

PHOTOGRAPHY RATE CARD

UNIVERSITY PRICING
2023-2024



**The Wright State
GUARDIAN**

Business and Marketing
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advertising@wsuguardian.com
P 937-775-5540
F 937-775-5535

ABOUT THE WRIGHT STATE GUARDIAN

ABOUT US

The Wright State Guardian is the premier news source for everything Wright State for the Wright State University community and Raider Country, the 16-county region in Ohio anchored by our two campuses. Founded in 1965, The Wright State Guardian is your direct access to over 120,000 people. *The Wright State Guardian* features news about issues relevant to Wright State University, college students in general, and topics pertaining to the greater Miami Valley area and the State of Ohio.

DIGITAL FIRST

Established in 1965, the student newspaper was a daily publication until the 90's and then turned weekly.

In May 2017, printing ceased and the transition to online-only began.

In May 2018, we launched a new domain and new design.

In June 2019, we rebranded and renamed the organization to a media group and launched on Apple News. Since, we have increased our viewership by over 200%, with no sign of stopping.

DEDICATED TO YOU

Our team is here to help your business or organization tap into the college market. Our solutions not only grow your brand, they are tailored to college students — one of the most difficult and desired markets. Simply, nobody does college better than we do.

Contact Us

Managing Editor, Digital Content & Sales
guardian2@wright.edu
937-775-5540



Photography Services



Lights, Camera, Action!

We offer three types of photo sessions but are always open to creating other types of content for your needs.

In Studio Headshots/Portraits

\$100 / hour

Outdoor Headshots/Portraits

\$200 / hour

Promotional/Business

\$250 / hour

A picture says a thousand words! What story do you want to tell?

Who we've worked with before:

- Kappa Delta
- WWSU 106.9
- Student Government Association
- Student Involvement and Leadership

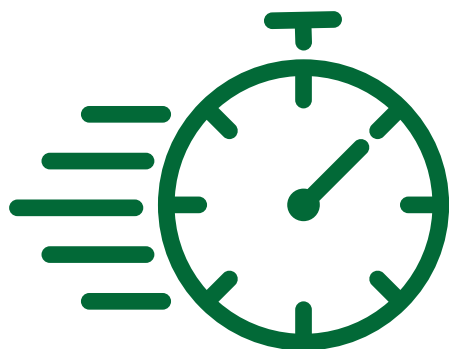
Videography



Lights, Camera, Action!

One compelling video is enough to reach thousands of students, faculty, staff, alumni and communities members.

Our videographers are trained through Wright State's film department, the best in Dayton!



We deliver Speedy Results!

YouTube Video

\$50 / per hour

TikTok / Short Form

\$25 / per hour

Editing

\$12 / per video



EMAIL NEWSLETTER

You've got mail

Improve your reach by promoting your brand to thousands of students, faculty, staff, alumni and more, directly to their email, up to three times per week.

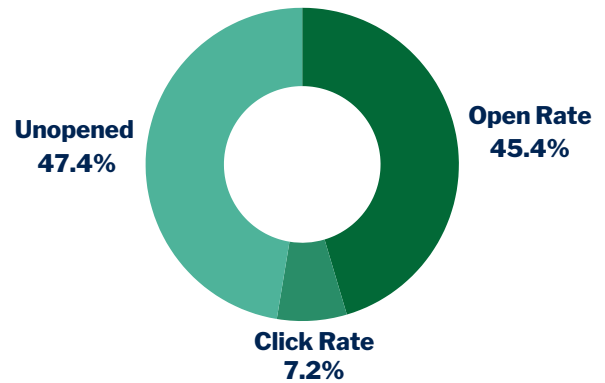
Box (300x250)

\$20/post

Banner (728x90)

\$12/CPD

7,000 SUBSCRIBERS



CLASSIFIEDS

For Sale. Wanted. Looking For. Classifieds.

From housing to jobs to services, Classifieds provide you a way to advertise your listing in an inexpensive way.

30 day listing

\$15/post

Classifieds are available under these categories:

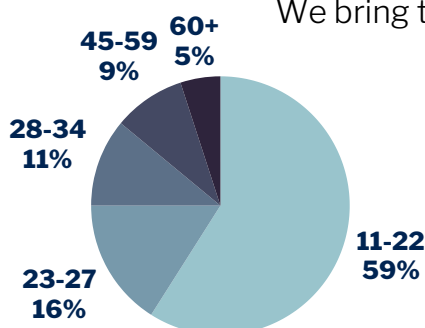
Housing, Jobs, For Sale, Services, Around Town and College Ratings



PODCASTS

Listen up

We bring the listeners, you bring the ads. Sponsorships are recorded by our talent and placed in our podcasts.



\$15/ad in episode

Contact Us



Business Manager

Bookings, rates and fees,
contracts and partnerships
advertising@wsuguardian.com



Dylan Collison
Staff Accountant

Invoicing, billing, payments
and tax inquiries
billing@wsuguardian.com

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