



THE  
**UNIVERSITY STAR**

**MEDIA KIT**



**2023-2024**

Dear business owner,

Thank you for your consideration and support of The University Star. The University Star, Texas State University's student news organization, is financially and editorially independent from the university. Because of our independence, it is imperative that The University Star sell upwards of \$100,000 of yearly advertisements to cover all expenses and operating costs, such as printing newspapers, software subscriptions, distribution fees and the payment of all editorial staff.

Without this revenue, The Star would no longer be able to serve the growing Texas State community of over 50,000 students through our weekly content centered on San Marcos and Texas State. If we were to rely on the university for these necessary funds, we would be unable to maintain our financial and editorial independence, which would affect The Star's ability to hold Texas State administration and community officials accountable.

The University Star reaches thousands of San Marcos residents and Texas State students, staff and alumni, and averages over one million page views online annually. The power of advertising is a familiar concept to the business owner, so I'm certain you understand the value of working with the only news organization that serves the specific community of Texas State.

We understand the commitment that comes with spending your earned money to advertise with us, so the Star thanks you for any past, current or future contributions you have made or will make to this organization.

Without your belief in student media, our work would not be possible.

Sincerely,

**Carson Weaver**

Editor-in-Chief

The University Star

(409) 383-4509

[carsweaver@yahoo.com](mailto:carsweaver@yahoo.com)



## Celebrating **112 Years** of **Award-Winning Journalism!**

### STUDENT ENROLLMENT

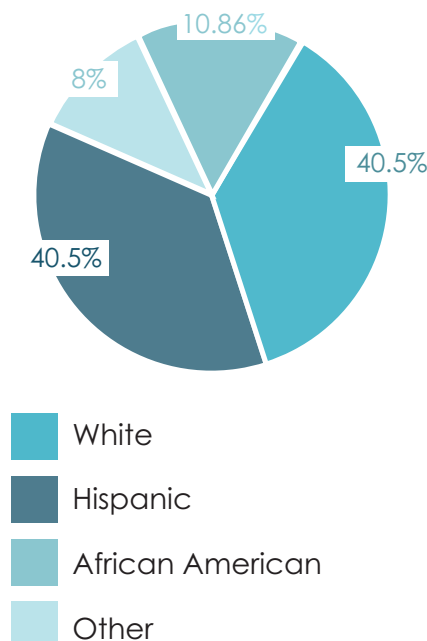
**2022-2023**

**38,171** total students  
**20%** of students live on campus

### STUDENT POPULATION

**60.5%** female  
**39.5%** male

### STUDENT ETHNICITY



### ALUMNI

more than  
**174,000**  
living

### DEGREES



#### Degree Programs

**99** Bachelor's  
**92** Master's  
**14** Doctoral's

**98% IN-STATE**

**2% OUT-OF-STATE**

### GRADUATION & RETENTION



**56%** graduated within six years  
**80%** of fall freshman returned

### RANKINGS

According to Texas State University

**#1**

in Texas for social impact

**#1**

university in Texas for helping  
at-risk students graduate

**Top 10**

military friendly school  
for 2022-2023

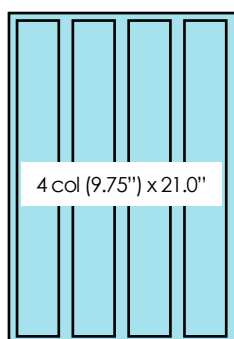
**1,426**  
full-time  
faculty

**2,116**  
full-time  
staff

### SAN MARCOS

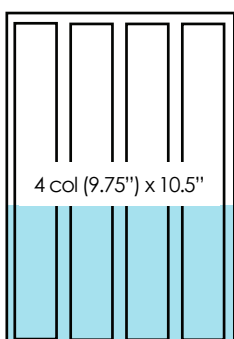
**24 years** median age  
**70.3%** renter-occupied housing  
**\$42,030** median household income  
**90.1%** high school diploma or higher

- More than **3,000 copies** delivered at 45 on-campus and 16 off-campus locations
- Files must be submitted as **.jpg or .pdf at 300 dpi resolution**. All ads are due **three business days** prior to the start date and must be correctly sized by the client or incur an additional charge
- Need an ad designed? Have our creative services team design one for you for an additional fee of **\$45 per ad**



