

MEDIA KIT

2025 - 2026

PRINT

INSERTS

SOCIAL MEDIA

E-DIGITAL PAPER

**E-NEWSLETTER
ADVERTISEMENTS**

**DIGITAL & WEB
OPPORTUNITIES**

**APP
ADVERTISING**

**ONLINE
CLASSIFIEDS**

**DISTRIBUTION
RACKS**

SN Media Group

Advertising, Digital, Marketing Solutions
statenews.com/marketing
517-295-3029
advertising@statenews.com

THE STATE NEWS

The State News continues to serve Michigan State University and the community for over 115 years. Our bi-weekly publication is informative, vibrant and engaging.



6,000

COPIES PER ISSUE

20

EDITIONS PER YEAR

180+

LOCAL NEWSSTANDS

PUBLICATION CALENDAR

FALL 2025

JULY

S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

AUGUST

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31						

SEPTEMBER

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OCTOBER

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NOVEMBER

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DECEMBER

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21	22	23	24	25	26	27
28	29	30	31			

DEADLINES

Space Thursday by 5pm
Artwork Friday by 5pm
Payment Monday by 3pm

CIRCULATION

6,000 to over 180 locations
 on-campus at Michigan State
 University, East Lansing and
 Lansing, MI



SPRING 2026

JANUARY

S	M	T	W	T	F	S
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4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
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FEBRUARY

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1	2	3	4	5	6	7
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MARCH

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APRIL

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*Special print editions are shown above in red.

SPECIAL EDITIONS

Special print editions are shown on the print calendar in red. These editions are perfect for those who wish to seek out a specific audience. Our housing guide editions are especially popular with businesses that offer housing, repairs, or living essentials for college students like internet or appliances.

FALL 2025



SUMMER MAIL HOME
JULY 29, 2025



WELCOME WEEK
AUGUST 19, 2025



FALL HOUSING GUIDE
OCTOBER 28, 2025

SPRING 2026



MARTIN LUTHER KING JR. | DIVERSITY EDITION
JANUARY 15, 2026



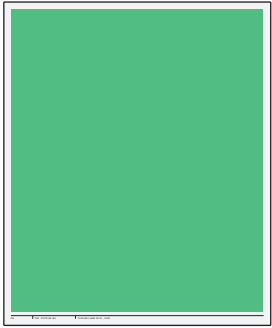
SPRING HOUSING GUIDE
FEBRUARY 24, 2026



GRADUATION EDITION
APRIL 21, 2026

PRINT ADVERTISEMENT SIZING

RATES AND SIZING



\$1425
FULL PAGE
10.5 in. x 11.25 in.



\$199
EIGHTH
5.2 in. x 2.65 in.

\$375
QUARTER
5.2 in. x 5.4 in.



\$750
HALF PAGES (HORIZONTAL & VERTICAL)
10.5 in. x 5.4 in. | 5.2 in. x 11.5 in.



\$1200
FRONT PAGE BANNER
10.5 in. x 1.5 in.

