



# **MEDIA KIT**

**THE ARKANSAS TRAVELER / UATV / KXUA  
HILL MAGAZINE / RAZORBACK YEARBOOK / MAIN HILL MEDIA**



## MAIN HILL MEDIA

A student-run advertising & strategic media agency launched in 2017.

To join the staff contact: [mhinfo@uark.edu](mailto:mhinfo@uark.edu)



## ARKANSAS TRAVELER

An award-winning student-run newspaper. Named Best All-Around Newspaper by the Society of Professional Journalist for over 30 years. To join the staff contact:

[amnicoll@uark.edu](mailto:amnicoll@uark.edu)



## HILL MAGAZINE

An award-winning literary magazine. Named Best Magazine by the Society of Professional Journalists for five years in a row.

To join the staff contact: [afjohnso@uark.edu](mailto:afjohnso@uark.edu)



## RAZORBACK YEARBOOK

The yearbook of the University of Arkansas for over 100 years. A 6-time Pacemaker Award Winner, named Yearbook of the Year.

To join the staff contact: [mw030@uark.edu](mailto:mw030@uark.edu)



## UATV

An Emmy award-winning student-run television station. Nationally recognized by the Broadcast Education Association as one of the top five newscasts in the country.

To join the staff contact: [pas010@uark.edu](mailto:pas010@uark.edu)



## KXUA

A student-run radio station, named one of the best college radio stations in the country.

To join the staff contact: [abduffy@uark.edu](mailto:abduffy@uark.edu)

BE A PART OF  
**STUDENT MEDIA**

SUE WALK BURNETT  
CENTER  
FOR JOURNALISM &  
STUDENT MEDIA

AT THE CORNER OF  
MCILLROY & DICKSON

(479) 575-3839



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HILLMAG.UARK.EDU

- @hillmagazine
- @hillmag
- @UA\_Hill



RAZORBACKYEARBOOK.COM

- @Razorbackyearbook
- @therazorbackyearbook
- @The\_Razorback



UATVONLINE.NET

- @UATV: University of Arkansas Student Television
- @uatvnews
- @uatvnews



KXUA.COM

- @KXUA
- @KXUA
- @KXUA

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LIKE US  
FOLLOW US

# MAIN HILL MEDIA

## VIDEO PRODUCTION

### **A FULL SERVICE VIDEO TEAM**

Multi-camera projects, editing, graphics, Facebook live production & streaming.

## ON-CAMPUS PROMOTION

### **REACH STUDENTS DIRECTLY**

We use branded flyers and face-to face interaction to get the U of A talking about your business.

## SOCIAL MEDIA STRATEGIES

### **INSTAGRAM, FACEBOOK, TWITTER**

What are college students using? We do the research and the posting for you.

## GRAPHIC DESIGN

### **FLYERS & SOCIAL MEDIA DESIGN**

Need help making that eye-catching graphic to post on your social media accounts? We do it for you!

## EVENT MARKETING

### **GET THE PEOPLE THERE**

We know that part of being a student is immersing yourself in everything Northwest Arkansas has to offer. Let us get them to your event.

# DID YOU KNOW?

**27,558**

STUDENTS AT  
THE U OF A

**4,487**

FACULTY  
MEMBERS AT  
THE U OF A

**70%**

OF STUDENTS  
LIVE  
ON CAMPUS

**60%** of the U of A student  
body views our  
websites daily.

**22K** average number of  
impressions per month  
for an ad on the UA  
Traveler website

**79%** of students have been  
motivated to take action by  
an article or ad in their  
campus newspaper.

**41K** UATRAV.COM has over  
41,000 unique visitors  
per month

## WHAT DOES THIS MEAN TO YOU?

UARK Student Media offers award-winning products and services that help you reach your target. Here at Main Hill Media, we can help you use these tools to reach our students.

# SPECIFIC SERVICES

Get the most for your budget and promote your business or organization with Main Hill Media at the University of Arkansas. Let us do the leg work to get people to your door.



Sue Walk Burnett Center  
for Journalism & Student Media  
University of Arkansas  
280 N. McIlroy  
Fayetteville, AR 72701  
mainhilldir@uark.edu  
mainhillmedia.com

## STREET TEAM EVENT

Reach the students where they are, on the corner of the Greek Theatre and Dickson Street, with an hour & a half street team event you can put your promotional items in the hands of students.

## EVENT PROMOTION

Do you want students at your next event? Let our Graphic Designers create the flyers, posters, and banners that will get U of A students there.

## SOCIAL MEDIA

88% of 18-29 year olds use some form of social media (Pew, 2018). Does your business need an Instagram, Twitter, or Facebook? Let our millennial team help you run your accounts, so they are reaching their full potential.



### BUT WAIT, THERE'S MORE!

Don't see something here that fits your needs? No need to worry. Just let your account executive know what you're looking for, and we will work to make it happen for the best price available.

