



MEDIA KIT + RATE CARD

LOCAL PRICING
2024-2025

**The Wright State
GUARDIAN**

Business and Marketing
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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 90s 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.

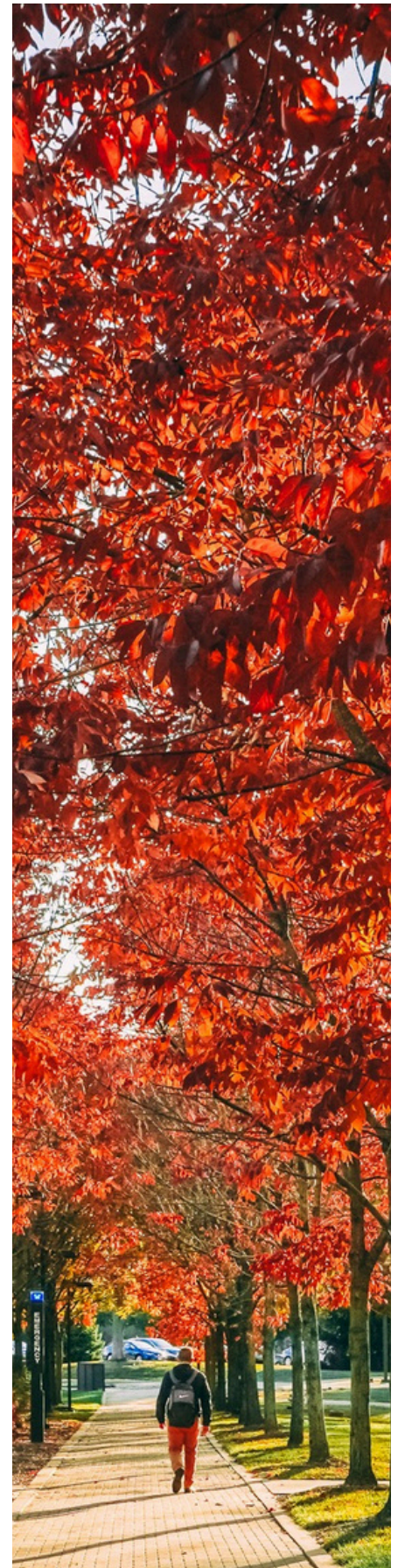
In June 2019, we rebranded and renamed the organization to a media group and launched on Apple News. Since, we have increased our viewership by over 200%, with no sign of stopping.

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.