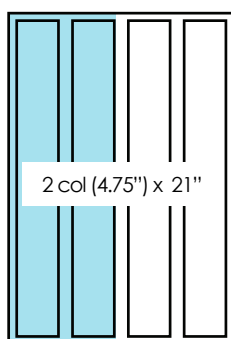
**Full Page**

BW: \$1,260  
Color: \$1,410



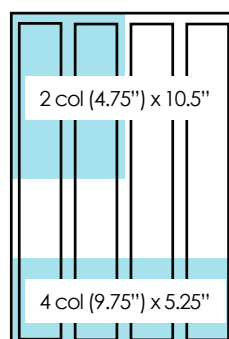
**Half-Page H**

BW: \$630  
Color: \$705



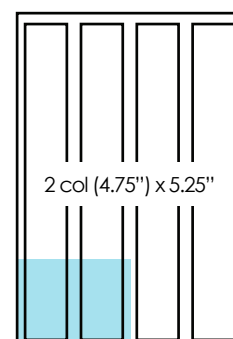
**Half-Page V**

BW: \$630  
Color: \$705



**Quarter Page**

BW: \$315  
Color: \$390



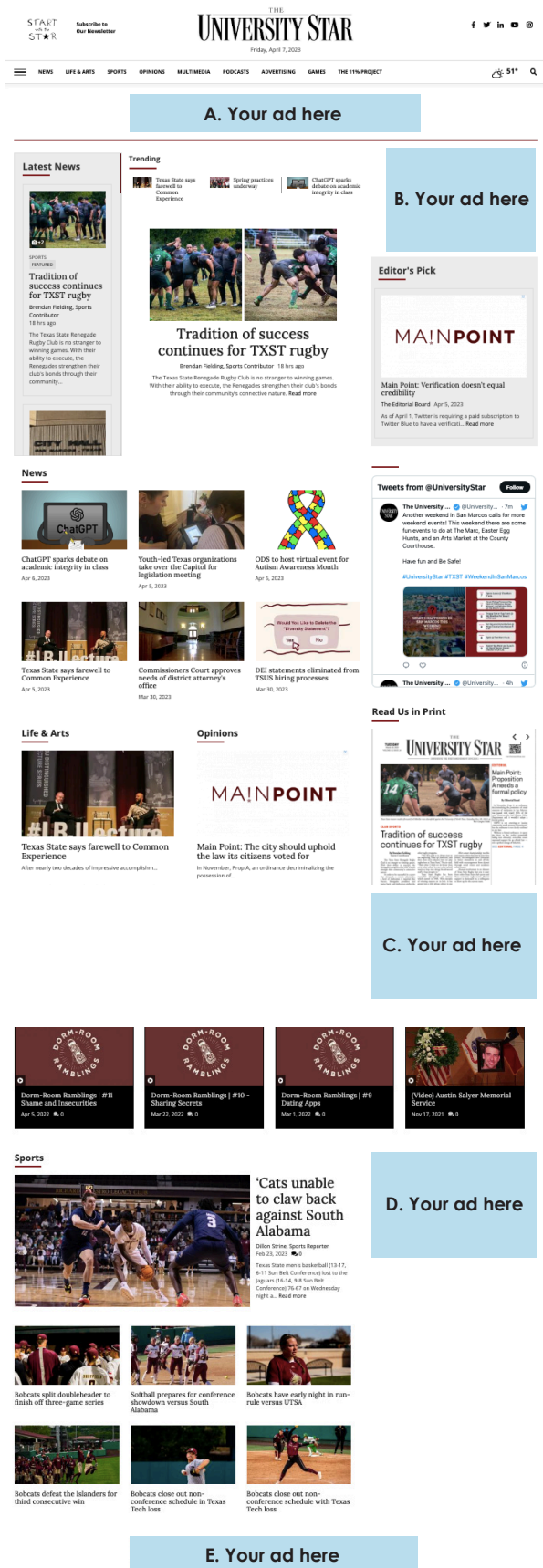
**Eighth-Page**

BW: \$158  
Color: \$233

## AD RATES – Premium Locations\*

AD TYPE	PRICE
Front Page Banner (color) 4 col x 2.5"	\$545
Back Page Banner (color) 4 col x 2.5"	\$400
Double Truck (b&w) 20.5" x 20.5"	\$2,880
Local Guide (b&w) 2 columns x 3"	\$90/month
*Procrastination Page ad	+\$50
*Back Page ad	+\$100