SPECIAL PLACEMENTS

FULL PAGE OPTIONS

BACK COVER
\$1825

INSIDE BACK COVER
\$1725

INSIDE FRONT COVER
\$1600

GUARANTEED PAGE
PLACEMENT
+\$250

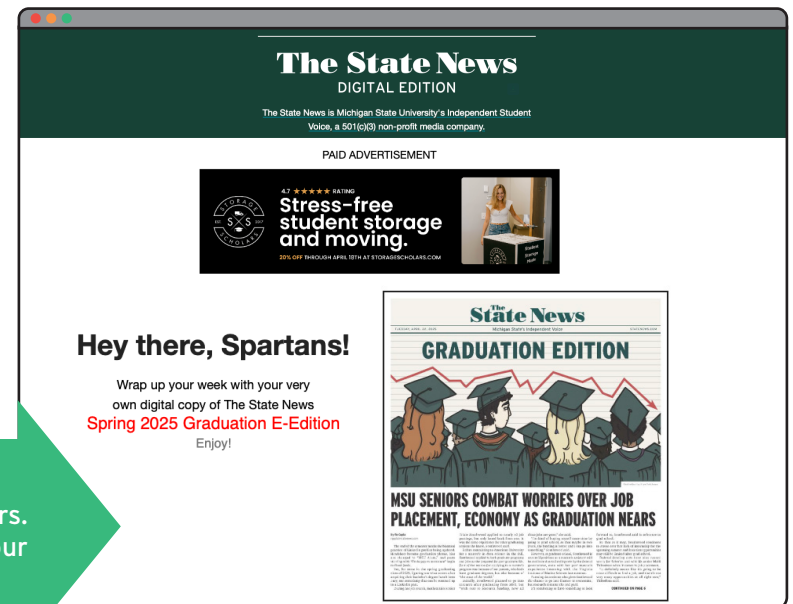
DEADLINES

Space - Thursday by 5pm | **Artwork** - Friday by 5pm | **Payment** - Monday by 3pm
Files can be jpg, png, or pdf. Our design team can help you create your ad for an extra fee.

A digital copy right at your fingertips.

A digital replica of our print product is emailed to more than 60K subscribers. This interactive issue includes your print advertising delivered virtually to our readers.

INTERACTIVE DIGITAL E-PAPER INCLUDED WITH PRINT AD



PRINT INSERTS

INSERTS FOR PRINT

Reach thousands of readers with your pre-printed advertising inside The State News. Full-run distribution at over 280 locations. Deadline is 7 days prior scheduled insert date. Minimum insert is full run at 6000. Inserts must be pre-printed before shipping.

PRICING

Full-run distribution **\$750**

Minimum size 4" x 6"

Maximum size 10" x 11"

DIRECTIONS

Must print and ship to:

Michigan Web Press
10441 Enterprise Drive
Davisburg, MI 48350

Please mark clearly:

The State News and the date of
insertion.



DIGITAL AUDIENCE SNAPSHOT

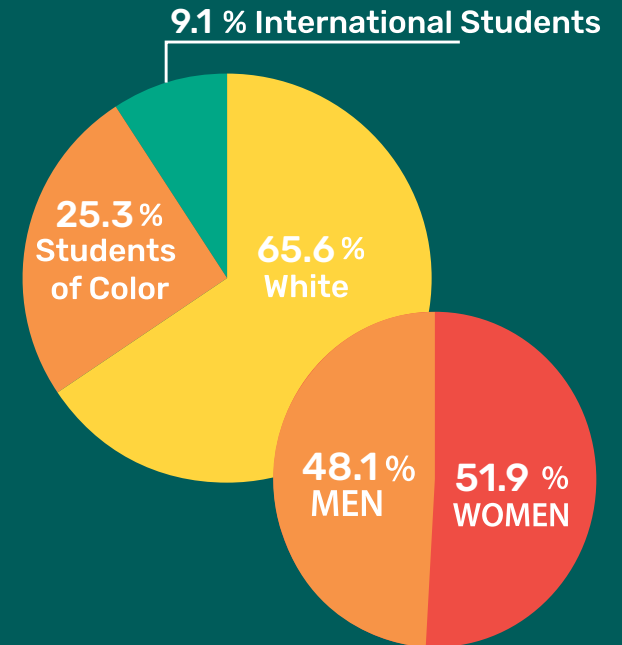
Stateneews.com sees over 2.5 million visitors each year, and roughly half of those come via mobile devices. Between our several newsletters, website and social media accounts, there are many opportunities to broaden your company's exposure.

Email Subscribers

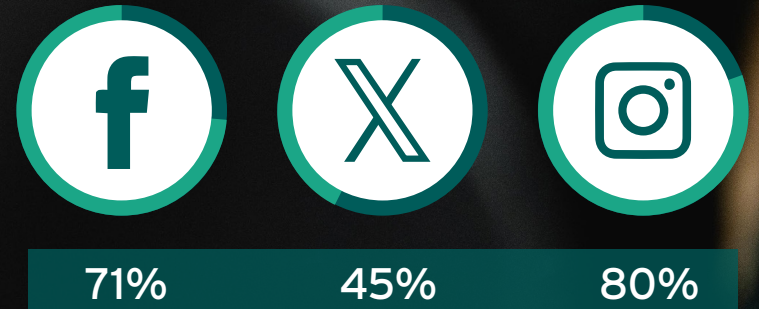
69,974

Overall Social Media Followers

82.4K



AVG. COLLEGE STUDENTS ON SOCIAL MEDIA



X
@thesnews
32.8K Followers
@thesnews_sports
8.8K Followers



Facebook
@thesnews
21K Followers



Instagram
@stateneews
16K Followers



TikTok
The State News
3.8K Followers, 414.1K likes

SOCIAL MEDIA

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.