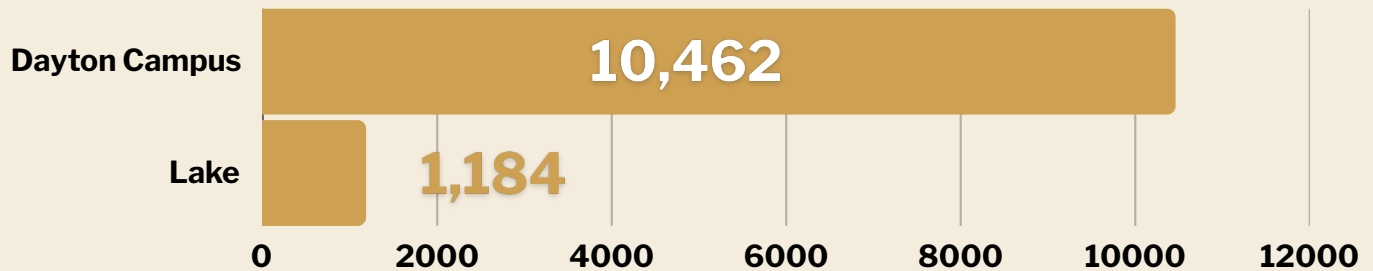
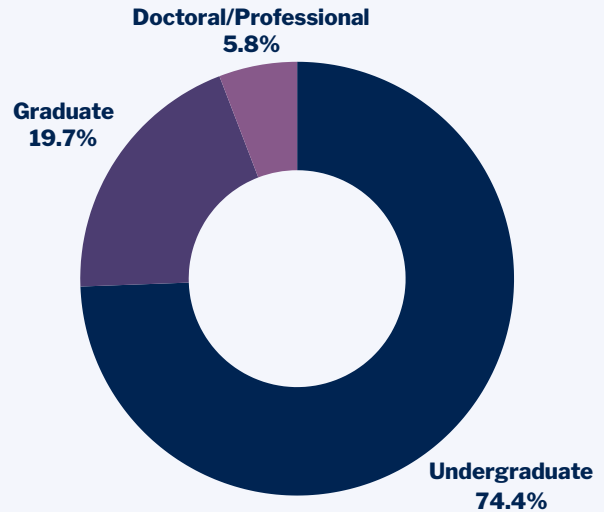
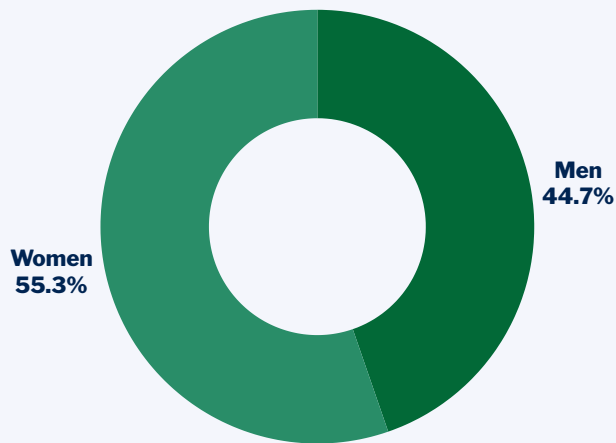
Contact Us

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



OUR AUDIENCE

Total Enrollment: 11,822



1,945
**Faculty
& Staff**

119,544
ALUMNI
**107,355 ARE RAIDER
COUNTRY RESIDENTS**

DIGITAL ADVERTISING



Get Connected

Connect with your digital audience with digital ads on wsuguardian.com, serving over 100 thousand viewers during the academic year.

Medium Rectangle (300x250)

\$14/CPD

Leaderboard (728x90)

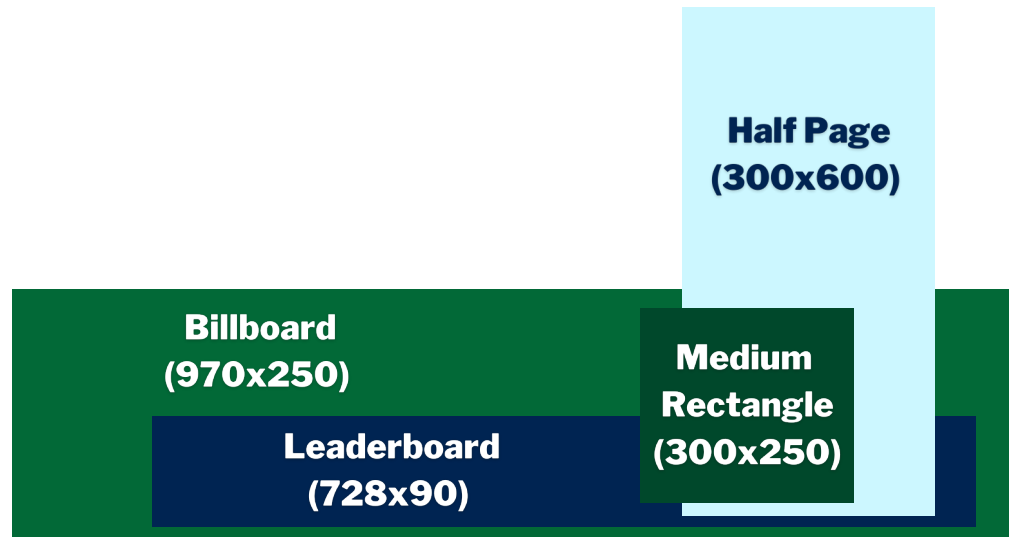
\$15/CPD

Billboard (970 x 250)

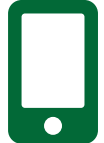
\$17/CPD

Half Page (300x600)

\$17/CPD



SOCIAL ADVERTISING



Come socialize

Campaign to potential customers using sponsored social posts with our combined 23 thousand followers.