557,250

Sessions per year

732,753

Page views per year

OVER

61,063

Page views per month

10.7%

Returning visitors

## A. Leaderboard

728 x 90 pixels

\$300/week - \$1000/month

## B. Premium Rectangle

300 x 250 pixels

\$250/week - \$800/month

## C/D. Rectangle

300x 250 pixels

\$200/week - \$600/month

## E. Banner

728 x 90 pixels

\$200/week - \$600/month

The University Star is the source for breaking news and coverage of the Texas State University student body and San Marcos community. Our website features prompt news updates, videos, podcasts, galleries and even more exclusive content. Check it out at **Universitystar.com!**

All digital advertisements are enabled with the client's hyperlink and intuitive analytics reporting the impressions and visibility of these ads to The Star's readers. Digital ads may rotate with up to three advertisements.

**Dimensions must be in pixels (px), and file must be at 72 dpi resolution and set to RGB color mode.**

All advertisements are due **three business days** prior to the start date and must be correctly sized by the client or incur an additional charge.

# Weekly Newsletter

## A. Your ad here

THE  
UNIVERSITY STAR

DEPENDENCY THE FIRST AMENDMENT SINCE 1911



START  
with the  
STAR

May 10, 2022

### Today's Star Stories:

Bobcat baseball outlasts Cardinals in pitching duel, Rogers reigns: Senior catcher dominates in victory over UT Arlington and Opinion: Cutting music education is not the answer



Texas State Baseball celebrates its win against Baylor, Tuesday, April 12, 2022, at Bobcat Ballpark. The Bobcats won 11-4. Photo by Vanessa Buentello

### Bobcat baseball outlasts Cardinals in pitching duel

Three pitchers for the Bobcats allowed No. 17 Texas State baseball (35-11, 17-4 Sun Belt) to outlast the University of the Incarnate Word Cardinals (16-25, 6-12 Southland) in a pitching duel, 3-1, Tuesday, at Bobcat Ballpark.

Sophomore starter Tony Robie, junior reliever Austin Smith and senior closer Tristan Stivors combined for one run on six hits while striking out 10 batters. Smith picked up the win, giving up the only run of the game for the Cardinals in 2.2 innings and allowing three hits while striking out three.

## B. Your ad here

### University Star Job Openings

Work with us! The Star accepts applications from students of all majors, experience levels and backgrounds. To learn more and apply, click [HERE!](#)

**Current Positions Available:** News Reporter, Podcast Producer, Life and Arts Reporter, Illustrator, Page Designer, Public Internal Relations Specialist

Here's a random fact before you go:

Polar bears are left-handed.

## C. Your ad here

Scan to subscribe!



# 50,309

subscribers receive weekly emails

*Start With The Star* is delivered directly to subscribers twice weekly every Tuesday and Thursday during the fall and spring semesters, and once a week over winter break and during summer semesters. In addition to up to five stories featured in the newsletters, *Start With The Star* displays three advertising banners with hyperlinks to client's webpage.

All advertisements are due **three business days** prior to the start date and must be sized correctly by the client or incur an additional charge.

Client will have the option to choose between either **Tuesday or Thursday** newsletter distribution.

### A. Above Masthead Banner

600 x 200 pixels **\$300/ad**

### B. Below 1st Article banner

600 x 200 pixels **\$250/ad**

### C. Above Footer banner

600 x 200 pixels **\$200/ad**



Let us handle your social media marketing by posting your content among *The University Star's* outstanding news coverage. Our Engagement Editor utilizes the latest research available for popular social networks to maximize each client's exposure to *The Star's* growing audience.

