

Muleskinner



MULESKINNER

MEDIA KIT

2020 - 2021

ABOUT OUR PUBLICATIONS

The Muleskinner is a student-run publications at the University of Central Missouri.

The Muleskinner serves the needs of the UCM campus for news, both online and print, providing news and information relevant to the entire mid-Missouri area and beyond.

Want to buy an ad now?

CONTACT OUR BUSINESS MANAGER

MYA RICHARDSON

muleskinnerads@ucmo.edu

ENROLLMENT

12,395

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.

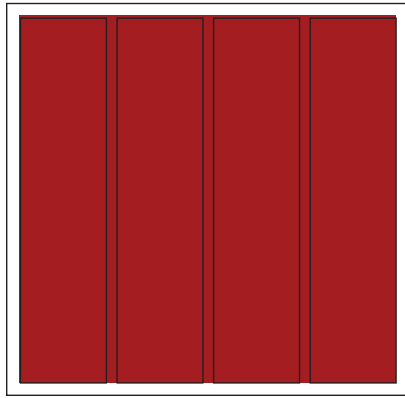
68%

of readers look through the entire issue.

AD SIZES & RATES: Print

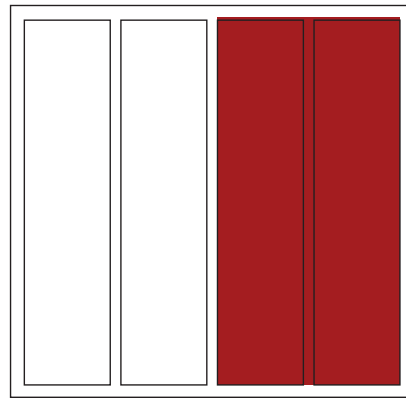
FULL PAGE

4 columns x 10 inches



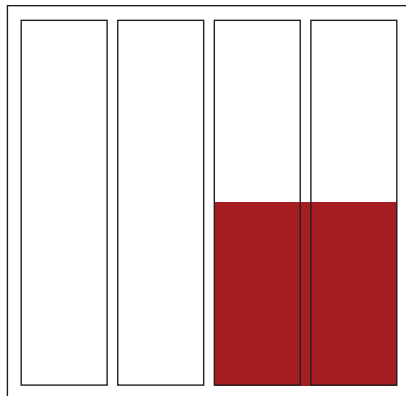
Half page

2 columns x 10 inches



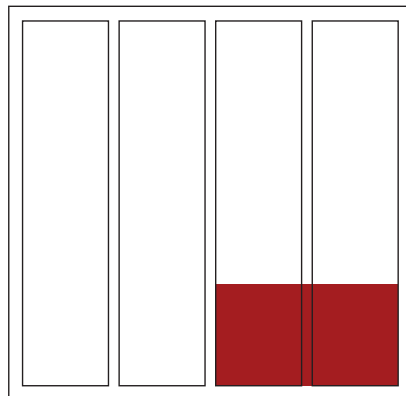
Quarter PAGE

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: \$200

Half: \$100

Quarter: \$75

Eighth: \$30

Sixteenth: \$20

VISUAL CLASSIFIED: \$10

LOCAL

Full: \$500

Half: \$250

Quarter: \$100

Eighth: \$60

Sixteenth: \$40

NATIONAL

Full: \$600

Half: \$300

Quarter: \$150

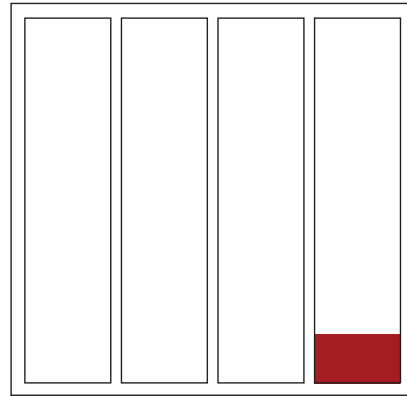
Eighth: \$90

Sixteenth: \$60

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

visual classified

one column x 1.25 inches



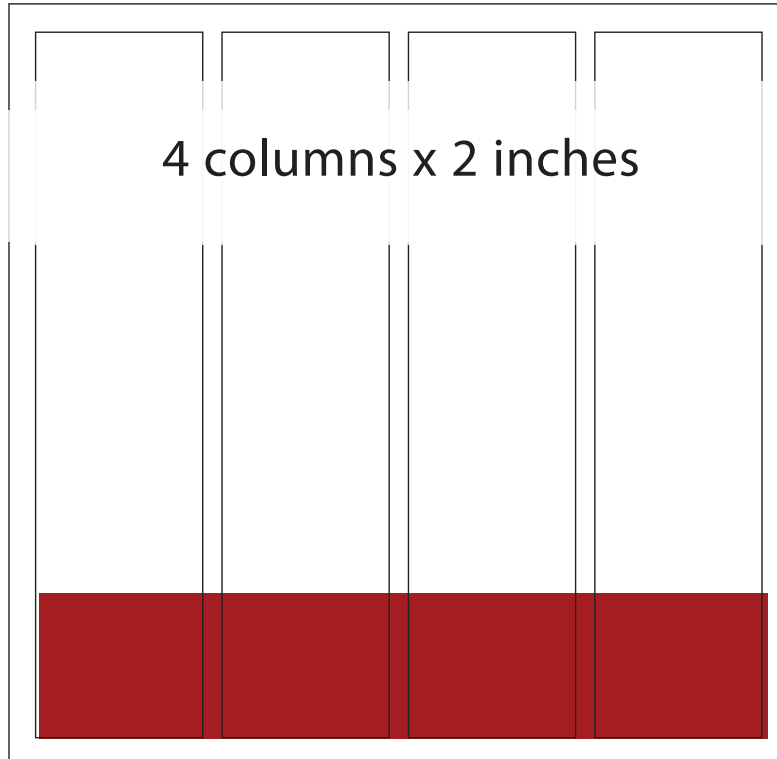
No Add?

No Problem

We can help you out!

Our design team can
create your ad.

Front page banner



WANT YOUR MESSAGE ON THE FRONT PAGE?

A single full-color banner along the bottom of the front page is available.

ON-CAMPUS POSTERS:

Ad space (17"x21") is available on newspaper stands around campus. These stands are 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 \$500 for inserts.

CLASSIFIEDS:

Classified ads are available for just \$10 for every 40 words per week.

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 is not responsible for errors in ads after the insertion order and final proof 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 and proof 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.

CONTACT US
BUY YOUR CUSTOM AD TODAY

Mya Richarson, Business Manager

660-543-4051

muleskinnerads@ucmo.edu

UCM, Martin 136
Warrensburg, MO 64093