PRICING

3 POSTS	\$250
6 POSTS	\$450
9 POSTS	\$575

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.

INFLUENCER NETWORK

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

Single Post	\$250
5 posts	\$200/post
10 posts	\$300/post



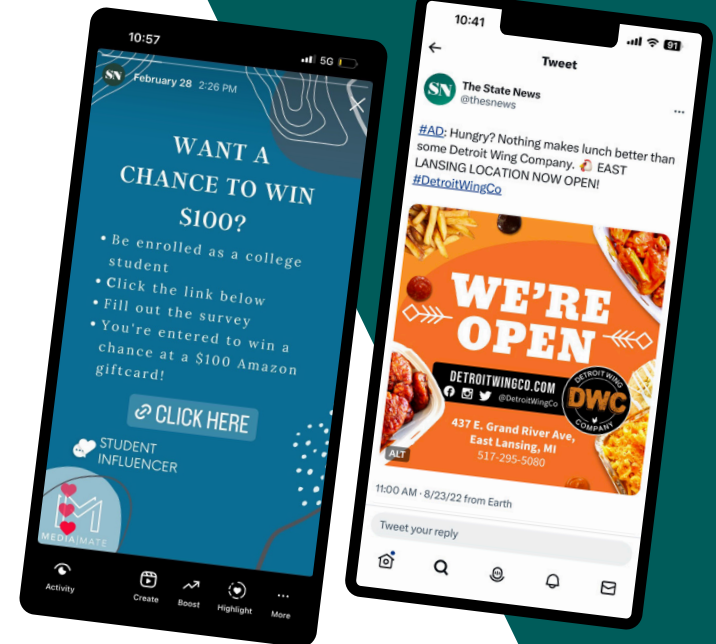
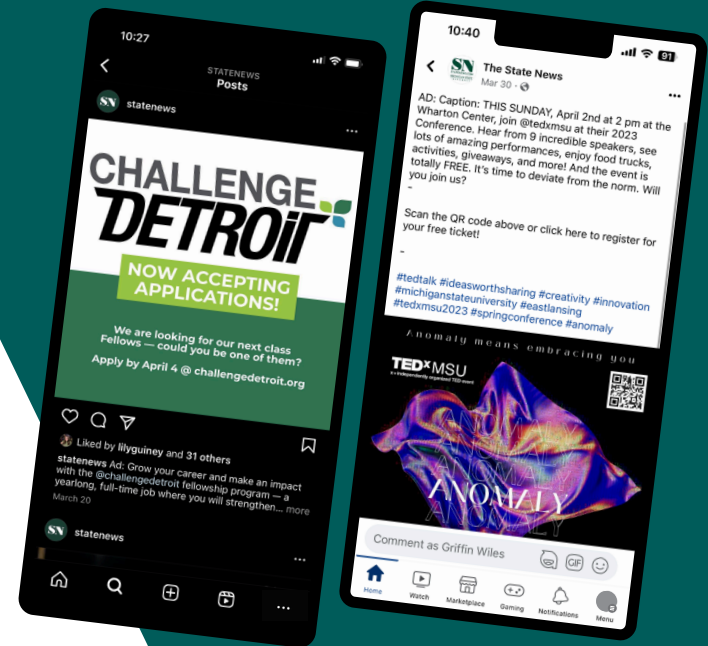
X
@thesnews
@thesnews_sports