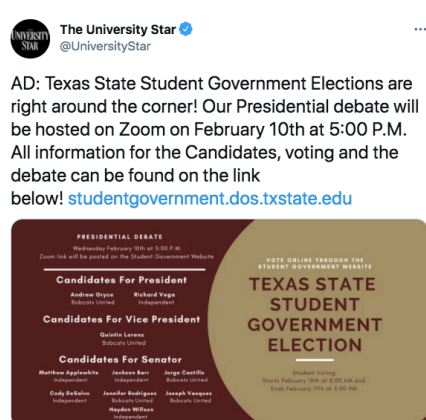
All advertisements are due **three business days** prior to the start date and must be sized correctly by the client or incur an additional charge.

**Twitter:** 1024 x 512 px, 72 dpi, RGB

**Facebook:** 940 x 780 px, 72 dpi, RGB

**Instagram:** 1080 x 1080 px, 72 dpi, RGB

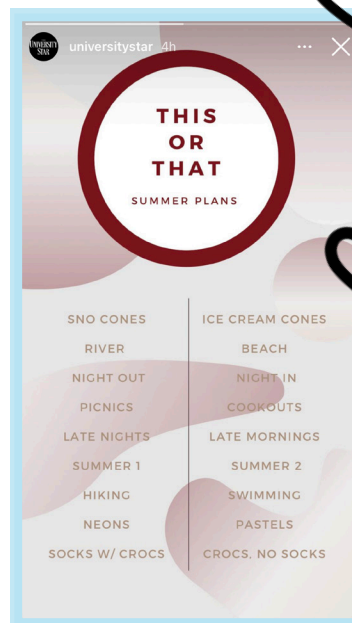
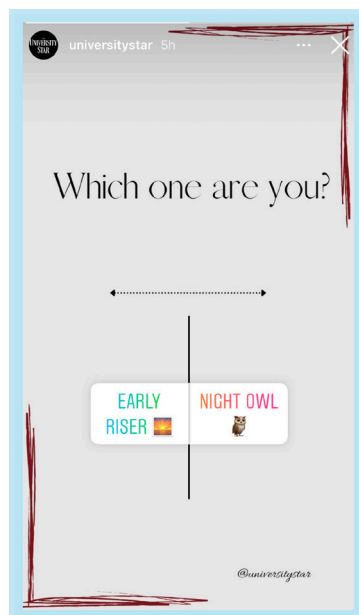
NUMBER OF POSTS	COST PER POST	YOUR SAVINGS	OVERALL PRICE
1	\$60	0%	\$60
10	\$54	10%	\$540
20	\$51	15%	\$1,020



To help promote your business, we're now offering Facebook and Instagram stories! Each story remains up for 24 hours and reaches **over 500 viewers**. Your story can be a photo, video, or a boomerang. Get creative with a short caption, stickers, hashtags, GIFs, etc. Let us know what you would like included in your story, and our talented engagement team can create it for you!

All advertisements are due **three business days** prior to the start date and must be sized correctly by the client or incur an additional charge.

**\$200** per 15 second story. Files must be in **JPG format, at 72 dpi, and in RGB mode**







## The University Star Marketplace

The University Star now offers online classified ads at a low rate of \$10 per ad for 25 words (per week). Additional words can be purchased at a rate of 40 cents per word on each classified ad (per week).

### Classified Listing

Classified ads will be listed under its respective category. All classified ads include 25 words with the option of purchasing additional words and will run for one week.

### Classified Categories

The University Star offers a variety of classified categories, such as announcements, housing, for sale, jobs, and services. All categories will display classified ads from most recent listings to oldest (top to bottom).

### Classified Creative

Classified ads offer the option to include a creative, such as a photo! This option is available for an additional fee of \$5 per ad, per week.

All files are due **three business days** prior to the start date. Files must be sized correctly by the client or incur an additional charge. Classified ads must be prepaid in advance.

## Browse Categories

	Announcements	0
	Housing For Rent	0
	For Sale	0
	Jobs	0
	Services	0

- **\$10/ad** for 25 words (per week)
- **Over 25 words -**  
additional \$0.40/ word (per week)
- **Add Creative -**  
additional \$5/ad (per week)
- **File Requirements:**  
JPG 300 x 300 px, 72 dpi, RGB mode



The University Star  
**MARKETPLACE**



## Procrastination Activity Sheet

Every Tuesday our readers can enjoy a new activity sheet that will include a variety of games including sudoku and coloring graphics. These games are available both in print and on our Procrastination game webpage. Both print and digital versions have space available for you to advertise your services or business.

