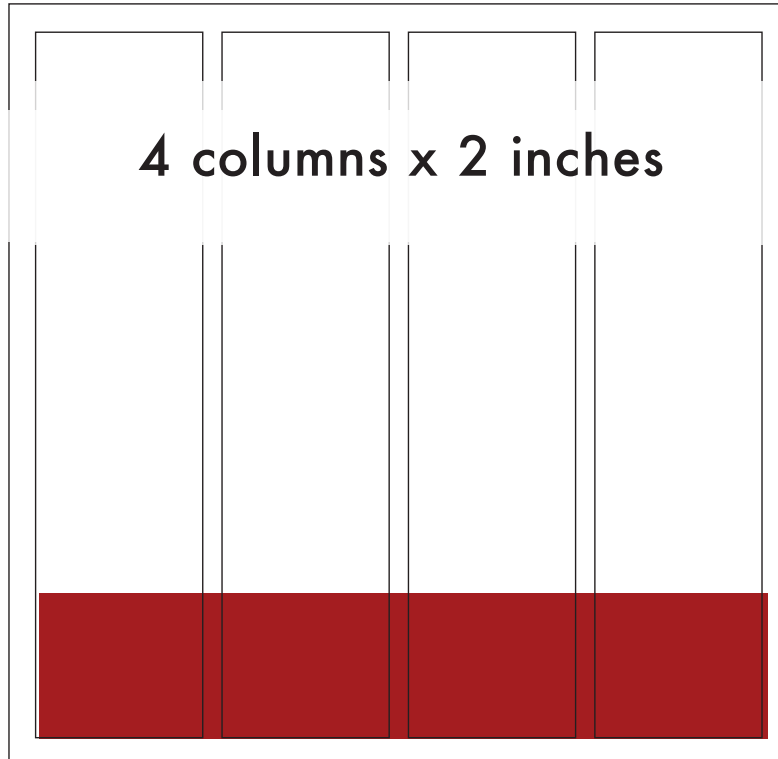
**ADD COLOR
TO YOUR AD**

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 of 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 2018

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 2018

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 2018

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 2018

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 2018

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 2019

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 2019

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 2019

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 2019

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 2019

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

2018

CLASSES BEGIN	AUG 13
LABOR DAY	SEPT 3
GET THE RED OUT STREET FAIR	SEPT 6
FAMILY WEEKEND	SEPT 14-16
FALL CAREER EXPO	OCT 10
HOMECOMING	OCT 27
ELECTION DAY	NOV 6
FALL BREAK	NOV 19-23
THANKSGIVING	NOV 22
FINALS WEEK	DEC 3-7
GRADUATION	DEC 7-8

2019

CLASSES BEGIN	JAN 14
MARTIN LUTHER KING JR DAY	JAN 21
SPRING CAREER EXPO	FEB 13
VALENTINE'S DAY	FEB 14
ST PATRICK'S DAY	MAR 17
SPRING BREAK	MAR 18-22
FINALS WEEK	MAY 6-10
GRADUATION	MAY 10-11

DISTRIBUTION

The Muleskinner is published six times during the school year on Thursdays. 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, and Western Missouri Medical Center.

AD SIZES & RATES: Web

The website complements the print edition, making the stories easier to share on social networks and reach an even wider audience.

The website also allows 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 WEBSITE REACHES
THOUSANDS
OF READERS EVERY WEEK**

← TOTAL PAGE VIEWS PER MONTH →

JANUARY 2018

6,540

FEBRUARY 2018

8,167

MARCH 2018

9,966

APRIL 2018

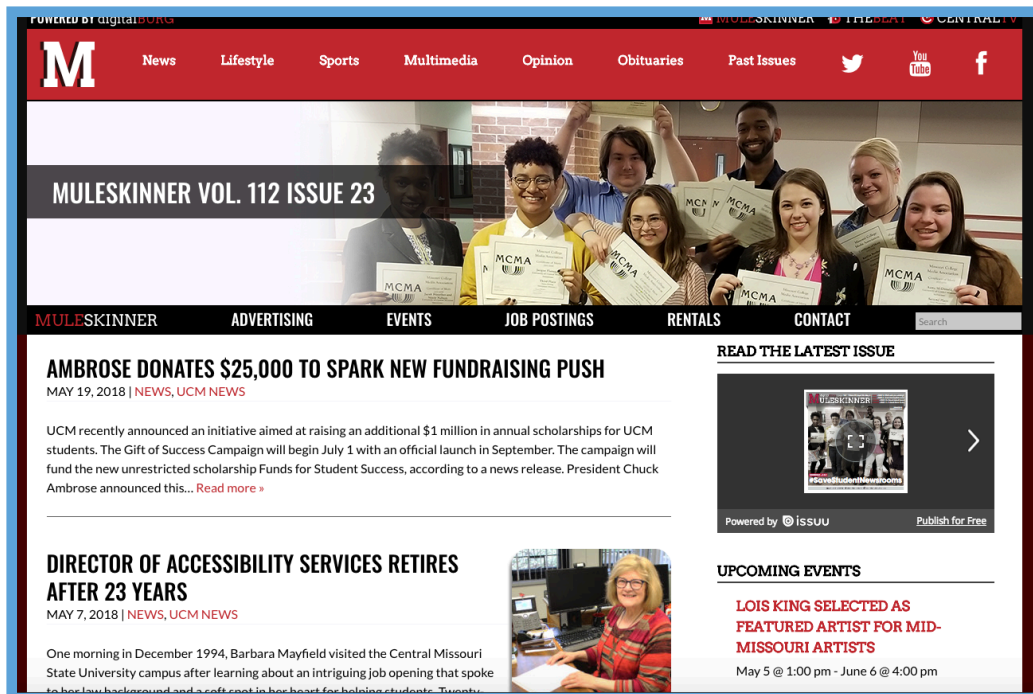
9,966

AD SIZES & RATES: Web

WEB AD	SIZE (in pixels)	COST (monthly)
BANNER BAR on all pages of the website	728x60	\$200
SQUARE BOX on all pages of the website	300x250	\$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.



DIGITALBURG.COM/MULESKINNER

SPECIALS

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

MULTIPLE RUNS:

Print:

10% discount for buying 3 ads.

20% for 4 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.

An online classified display ad is \$50 per week.

SOCIAL MEDIA SPONSORED POST:

Post your own message to the Muleskinner or digitalBURG Facebook or Twitter account for \$5 per post (no images).

BUNDLE PRINT/TV/ONLINE:

Buy a full-page ad in three issues, we'll add an online box ad for three months and your own 30-second Central-TV spot for the semester.

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

Buy a quarter-page ad or insert your preprinted ad (up to eight pages) for three issues, and we'll throw in an online box ad for three months OR a part in a 30-second Central-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:

Tabloid 10.25x10 inches
File Format: PDF
Color: CMYK

EMAIL SUBMISSIONS:

Submit your ad design to muleskinnerads@ucmo.edu.

CONTACT US
BUY YOUR CUSTOM AD TODAY

Chris Moore, Business Manager

660-543-4051

muleskinnerads@ucmo.edu

**UCM, Martin 136
Warrensburg, MO 64093**