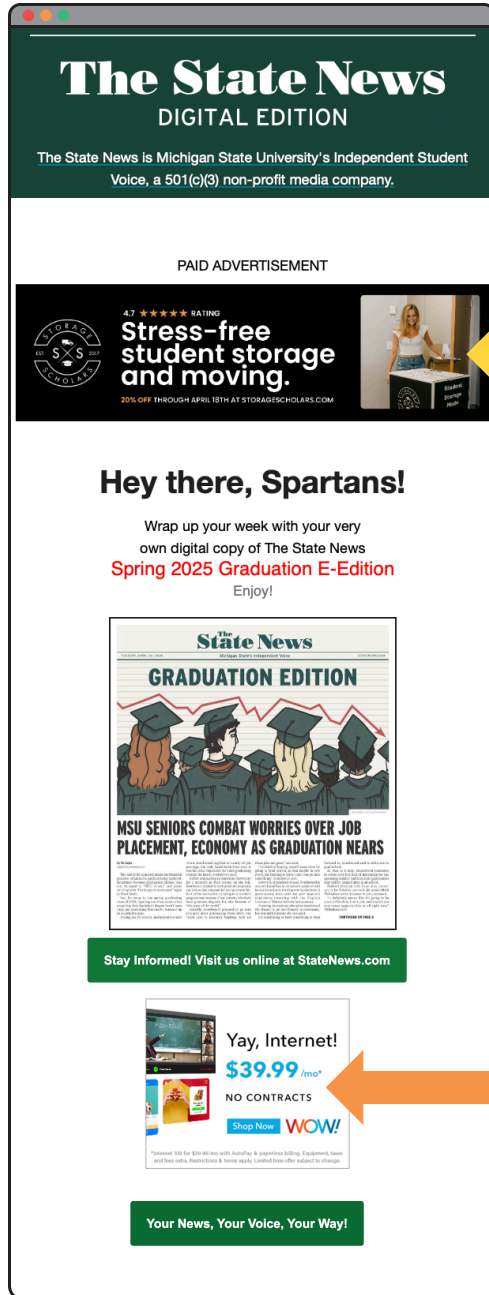
Facebook
The State News
@thesnews



Instagram
The State News
@thesnews



DIGITAL E-PAPER



A digital E-Paper delivered to 137,000 subscribers. This interactive E-Paper digital replica of our print product includes all print advertising AND has banner advertising space available to you!

BILLBOARD
800 x 400 pixels
\$525

LEADER BANNER
728 x 90 pixels
\$425

MIDDLE BANNER
728 x 90 pixels
\$400

MEDIUM RECTANGLE
300 x 250 pixels
\$325

E-PAPER PUBLICATION CALENDAR FALL 2025- SPRING 2026

FALL 2025

JULY						
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SPRING 2026

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STATE NEWS DAILY E-NEWSLETTER

Deliver your message straight to your customer's fingertips. The state news email newsletter delivers essential trustworthy news right to the inbox of over 65,000 subscribers who strive every day to stay ahead on the latest news and trends. Sent Monday through Friday during the regular school year and on Tuesday & Thursday over the summer semester.