All advertisements are due **three business days** prior to the start date and must be sized correctly by the client or incur an additional charge.

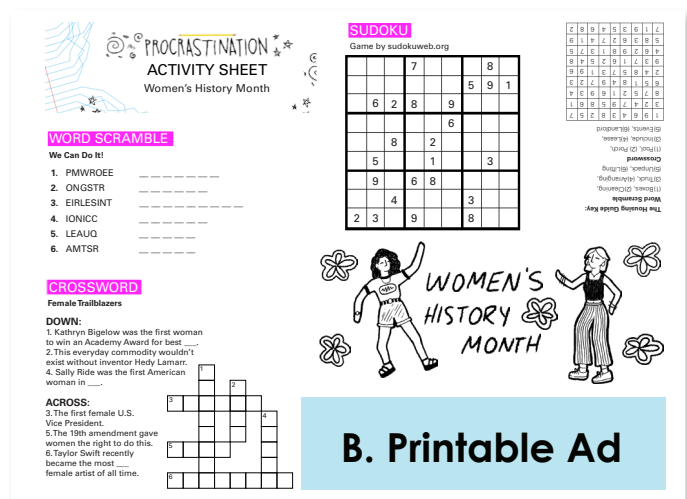
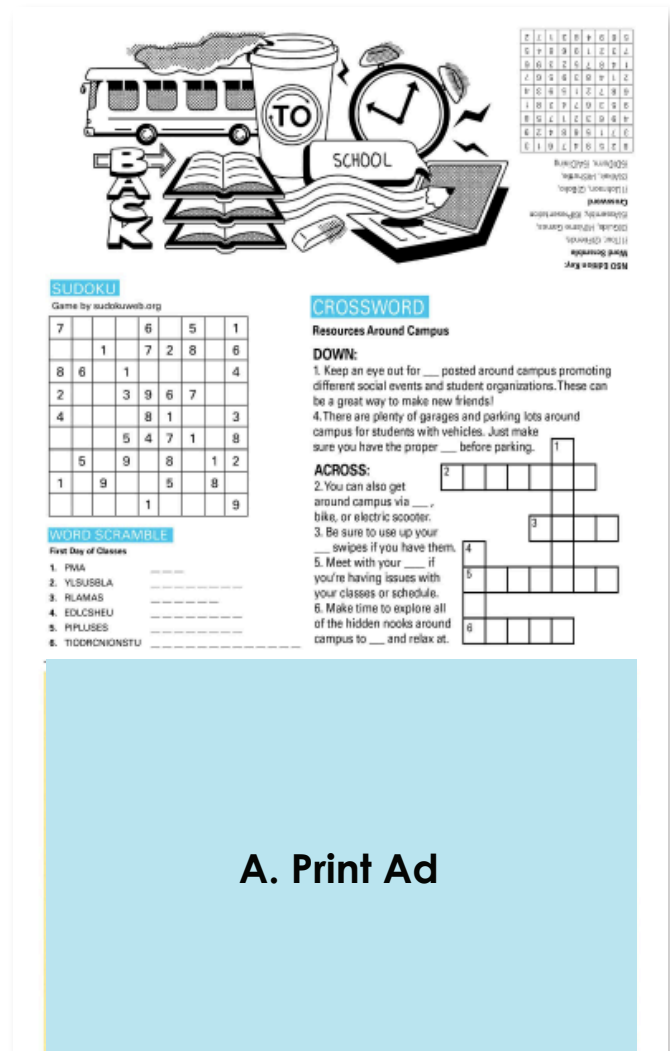
### A. Print Ad

- **\$50** additional fee/ad\*
- 300 dpi
- CMYK mode

### B. Printable Activity Sheet Website Ad

- **\$100/ad**
- 6in x 1.5in
- 72 dpi
- RGB mode

\*For print ad sizing and pricing please refer to page 3.