Facebook ~5.1k Followers

\$50/post

X ~2.2k Followers

\$20/post

Instagram ~2.6k Followers

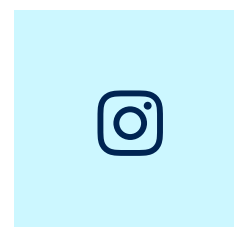
\$20/post

TikTok ~555 Followers

\$100/post

Youtube shorts ~ 178 Followers

\$75/post



Note: posts must have a clear call to action in their copy.



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.

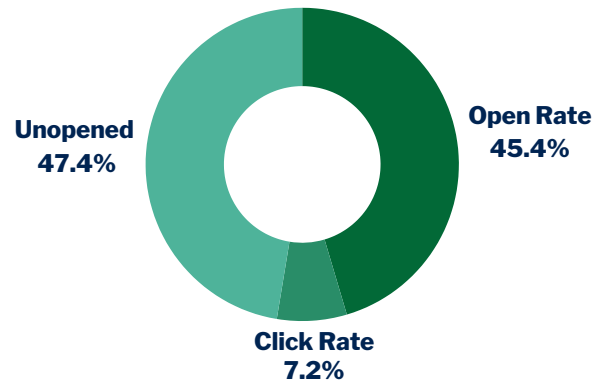
Box (300x250)

\$28/post

Banner (728x90)

\$18/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

\$18/post

Classifieds are available under these categories:

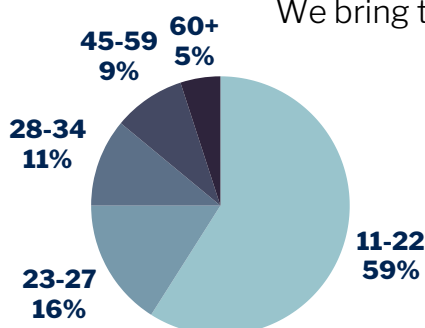
Housing, Jobs, For Sale, Services, Around Town and College Ratings



PODCASTS

Listen up

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



\$50/ad in episode



PHYSICAL ADVERTISING

People to People Canvassing

Let us to the grunt work! We can distribute marketing materials by canvassing the most populous areas on campus during peak hours.

Student Union Market/Allyn Hall Hanger (peak times 11 a.m.-2 p.m.)

\$50/per day

Hot Cards (4.25" x 5.5") and Flyers

Printing at Wright State

\$20 for 50 copies

\$30 for 100 copies

Distribution

\$20 /per day

*We cannot guarantee the number of people in the given canvassing areas; however, we can guarantee that canvassing will take place during peak hours for a given area on campus. For example, at the Student Union Market lunch time sees the most traffic.

Prices vary based on printing needs. The Wright State Guardian does not set the prices at the Print Center; However, we do not charge extra for processing orders through the center. Only the price to print plus labor to distribute will be charged.



Face-to-Face Marketing

Fair Style Tabling

We can set up shop at various marketing tables around campus!

**Our charismatic leaders
are the perfect way to
market directly to the
Wright State
Community!**

Marketing Tables

\$25/per hour

Tables are located in various spots around the Student Union and Allyn Hall. This is a great way to reach students, staff, faculty and victors of Wright State.

*We cannot guarantee the number of people in the given areas; however, we can guarantee that tabling will take place during peak hours for a given area on campus. For example, at the Student Union Market lunch time sees the most traffic.

Contact Us



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Business Manager

Bookings, rates and fees,
contracts and partnerships
guardian2@wright.edu



Dylan Collison
Staff Accountant

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

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