

THE
UNIVERSITY STAR

MEDIA KIT



2024-2025

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!

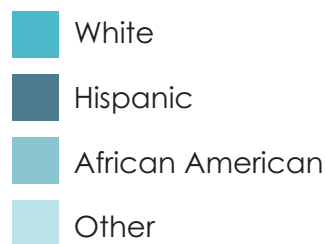
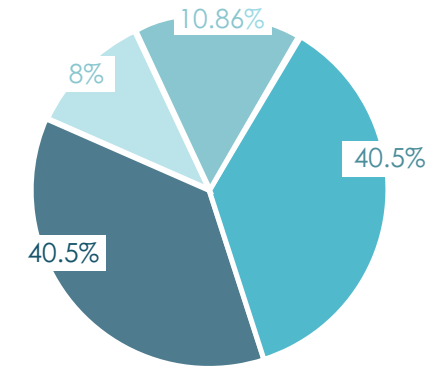
STUDENT ENROLLMENT

2022-2023

38,171 total students

20% of students live on campus

STUDENT ETHNICITY



ALUMNI

more than
174,000
living

STUDENT POPULATION

60.5% female
39.5% male

DEGREES



Degree Programs

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

98% IN-STATE

2% OUT-OF-STATE

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

GRADUATION & RETENTION



56% graduated within six years

80% of fall freshman returned

SAN MARCOS

24 years median age

70.3% renter-occupied housing

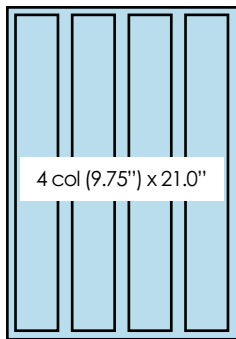
\$42,030 median household income

90.1% high school diploma or higher

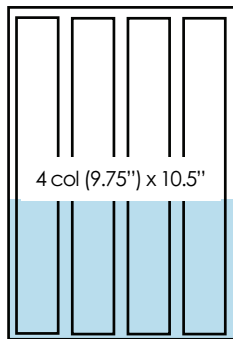
Source: Texas State University

Print Advertising

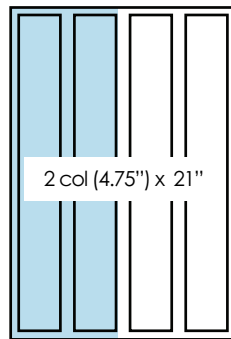
- Around **3,000 copies** delivered at 50 on-campus and 15 off-campus locations
- Files must be submitted as **.jpg or .pdf at 300 dpi resolution**. All ads are due **three business days** prior to the start date and must be correctly sized by the client or incur an additional charge
- Need an ad designed? Have our creative service team design one for you for an additional fee of **\$45 per ad**.