Every Tuesday our University Star Street Team hangs out on campus and passes out the latest issue of The University Star along with your flyers or swag!




Flyers must be printed by the client. Please have all items shipped to The University Star (601 University Drive, San Marcos, TX 78666) at least 10 days prior to the scheduled distribution date. Content must be approved prior to shipment. Printing available for an additional cost.

PIECES	250	500	1,000
COST	\$300	\$600	\$1,000



## Newsstand Advertising

Have your promotion displayed at our high-traffic kiosks around the Texas State University campus.

Large Newsstand	Medium Newsstand	Small Newsstand
<b>\$500</b> one poster per month <b>\$1,200</b> three posters per month	<b>\$400</b> one poster per month <b>\$1,000</b> three posters per month	<b>\$300</b> one poster per month <b>\$800</b> three posters per month
<b>Dimensions: 27" x 50"</b>	<b>Dimensions: 19" x 36.25"</b>	<b>Dimensions: 18" x 22"</b>
<b>Locations:</b> LBJ Student Center (2) Centennial (2) Commons Dining Hall (1) Flowers Hall (1) Campus Rec (1) JCK Administration Building (1) ASBS / The Den (1)	<b>Locations:</b> UAC - Undergrad Academic Center (1) McCoy College of Business (1) Alkek Library (1)	<b>Locations:</b> Hines (1) Taylor Murphy Hall (1) Alkek Lounge (1)
*Printing: \$54.00 per poster	*Printing: \$34.00 per poster	*Printing: \$24.00 per poster
		

\*Posters printed by the client must be shipped to The University Star at least 10 days prior to the scheduled run date. Print services must be requested and paid in advance at least 10 days prior to the scheduled run date. Content must be approved prior to shipment.



# Publication Schedule

## 2023

### JUNE

S	M	T	W	T	F	S
				1	2	3

4	5	6	7	8	9	10
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### JULY

S	M	T	W	T	F	S
						1

2	3	4	5	6	7	8
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9	10	11
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### AUGUST

S	M	T	W	T	F	S
		1	2	3	4	5

6	7	8	9	10	11	12
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13	14	15	16	17	18	19
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20	21	22	23	24	25	26
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27	28	29	30	31
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### SEPTEMBER

S	M	T	W	T	F	S
					1	2

3	4	5	6	7	8	9
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10	11	12	13	14	15	16
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17	18	19	20	21	22	23
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24	25	26	27	28	29	30
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### OCTOBER

S	M	T	W	T	F	S
1	2	3	4	5	6	7

8	9	10	11	12	13	14
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15	16	17	18	19	20	21
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22	23	24	25	26	27	28
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29	30	31
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## 2024

### NOVEMBER

S	M	T	W	T	F	S
			1	2	3	4

5	6	7	8	9	10	11
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12	13	14	15	16	17	18
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19	20	21	22	23	24	25
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26	27	28	29	30
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### DECEMBER

S	M	T	W	T	F	S
					1	2

3	4	5	6	7	8	9
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10	11	12	13	14	15	16
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17	18	19	20	21	22	23
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24	25	26	27	28	29	30
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31

### JANUARY

S	M	T	W	T	F	S
	1	2	3	4	5	6

7	8	9	10	11	12	13
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14	15	16	17	18	19	20
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21	22	23	24	25	26	27
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28	29	30	31
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### FEBRUARY

S	M	T	W	T	F	S
				1	2	3

4	5	6	7	8	9	10
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11	12	13	14	15	16	17
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18	19	20	21	22	23	24
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25	26	27	28	29
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### MARCH

S	M	T	W	T	F	S
					1	2

3	4	5	6	7	8	9
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10	11	12	13	14	15	16
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17	18	19	20	21	22	23
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24	25	26	27	28	29	30
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31

### APRIL

S	M	T	W	T	F	S
	1	2	3	4	5	6

7	8	9	10	11	12	13
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14	15	16	17	18	19	20
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21	22	23	24	25	26	27
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28	29	30
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### MAY

S	M	T	W	T	F	S
			1	2	3	4

5	6	7	8	9	10	11
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12	13	14	15	16	17	18
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19	20	21	22	23	24	25
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26	27	28	29	30	31
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### SPECIAL ISSUES