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%

BILLBOARD

800 x 400 pixels \$525

LEADER BANNER

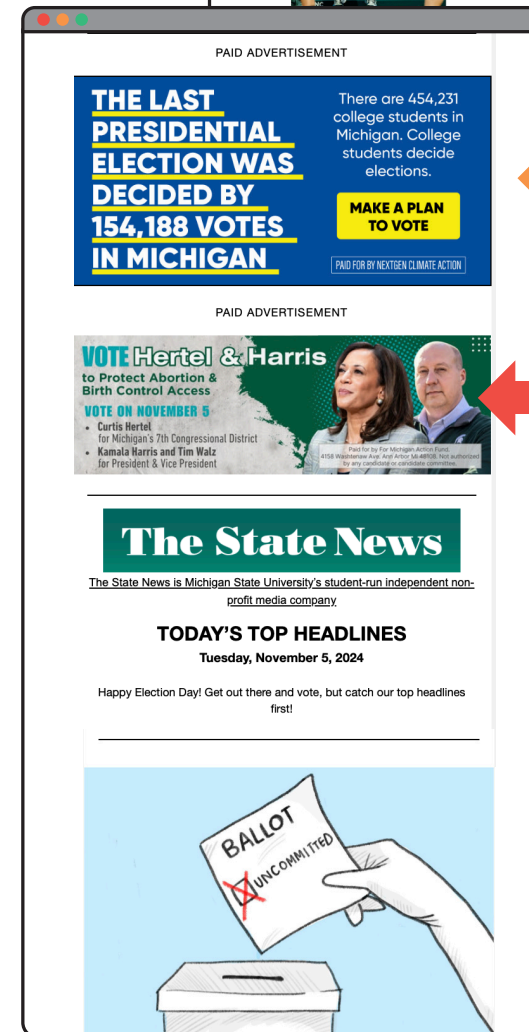
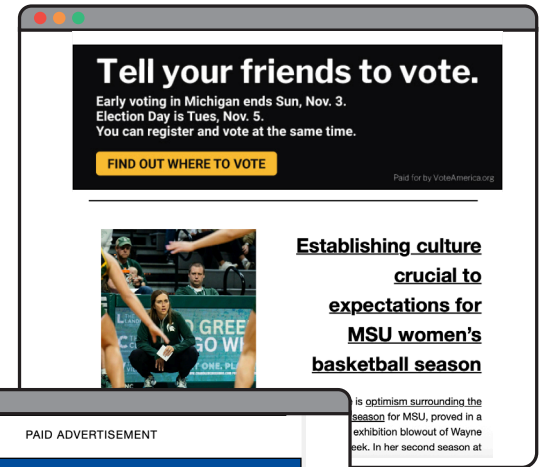
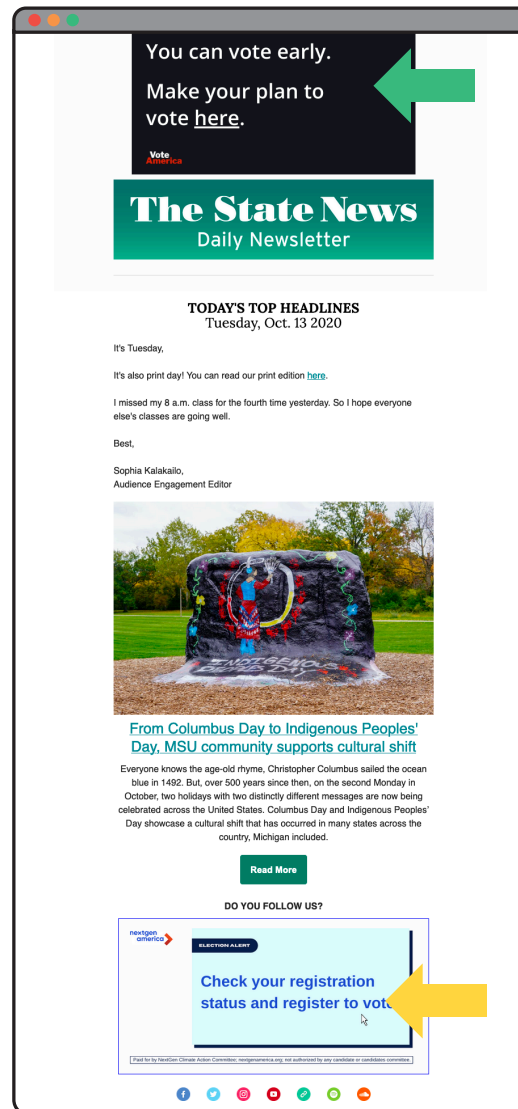
728 x 90 pixels \$425

MIDDLE BANNER

728 x 90 pixels \$400

MEDIUM RECTANGLE

300 x 250 pixels \$325



DIGITAL AND WEB OPPORTUNITIES

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

SKY SCRAPER

160 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

BILLBOARD

SUPER LEADERBOARD

LEADERBOARD

MOBILE

SKY
SCRAPER

MEDIUM
RECTANGLE



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.

