Student Media Advertising Media Kit
Arizona State Student Media

marketing
promotions
advertising
digital
statepress.com
social media
state press app
facebook
twitter
livingasu.com
print
state press magazine
off campus housing guide
events
on campus promotion
taste of asu
outdoor
news racks
housing fairs
tabling
lcds
posters
demographics

Student Level
Undergraduate Students 67,507
Graduate Students 15,794
Total Students 83,301

New Undergraduates
First-Time Freshmen 11,079
Transfer Students 9,363
Total New Undergraduates 20,442

Gender
Undergraduate Men 50.8%
Undergraduate Women 49.2%
Graduate Students Men 49.9%
Graduate Students Women 50.1%

Enrollment by Campus
Tempe Campus 50,246
West Campus 3,701
Polytechnic Campus 4,173
Downtown Phoenix Campus 11,277
ASU Unduplicated Total 83,301

*University Office of Institutional Analysis, April 2015
into the internet
The electronic arm of Student Media, statepress.com maintains the department’s online presence, as well as produces its own independent content, including online news and features, student polls, photos and video. It attracts visitors from around the world. The website receives more than 90,000 impressions per month.
AppetiteASU.com is the new online dining guide for all ASU campuses. It is available to connect students with your restaurant, café or eatery to help fill their appetites. It is the dining website directly affiliated with ASU’s official website of statepress.com.

<table>
<thead>
<tr>
<th>Pricing</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Basic Listing</td>
<td>$40/mo*</td>
</tr>
<tr>
<td>Enhanced Listing</td>
<td>$75/mo*</td>
</tr>
<tr>
<td>Featured Listing</td>
<td>$150/mo*</td>
</tr>
</tbody>
</table>

* Ask about discounted semester or annual rates for enhanced or featured listings.

AppetiteASU.com

Ad Pricing
Home Premium Button $500/mo

livingASU.com is the electronic version of our ASU Off Campus Housing Guide. The Housing Guide is here to connect students with your properties for rent or sale on the only housing website directly affiliated with ASU’s official website of statepress.com.

<table>
<thead>
<tr>
<th>Pricing</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Basic Listing</td>
<td>$40/mo</td>
</tr>
<tr>
<td>Enhanced Listing</td>
<td>$125/mo*</td>
</tr>
<tr>
<td>Featured Listing</td>
<td>$300/mo*</td>
</tr>
</tbody>
</table>

* Ask about discounted semester or annual rates for enhanced or featured listings.

LivingASU.com

Ad Pricing
Home Premium Button $1000/mo
**Social Media**

- **18.6K** followers on Twitter.
- **12K** likes on Facebook.

**Pricing**

1 share/retweet: $30
5 shares/retweets: $250 ($25 each)
20 shares/retweets: $400 ($20 each)

---

**Statepress App**

**Pricing**

- Inline Banner Ad: $800/mo*
- Home Screen Tiles: $450/mo
- Footer Ads: $650/mo
- Header Ads: $950/mo

*per section

---

**Ads**

- **Header Ads**: 320x50 px
- **Inline Banner Ads**: 600x60 px
- **Home Screen Tiles**: 424x404 px
- **Footer Ads**: 320x50 px
into the magazine
A full-color printed edition of statepressmagazine.com hits the ASU campuses 3 times, during both the fall and spring semesters. The issue will be filled with Hot Spots around campus, reviews, and essays focusing on culture at ASU. Special targeted distribution all week long, on all four campuses, will deliver your message alongside the best magazine ASU has to offer. Check out the website for what to expect in the highly anticipated print edition.

| Inside Cover | Price   | 1 issue | $700   |
|             |         | 2 issues | $1300  |
|             |         | 3 issues | $1875  |

| Back Cover | Price   | 1 issue | $850   |
|           |         | 2 issues | $1600  |
|           |         | 3 issues | $2325  |

| Full Page  | Price   | 1 issue | $550   |
|           |         | 2 issues | $1000  |
|           |         | 3 issues | $1450  |

| Reserve Date | 3 weeks prior to calendar date |
|             | Fall 2016 | Sept. 14, Oct. 12, Nov. 9 |
|             | Spring 2017 | Feb. 1, Mar. 1, Apr. 5 |
into housing guide
Published every May, the annual, full color Off-campus Housing Guide is the best source for students to turn to for information about living near ASU’s four campuses. It’s distributed on campus throughout the year, sent to students who request it, and also available online at statepress.com. Space reservations begin during the spring semester so contact your representative to reserve your spot before the April deadline.
Mall Marketing is a great way to hand out information and promote your business directly to ASU students & staff! This option is available to businesses that run a Big Button on our website, statepress.com, for at least 2 weeks as promotion prior to coming on campus. Mall Marketing includes 4 hours on Tempe campus (10 am - 2 pm) outside of the Student Media offices. One table and 2 chairs are available to checkout/set up.

