Digital Audience Snapshot

Statenews.com sees over 2.5 million visitors each year, and roughly half of those come via mobile devices. Ah, please fill in with more copy. Our audience is all around the world, maybe rework the other audience snapshot?

Email Subscribers
164,273

Overall Social Media Followers
69,612

Twitter
@thesnews
52K Followers

Facebook
@thesnews
15K Followers

Instagram
@thesnews
3K Followers

TikTok
The State News
2K Likes

Average College Students on Social Media

80% Facebook
45% Twitter
71% Instagram
DIGITAL ADVERTISING

BILLBOARD
970 x 250 pixels (1 position)
Regular ...................... $18 CPM

SUPER LEADERBOARD
970 x 90 pixels (3 positions)
Regular ...................... $14 CPM

LEADERBOARD
728 x 90 pixels (3 positions)
Regular ...................... $12 CPM

HALF PAGE
300 x 600 pixels (1 position)
Regular ...................... $16 CPM

MEDIUM RECTANGLE
300 x 250 pixels (5 positions)
Regular ...................... $12 CPM

MOBILE LEADERBOARD
320 x 50 pixels
Regular ...................... $18 CPM

DIGITAL CAMPAIGNS

For full advertising coverage across all devices, campaigns should include the following sizes:

- MEDIUM RECTANGLE (300x250)
- HALF PAGE (300x600)
- BILLBOARD (970x250)
- SUPER LEADERBOARD (970x90)
- LEADERBOARD (728x90)
- MOBILE LEADERBOARD (320x50)

File type: jpg, png or gif
Max File Size: 30-50KB

Minimum purchase of 30,000 impressions. Additional impressions in increments of 10,000. Bulk discounts are available.
SNDAaily E-Newsletter

Deliver your message straight to your customer’s fingertips. The state news daily email newsletter delivers essential trustworthy news right to the inbox of over 80,000 subscribers who strive every day to stay ahead on the latest news and trends. This newsletter banner ad will deliver your brand at the forefront, and more importantly, be at the top of mind, for key readers. Our daily newsletters deliver high engagement with an average open of 49.98%

PREMIUM BANNER
800 x 400 pixels ...... $525

HEADER BANNER
728 x 90 pixels ........ $425

MEDIUM RECTANGLE
970 x 250 pixels ...... $325

MIDDLE BANNER
728 x 90 pixels ........ $400

FOOTER BANNER
728 x 90 pixels ........ $250
A digital E-Paper delivered to subscribers inbox. This interactive E-Paper digital replica of our print product includes all print advertising AND has banner advertising space available to you!

PREMIUM BANNER
800 x 400 pixels ...... $525

HEADER BANNER
728 x 90 pixels .......... $425

MEDIUM RECTANGLE
970 x 250 pixels ...... $325

FOOTER BANNER
728 x 90 pixels .......... $250
SOCIAL MEDIA OPPORTUNITIES

SOCIAL MEDIA CAMPAIGNS

Deliver your message directly to your target audience through social media platforms. Run a highly targeted social media campaign across Facebook and Instagram to reach an engaged, devoted audience whose interests align with your business.

Combine the power of multiple platforms to maximize exposure by playing to the strengths of each individual social channel: Instagram posts and stories, Facebook posts and Twitter posts.

Each campaign is budget-based. Limit one sponsored post per brand/product per day with a maximum of 4 per week.

Social media posts will be prefaced with “AD”, “Sponsored content”, etc., based on the platform. You may not post or target individual groups, but you may include your own social media handle.

Tweets may contain up to 280 characters. Statistics will be sent as available. Tweets may include #hashtags, mentions, photos or video.

PRICING

Single Post $50
2-5 posts $48/post
6-9 posts $46/post
10-19 posts $42/post
20-30 posts $40/post
30+ posts $38/post

INFLUENCER NETWORK

Make use of some of the most notable social accounts on campus to target the MSU community.

Single Post $500
5 posts $400/post
10 posts $300/post

Twitter @thesnews @thesnews_sports
Facebook The State News @thesnews
Instagram The State News @thesnews
# SOCIAL MEDIA SPECIFICATIONS

**FACEBOOK**
- 1200 x 630 (scales at 1:1)
- Feed max width appearance: 470px
- Page max width appearance: 504px
  - File type: jpg or png

**TWITTER**
- Recommended upload size: 1025 x 512
  - (max expansion, scales 1:1)
- Minimum expansion appearance: 440 x 220
- In stream collapsed: 506x253 (desktop)
  - File type: jpg, png, or gif
  - Max file size:
    - 5MB for photos
    - 5MB for animated gifs (mobile)
    - 15MB for animated gifs (web)

**INSTAGRAM STORY**
- Recommended upload size: 1080 x 1020
- Maintain an aspect ratio between 9:16
  - File Type: png or jpg
  - Max File Size: 4MB

**INSTAGRAM POST**
- Recommended upload size: 1080 x 1080
  - (scales to 612 x 612)
- Feed appearance: 510 x 510
- Optional size: 600 x 400
- Square or rectangle photos: maintain an aspect ratio between 1:9:1:1 and 4:5
  - File type: jpg or png
  - Max file size: 8MB
  - Carousel ad: 2 card minimum, 10 card maximum
Advertising has always been the defining landmark of our cultural landscape. Marketing is fuel for your brand. Here’s what we can do for you:

- Advertising and Marketing Services
- Interactive Photo Booth Rental
- Integrated-media campaign development/implementation
- Street Teams
- Social Media Management
- E-Campaign Services
- Graphic Design
- Custom Content Creation
- SEO (Search Engine Optimization)
- Print Publishing, Design and Production
- Market Research and Analysis
- Photography and Video
- Digital advertising (AdWords/Display/Facebook/Twitter/Instagram)
- Full Service Media Planning & Buying
- Communication Strategy
- Web Development, Hosting & Support
- Podcasting Services
- Event Production
- Brand Management

OUR TEAM IS YOUR TEAM
LET US WORK FOR YOU

IS YOUR BRAND AND MESSAGE ON CAMPUS?

Contact us today
Advertising, Digital, Marketing Solutions
517-295-1680 | advertising@statenews.com | statenews.com/advertising