APP ADVERTISING

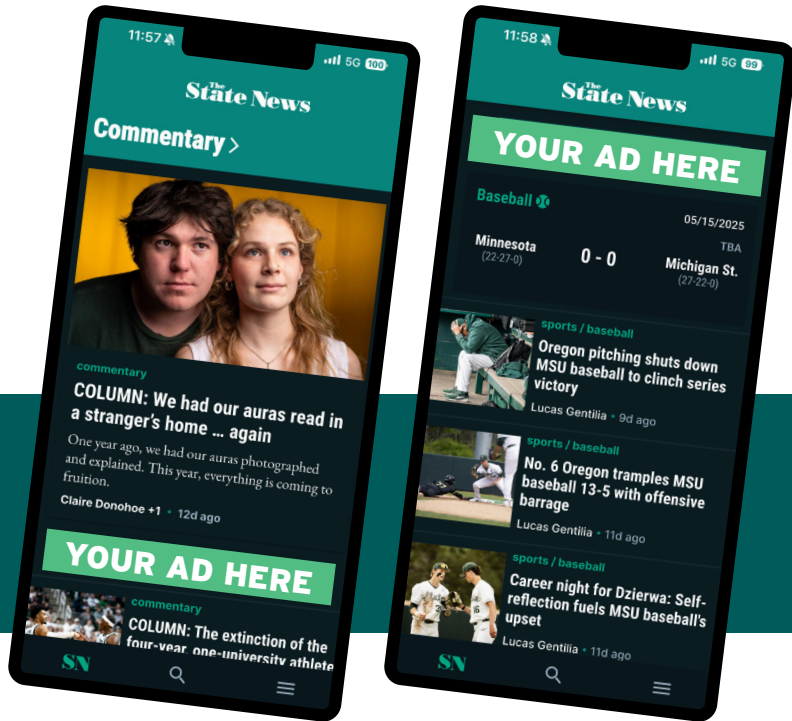
ADVERTISE ON THE APP

MOBILE LEADERBOARD

MOBILE LEADERBOARD

320 x 50 pixels

Regular \$15 CPM



MEDIUM RECTANGLE

MEDIUM RECTANGLE

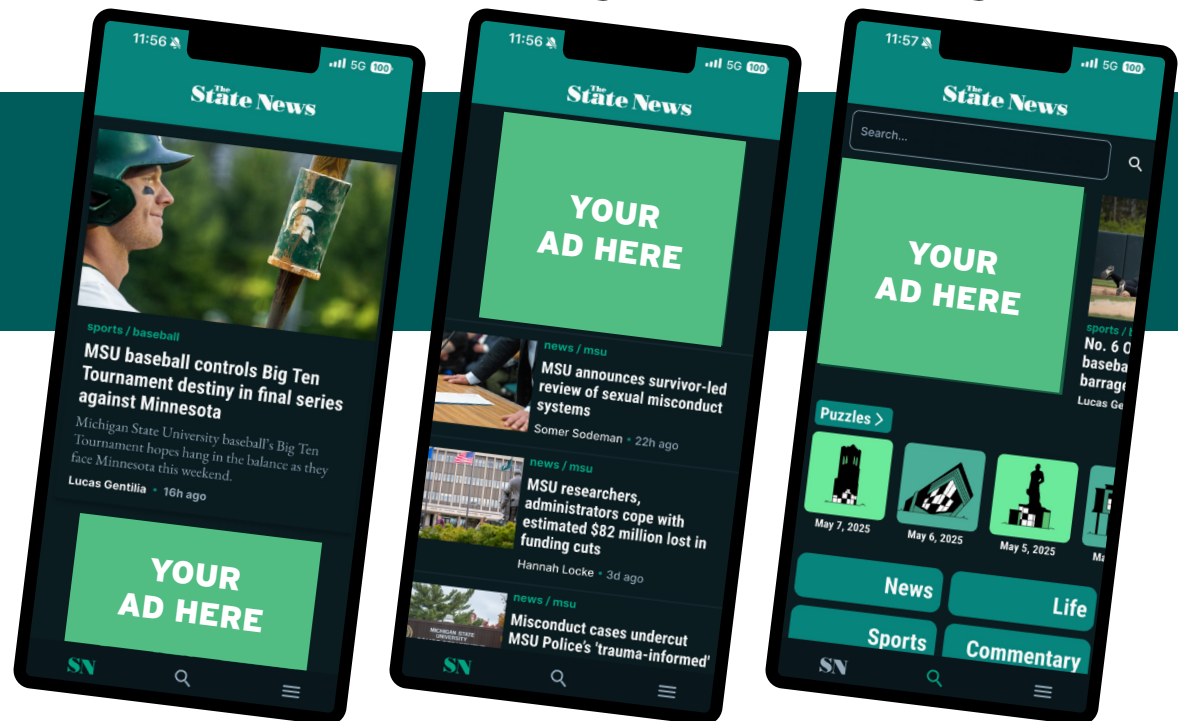
300 x 250 pixels (5 positions)

Regular \$18 CPM

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.