June 6 – Orientation Issue  
 July 11 – Summer in SMTX  
 Aug. 22 – Back to School  
 Sept. 12 – Restaurant Guide  
 Oct. 24 – Homecoming Issue  
 Oct. 31 – Halloween Issue  
 Nov. 7 – Election Guide  
 Nov. 28 – Year in Review  
 Dec. 5 – Commencement  
 Jan. 16 – Health and Wellness  
 Feb. 13 – Valentine's Day Issue  
 Feb. 20 – Housing Guide  
 March 5 – Spring Break Planning  
 April 9 – The Pets Issue  
 April 30 – Procrastination Issue  
 May 7 – Commencement

To place an ad please contact:

The University Star Student Media Group

512.245.3487 | [advertising@universitystar.com](mailto:advertising@universitystar.com)

#### CALENDAR KEY



Regular Issue



Special Issue

### **Basic Creative Requirements**

- PDF with all fonts embedded
- PRINT images must be submitted at **300 dpi / CMYK**
- WEB images should be submitted at **72 dpi / RGB**
- Black and white images must be in grayscale

## **General Advertising Terms & Provisions**

### **Advertising Policy**

All advertising is subject to the approval of The University Star staff. The University Star will not accept ads that are libelous; promote academic dishonesty; violate federal, state or local laws; or encourage discrimination against any individual or group on the basis of race, sex, sexual orientation, age, color, gender identity, creed, religion, national origin or disability.

Advertisers must be honest about the products or services their ads promote. Content that is advertising in nature must be clearly labeled as such. It is deemed the responsibility of the advertiser to comply with all laws and regulations applicable to the marketing and sale of its product or service.

All political advertising must comply with all applicable laws, including all federal elections laws, Federal Election Commission regulations, copyright laws, defamation law, and other state or local laws and regulations. We reserve the right to edit or reject any ad copy, photos, graphics or entire ads. The University Star encourages responsibility and good taste in advertising.

### **Force Majeure**

Neither Party will be liable or responsible to the other Party, or be deemed to have defaulted under or breached this Agreement, for any failure or delay in fulfilling or performing any term of this Agreement, when and to the extent such failure or delay is caused by any: (i) acts of God; (ii) flood, fire, or explosion; (iii) war, terrorism, invasion, riot, or other civil unrest; (iv) embargoes or blockades in effect on or after the date of this Agreement; (v) national or regional emergency; (vi) strikes, labor stoppages or slowdowns, or other industrial disturbances; (vii) passage of law or governmental order, rule, regulation, or direction, or any action taken by a governmental or public authority, including but not limited to imposing an embargo, export or import restriction, quota, or other restriction or prohibition; or (viii) national or regional shortage of adequate power, telecommunications, or transportation facilities (each of the foregoing, a "Force Majeure"); in each case, provided that (A) such event is outside the reasonable control of the affected Party, (B) the affected Party provides prompt notice to the other Party, stating the period of time the occurrence is expected to continue, and (C) the affected Party uses diligent efforts to end the failure or delay and minimize the effects of such Force Majeure.

### **Insertion Orders**

All advertiser's orders are subject to the terms and provisions of the current rate card. Quote pricing will be honored for 30 days. The representative of advertiser whose name is signed on an insertion order represents and acknowledges that he/she has full authority to do so and hereby assumes personal responsibility for the payment of all sums due hereunder. Advertiser and the representative whose name is signed to the Insertion Order each agree that the venue for any suit to collect and amounts owed to The University Star and its products and services shall be the courts of Texas and each agrees to be subject to the jurisdiction thereof.

### **Deadlines**

Copy, photos and all ad material must be received at least 4 business days prior to the scheduled run date. Products, posters and flyers must be received at The University Star offices at least 10 days prior to the scheduled run date. Inserts must be received at the printer at least 10 days prior to the scheduled run date.

Any advertiser who fails to meet the deadline for providing ad materials will still be responsible for paying for the ad space reserved per the signed insertion order.

### **Deadline and Placement Information**

Space and material deadline is 10 days prior to run date. Please contact your sales representative for more information.

