Dear Business Owner,

We extend our gratitude for your consideration and support of The University Star. As the student news organization of Texas State University, The University Star operates financially and editorially independent from the university itself. This aspect highlights the importance of The Star securing upwards of $100,000 in annual advertisements to cover essential expenses and operational costs.

These necessary funds encompass a range of expenses, including printing newspapers, software subscriptions, distribution fees, and the compensation of our dedicated editorial staff. Without the revenue generated from advertising, The Star would be unable to fulfill its mission of serving the Texas State and San Marcos communities, which consists of over 50,000 students, through our weekly content focused on San Marcos and Texas State.

Relying solely on the university for financial support would compromise our editorial independence, hindering our ability to hold Texas State administration and community officials accountable. This underscores the critical role that advertising plays in sustaining our operations and upholding journalistic integrity.

The University Star has a wide-reaching audience, encompassing thousands of San Marcos residents, Texas State students, staff and alumni. With an average of over one million page views online annually, our platform offers unique and unparalleled visibility for businesses seeking to connect with this specific community.

As a business owner, you understand the power and value of advertising. By partnering with The University Star, you align your brand with the only news organization dedicated to serving the Texas State and San Marcos communities. Your support not only helps us continue our vital work but also demonstrates your commitment to empowering student media.

We deeply appreciate any past, current, or future contributions you have made or will make to our organization. Your belief in student journalism fuels our passion and drives our commitment to excellence.

Thank you for considering The University Star as a partner for your advertising needs. We look forward to the opportunity to collaborate and amplify your message within our community.

With thanks,

Marisa Nuñez
Editor-in-Chief
The University Star
210-901-4066
stareditor@txstate.edu
Celebrating 113 Years of Award-Winning Journalism!

Statistics

STUDENT ENROLLMENT
2022-2023
38,171 total students
20% of students live on campus

STUDENT POPULATION
60.5% female
39.5% male

98% IN-STATE
2% OUT-OF-STATE

GRADUATION & RETENTION
56% graduated within six years
80% of fall freshman returned

STUDENT ETHNICITY
- White: 40.5%
- Hispanic: 10.86%
- African American: 40.5%
- Other: 8%

DEGREES
Degree Programs
99 Bachelor's
92 Master's
14 Doctoral's

ALUMNI
more than 174,000 living

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

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

Source: Texas State University
Print Advertising

- Around **3,000 copies** delivered at 50 on-campus and 15 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 service team design one for you for an additional fee of **$45 per ad**.

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**AD RATES – Premium Locations***

<table>
<thead>
<tr>
<th>AD TYPE</th>
<th>PRICE</th>
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<tbody>
<tr>
<td>Front Page Banner (color) 4 col x 2.5&quot;</td>
<td>$500</td>
</tr>
<tr>
<td>Back Page Banner (color) 4 col x 2.5&quot;</td>
<td>$400</td>
</tr>
<tr>
<td>Double Truck (b&amp;w) 20.5&quot; x 20.5&quot;</td>
<td>$2,000</td>
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<tr>
<td>*Back Page ad</td>
<td>+$100</td>
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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 us 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

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 webpages.

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 $350/ad

B. Below 1st Article banner

600 x 200 pixels $300/ad

C. Above Footer banner

600 x 200 pixels $250/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

<table>
<thead>
<tr>
<th>NUMBER OF POSTS</th>
<th>COST PER POST</th>
<th>YOUR SAVINGS</th>
<th>OVERALL PRICE</th>
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<tbody>
<tr>
<td>1</td>
<td>$60</td>
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<td>10</td>
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_AD: _Hello fellow Bobcats! I need your vote to help get elected for Justice of the Peace, Precinct 1, Place 1 and become the first Hispanic Male TXST Alumnus. My goal is to make the office more accessible and provide better case management! Please remember to vote!_
Every Tuesday our University Star Street Team hangs out at the center of campus and passes out the latest issue of The University Star along with your flyers or swag!

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 services are available for an additional cost of $95 per 250 flyers (8.5” by 11” in color). Print services must be requested and paid in advance at least 10 days prior to the scheduled run date.

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<tr>
<th>PIECES</th>
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<tr>
<td>COST</td>
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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

2024

**JUNE**

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**SEPTEMBER**

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To place an ad please contact:
The University Star Student Media Group
512.245.3487 | advertising@universitystar.com

**SPECIAL ISSUES**

- June 4 – Orientation Issue
- July 9 – Summer in SMTX
- Aug. 27 – Back to School
- Sept. 10 – Restaurant Guide
- Oct. 22 – Election Guide
- Oct. 29 – Halloween Issue
- Nov. 12 – Homecoming
- Nov. 19 – Housing Guide
- Dec. 3 – Year in Review
- Jan. 14 – Health and Wellness
- Feb. 11 – Valentine’s Day Issue
- March 4 – Spring Break Planning
- April 8 – The Pets Issue
- April 22 – Environment Issue
- April 29 – Commencement

**CALENDAR KEY**

- Regular Issue
- Special Issue
**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 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.