ONLINE CLASSIFIEDS

CLASSIFIEDS

Classified ads are posted to our main webpage on statenews.com. Classified advertising is advertising which is sorted by category. It is used heavily for employment and apartment rentals, but is also an effective, inexpensive way to promote many other products. Classifieds are text only and your online classifieds may include a link to your website, as well as direct calling to your listed phone number.

The State News offers classifieds under these categories:

- Rentals
- Employment
- Services
- For Sale
- Notices

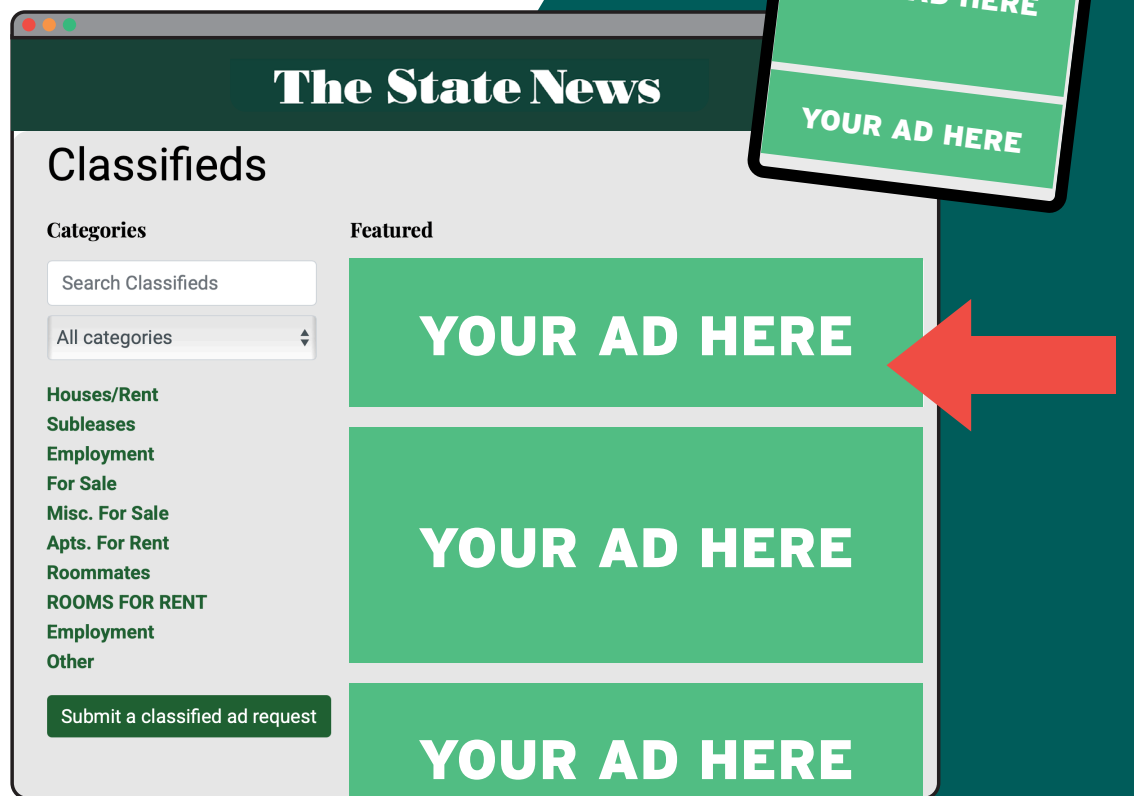
- There is a 2 week minimum charge for classified ads.
- The first two words in each ad are in all caps.
- 5-7 words per line

All classified liners must be prepaid and we take checks or credit cards: Visa, Mastercard and American Express.