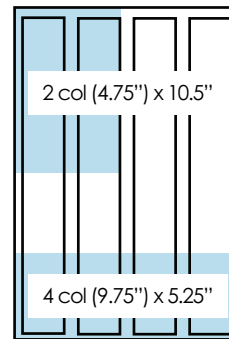
Full Page
 BW: \$1,100
 Color: \$1,200



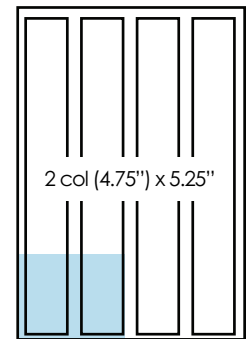
Half-Page H
 BW: \$550
 Color: \$600



Half-Page V
 BW: \$550
 Color: \$600



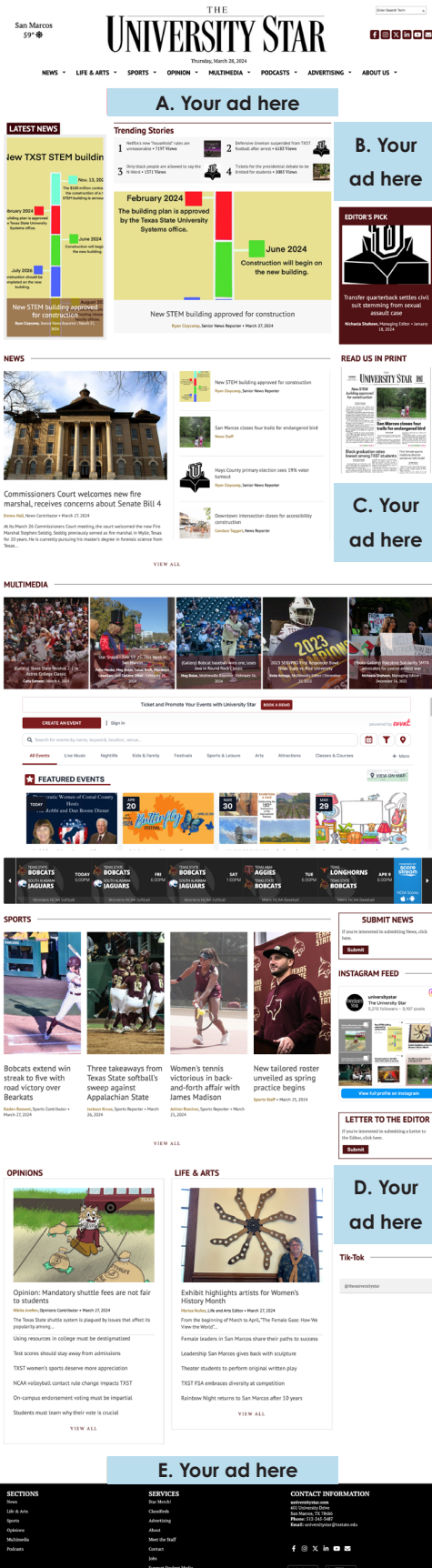
Quarter Page
 BW: \$275
 Color: \$300



Eighth-Page
 BW: \$150
 Color: \$175

AD RATES – Premium Locations*

AD TYPE	PRICE
Front Page Banner (color) 4 col x 2.5"	\$500
Back Page Banner (color) 4 col x 2.5"	\$400
Double Truck (b&w) 20.5" x 20.5"	\$2,000
*Back Page ad	+\$100



325,643

Sessions per year

571,314

Page views per year

OVER

47,610

Page views per month

9.4%

Returning visitors

A. Leaderboard **B. Premium Rectangle**

728 x 90 pixels
\$300/week - \$1000/month

300 x 250 pixels
\$250/week - \$800/month

C/D. Rectangle **E. Banner**

300x 250 pixels
\$200/week - \$600/month

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 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

A. Your ad here

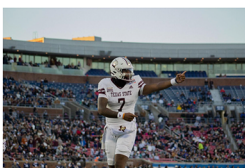
THE
UNIVERSITY STAR
DEFENDING THE FIRST AMENDMENT SINCE 1911

START
with the
STAR

January 18, 2024

Today's Star Stories:

T.J. Finley entering transfer portal, Health sciences senior finds passion through sister's medical emergency and Opinion: students can easily combat hard water.



Texas State redshirt sophomore quarterback T.J. Finley (7) discusses the play call with senior running back Jahmyl Jeter, during the SERVPRO First Responder Bowl game versus Rice, Tuesday, Dec. 16, 2023, at Gerald J. Ford Stadium
Kobe Arviga

T.J. Finley entering transfer portal

Texas State redshirt sophomore quarterback T.J. Finley announced Tuesday afternoon that he will be entering the NCAA transfer portal.

Finley entered the portal one day after Texas State received a commitment from former University of Arizona quarterback Jayden de Laura. Finley transferred to Texas State via the portal in July after spending last season at Auburn University.

David Cuevas, Sports Editor

B. Your ad here

Health sciences senior finds passion through sister's medical emergency

Abigail Mason, a health sciences senior, knew she wanted to work in a STEM-related career. However, it wasn't until 2018 that it finally clicked when Emmaleigh Mason, Abigail's little sister, was undergoing open-heart surgery.

"When my sister had her open-heart surgery, that kind of narrowed it down completely for me," Abigail said.

Brianna Chavez, Life and Arts Reporter

Fact about back to school:

Before pencil erasers were invented, a common way to get rid of pencil markings was with a rolled up piece of white bread!

C. Your ad here

51,669

subscribers receive
weekly emails



Scan to
subscribe!

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

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

The collage features three distinct pieces of content:

- Shake Shack Advertisement:** A green-themed post asking "ARE YOU A STUDENT AT TX STATE?" and offering "FREE FRIES" for showing a student ID at Shake Shack San Marcos.
- Tweet:** A tweet from @UniversityStar with the text: "AD: Hello fellow Bobcats! I need your vote to help get elected for Justice of the Peace, Pct.1, Pl. 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!"
- Political Advertisement:** A graphic for Nicholas "Nico" Costilla, a TXST Alumnus, running for Justice of the Peace | Precinct 1, Place 1. It includes early voting dates (Feb. 20 - Mar. 1) and the election date (Mar. 5).

Street Team Marketing

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.

PIECES	250	500	750
COST	\$300	\$550	\$750



Have your promotion displayed on top of one or multiple of our 15 high-traffic newsstands around the Texas State University campus. Printing services are available for an additional cost of \$25 per poster.

\$300

one poster per month

Dimensions:

23.5 inches x 47.5 inches

Locations:

- Alkek Library (2)
- ASBS / The Den
- Campus Rec Center
- Centennial (2)
- Commons Dining Hall
- Flowers Hall
- Hines
- JCK Administration Building
- LBJ Student Center (2)
- McCoy College of Business
- Undergraduate Academic Center
- Taylor Murphy Hall



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

S	M	T	W	T	F	S
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2	3	4	5	6	7	8
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JULY

S	M	T	W	T	F	S
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7	8	9	10	11	12	13
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AUGUST

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18	19	20	21	22	23	24
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25	26	27	28	29	30	31
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SEPTEMBER

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OCTOBER

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NOVEMBER

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DECEMBER

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JANUARY

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FEBRUARY

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30	31					
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APRIL

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27	28	29	30			
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MAY

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25	26	27	28	29	30	31
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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

To place an ad please contact:

The University Star Student Media Group
 512.245.3487 | 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.