Sponsor ASU’s StatePress.com & State Press Magazine monthly tent event. This option is available as a package or for distribution of giveaways only.

Promotional Packages

Promo Package ($450) Includes: One quarter page ad in one issue of the State Press Magazine, one week Big Button on Statepress.com, and giveaway distribution the client will provide.

Giveaways Only ($150/Event): Cup, pen, lanyard, etc. that the client will provide.

Mall Marketing

Big Button $300, 2 week run
Mall Marketing Day $80/day (4 hours)

Total Package Cost $380

Taste of ASU

April 2016
Hayden Lawn, Tempe campus

Cost: $650
This includes your booth space, tent, ad space in the “Best of ASU” edition of State Press Magazine, facebook mentions, logo placement, and all applicable campus fees.

Deadline to participate and reserve your space: March 8, 2017 - 5pm
into the news racks
Advertising panels are positioned on modular distribution newsracks filled with a rich variety of newspapers. These newsracks are located throughout campus on sidewalks, streets, and building entrances.

### News Racks

<table>
<thead>
<tr>
<th>Position</th>
<th>Size</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ace</td>
<td>10.25” wide x 21.75” high</td>
<td>$550/mo</td>
</tr>
<tr>
<td>Jack</td>
<td>26.75” wide x 15.75” high</td>
<td>$700/mo</td>
</tr>
<tr>
<td>Queen</td>
<td>42” wide x 15.75” high</td>
<td>$900/mo</td>
</tr>
<tr>
<td>King</td>
<td>72” wide x 15.75” high</td>
<td>$1,200/mo</td>
</tr>
</tbody>
</table>
into memorial union
The Memorial Union (MU) has poster cases located on the first level. Locations may be reserved by the campus community to showcase and promote ASU departments, registered student organization, and MU business partners. MU Business partners are defined as any business renting or leasing space from the Memorial Union.

All cases fit a 22” wide x 28” tall poster (Portrait layouts only).

We offer several places in the Memorial Union for you to display your business or event on an LCD screen.

**LCD Screens**

<table>
<thead>
<tr>
<th>Types</th>
<th>1 Month</th>
<th>3 Months</th>
<th>6 Months</th>
</tr>
</thead>
<tbody>
<tr>
<td>ASU Student Club*</td>
<td>$200</td>
<td>$150</td>
<td>$125</td>
</tr>
<tr>
<td>ASU Department</td>
<td>$200</td>
<td>$150</td>
<td>$125</td>
</tr>
<tr>
<td>Off Campus</td>
<td>$250</td>
<td>$200</td>
<td>$175</td>
</tr>
<tr>
<td>National</td>
<td>$300</td>
<td>$250</td>
<td>$225</td>
</tr>
</tbody>
</table>

*Available weekly for $50.

**Posters**

- **Campus Frequency Rate**
  - 1 month $350
  - 3 months $300
  - 6 months $250

- **Commerical Frequency Rate**
  - 1 month $550
  - 3 months $450
  - 6 months $400
**Contract and Copy Regulations**

The State Press reserves the right to reject or edit any advertising. Advertising will be refused if it is offensive, ambiguous or deceptive, making the product or service unclear or open to misrepresentation; if it advertises illegal organizations or activities; if it maligns identifiable persons, races, religions or professions; if it is not accurate or truthful; or if it is otherwise determined unacceptable by a Student Advertising Board in consultation with the Advertising Manager. Make good/adjustments will be considered only for those advertisements where errors occur in the following: business/group name; address or phone number; item price; date; time; or place of event. The error must be solely the fault of The State Press. Adjustments will not exceed the cost of the advertisement and will be based on the portion of the advertisement nullified by the error. Minor spelling errors will not qualify for adjustment. Requests must be registered to the Advertising Manager within 48 hours of publication to qualify, otherwise the advertiser accepts full responsibility. No proof will be furnished on any advertisement received after deadline. Advertiser agrees to indemnify and hold harmless the State of Arizona, Arizona Board of Regents, ASU Student Media, its Board of Trustees and its officers, agents and employees from and against any and all loss, cost and expense, including reasonable attorney fees for actions by third parties, including those arising from trademark, copyright or privacy claims and inaccurate or misleading advertising resulting from the publication of advertisement.

**Terms of Payment**

All advertising rates are non-commissionable, net rates. No cash discounts.

All advertising is prepaid unless credit is approved through ASU Student Media Business Office.

Make checks payable to ASU Student Media. Visa, Mastercard and American Express accepted. When paying by credit card, include name of business, address, name of cardholder, card number, expiration date and the security code. Cash, personal or cashier’s checks and money orders are accepted.

Invoices/statements are issued monthly for credit approved advertisers. Terms are net 30 days; any amount open in excess of 30 days is considered past due and subject to a .0833% late fee.

All political advertising must be pre-paid. Bar and restaurant ads require pre-payment unless credit has been established with ASU Student Media.