RATES

PER LINE \$6.25

How to place a classified ad?
Contact our advertising department
advertising@statenews.com
Call 517-295-3029



DISTRIBUTION RACKS

DISTRIBUTION-RACKS BILLBOARD POSTERS

We have over 100 (OOH) distribution stand billboards located in high traffic areas of every MSU building. Maximize your advertising dollars by purchasing billboard posters in our small or large stands. Posters are purchased and reserved on a monthly basis. Over 75,000 people on campus will see your poster everyday. Think of all those undergraduate students, graduate students, doctoral students, faculty, staff, alumni, and visitors seeing your branded message on a full-color poster.

Jumbo Stand
22" x 46" poster size
(pricing is based per location, per month)

1-4 stands	\$400
5-9 stands	\$375
10+ stands	\$350

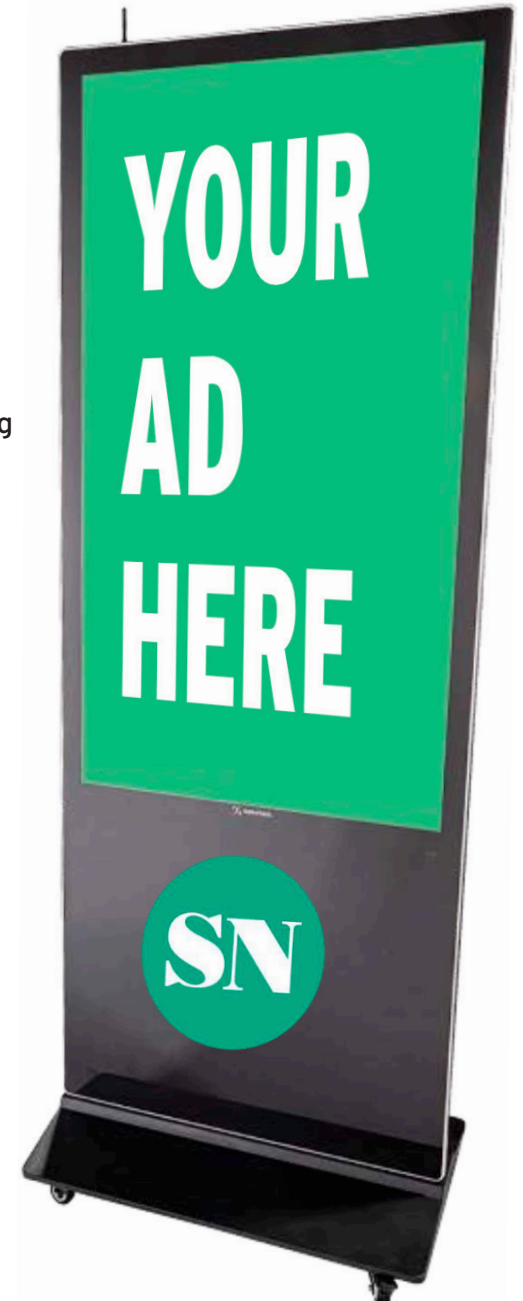


DISTRIBUTION-RACKS DIGITAL BILLBOARD POSTERS

We have over 50 (OOH) distribution stand billboards located in high traffic areas in MSU buildings. Maximize your advertising dollars by purchasing digital billboard posters in our stands. Digital files can be .gif, .jpg, or .mov files without audio. Stands may rotate advertisements depending on demand. Digital posters are purchased per location and reserved on a monthly basis.

Digital Stand
43" x 65" digital screen size

1-4 stands	\$500
5-9 stands	\$450
10+ stands	\$400



WHAT'S MISSING?

Have questions about other advertising avenues?
Contact our advertising department at
advertising@statenews.com, or call (517) 295-3029.

SN Media Group

Advertising, Digital, Marketing Solutions
statenews.com/marketing
517-295-3029
advertising@statenews.com

SN **MEDIA**
GROUP

The State News
MICHIGAN STATE'S INDEPENDENT VOICE SINCE 1909