### **Payment Policy**

All orders must be prepaid in full unless the advertiser has an established history with The University Star and receives prior approval from the director. Payment may be made by check, cash, money order or credit card. All payments are non-refundable.

Advertiser assumes responsibility for checking proof of performance and ensuring their advertising campaign has run correctly. Advertiser is responsible for checking ad copy to ensure accuracy before the ads run. We regret it when mistakes happen and will

work to amend any advertising errors made by The University Star as quickly as possible. The University Star will be responsible for only the first insertion of incorrect copy. A credit for will be issued on the advertiser's account for only the first insertion of incorrect copy. Ads that have been signed off on by the advertiser but contain mistakes are the sole responsibility of the Advertiser.

Advertiser agrees that all bills are due and payable (net) within thirty (30) days. Ads 90 days past due will begin incurring a 10% late fee per day past due backdated to the 30-day mark. Payment may be made by check, cash, money order or credit card. Advertiser further agrees to pay reasonable collection and attorney's fees, in addition to the balance due if it becomes necessary to place for collection a bill incurred under this policy. If payment is not made in accordance with the above specified terms, The University Star reserves the right to refuse to run further advertising, and all bills shall immediately become due and payable. The University Star Student Publications Coordinator reserves the right to request full or partial payment in advance or to cancel credit services at any time on any account.

Ads submitted in the wrong format and requiring changes to meet The University Star's design requirements will incur a \$45 fee per ad. Changes made by the advertiser during the scheduled run of the ad will incur a \$45 fee per ad. This includes any changes to the ad design or visuals that will require additional edits or additional scheduling for The University Star staff.

#### **Position**

The University Star will honor position requests when possible. Guaranteed placement is available for an additional cost. Please ask your account executive for more information.

#### **Newsletter**

Advertiser will be automatically subscribed to The University Star newsletters upon finalizing their advertising order. Advertiser can unsubscribe at any time.

#### **Memberships**

The University Star and its personnel are members of the Texas Intercollegiate Press Association, Associated Collegiate Press, College Media Association, and the College Media Business and Advertising Managers.

#### **Cancellation Policy**

Advertiser must provide The University Star with a written cancellation request a minimum of 30 business days prior to the ad insertion date to discontinue or cancel a campaign (or portion thereof). The University Star reserves the right to charge the Advertiser up to a 10% cancellation fee for any unused portion of the campaign to cover internal costs.

#### **Indemnification**

All advertisements are accepted and placed by The University Star on the Advertiser's representation that Advertiser is authorized to publish the contents and subject matter of said advertisements. Advertiser agrees to indemnify and hold harmless The University Star and its officers and employees from any loss, liability, or expense (including reasonable attorney's fees) incurred as a result of any claim or lawsuit for libel, violation of the right to privacy or publicity, plagiarism, copyright infringement and any other claim or lawsuit based on the contents or subject matter of said advertisements. Advertiser shall reimburse The University Star for any amount paid by The University Star in settlement of claims or in satisfaction of judgments obtained by reason of publication of such advertising copy together with all expenses in connection therewith, including, but not limited to, attorney's fees and cost of litigation.

The liability of The University Star for any act, error, omission or failure to act for which it may be responsible shall, in no event, exceed the cost of the advertising space ordered. The University Star, will not, in any event, be liable for consequential or special damages including, but not limited to, lost profits or income. The University Star is not, in any event, liable for any errors or omissions in advertisement copy, including but not limited to, key numbers.

Unintentional or inadvertent failure on the part of The University Star to fill an order shall not constitute breach of the Insertion Order or this policy. The University Star shall not be subject to any liability whatsoever for failure to fill an order for advertising, or failure to publish or cause to be published, any advertising such failure(s) occasioned by accidents, fires, work stoppages, floods or other circumstances reasonably beyond The University Star's control.

The University Star reserves the right to cancel or reject any advertising.

#### **Governing Law**

Client hereby agrees to be bound by the terms of this purchase order and that this purchase order shall be governed by and construed in accordance with the laws of the State of Texas. Any civil action or proceeding arising out of or related to this contract shall be brought in the courts of the State of Texas.

***By placing this order, I confirm that I have read and agree to the terms listed above.***