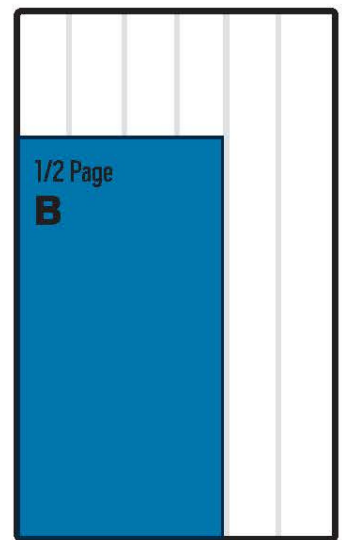
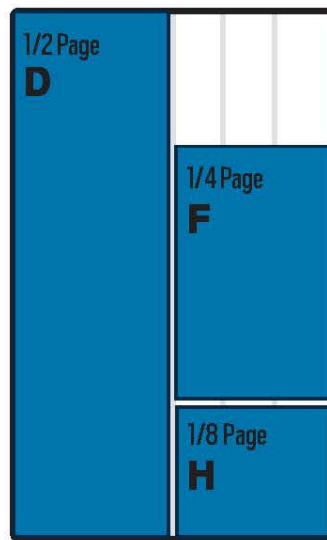
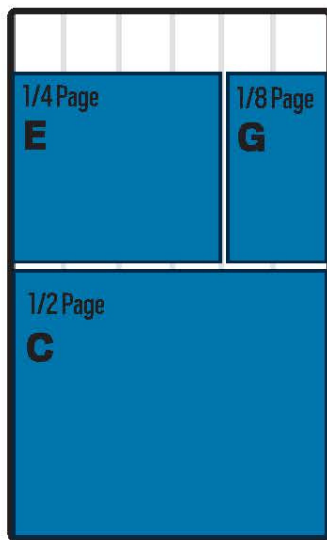
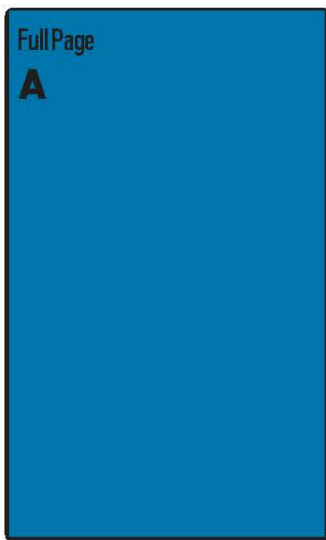
# ADVERTISING IN THE TRAVELER

## OUR ON-CAMPUS NEWSPAPER

### MODULAR AD SIZES

### NATIONAL, LOCAL & CAMPUS PRICING

ADSIZE	DIMENSIONS	SPECS INCHES	NATIONAL	LOCAL	CAMPUS
<b>A</b> Full Page	6c x 20"	10.5 x 20	\$720	\$600	\$320
<b>B</b> 1/2 Page	4c x 15"	9.944 x 15	\$520	\$400	\$120
<b>C</b> 1/2 Page	6c x 10"	10.5 x 10	\$520	\$400	\$120
<b>D</b> 1/2 Page	3c x 20"	5.167 x 20	\$520	\$400	\$120
<b>E</b> 1/4 Page	4c x 8"	6.944 x 8	\$220	\$200	\$100
<b>F</b> 1/4 Page	3c x 10"	5.167 x 10	\$220	\$200	\$100
<b>G</b> 1/8 Page	2c x 8"	3.389 x 8	\$150	\$120	\$80
<b>H</b> 1/8 Page	3c x 5"	5.167 x 5	\$150	\$120	\$80



### ROP RATES

National	\$12.00
Campus/Non-Profit	\$6.00
Local Open Rate	\$10.00

Single sheet	\$160 CPM
4 to 8 pages	\$190 CPM
9 to 12 pages	\$200 CPM

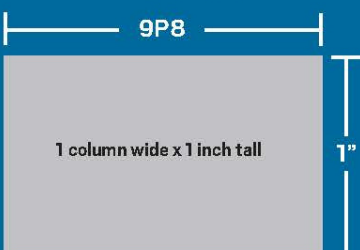
### FREE STANDING INSERTS

Pre-printed inserts only. 500 minimum. 1,500 maximum. No guaranteed rack placement. Must fit comfortably into the folded newspaper. A surcharge may be applied for awkward, bulky or oddly shaped pieces. No inserts over 12 pages are accepted.

### PCI = Per Column Inch

Each ad is priced based on the number of columns it is wide, by the number of inches it is tall.

### One Column Inch



### ALL ADS ARE IN COLOR

### DEADLINES

Space reservation: Five business days before publication. Art: Three business days before publication.

### CONTACT INFORMATION

MHdir@uark.edu 575-3839

Sue Walk Burnett Center for Journalism & Student Media  
280 N. McIlroy  
Fayetteville, AR 72701


**DELIVER TO:** Nowata Printing Company 3901 E. Mustard Way Springfield, MO 65808 417-864-0932


### PREPAY FOR A 5% DISCOUNT


NOTE: All new clients must prepay

# THE TRAVELER SCHEDULE


August 2021						
Su	Mo	Tu	We	Th	Fr	Sa
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				


September 2021						
Su	Mo	Tu	We	Th	Fr	Sa
			1	2	3	4
5	6	7		9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		


October 2021						
Su	Mo	Tu	We	Th	Fr	Sa
					1	2
3	4	5		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						

November 2021						
Su	Mo	Tu	We	Th	Fr	Sa
	1	2		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				

December 2021						
Su	Mo	Tu	We	Th	Fr	Sa
				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	

January 2022						
Su	Mo	Tu	We	Th	Fr	Sa
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18		20	21	22
23	24	25	26	27	28	29
30	31					

February 2022						
Su	Mo	Tu	We	Th	Fr	Sa
		1		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					

March 2022						
Su	Mo	Tu	We	Th	Fr	Sa
		1		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		

April 2022						
Su	Mo	Tu	We	Th	Fr	Sa
					1	2
3	4	5		7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

- Fall class begin                    August 23
- Fall break                            October 25-26
- Fall classes end                    December 9
- Spring classes begin                January 18
- Spring break                        March 21-25
- Spring classes end                 May 5

The Arkansas Traveler prints 1,500 copies on the first Wednesday of each month during the academic calendar year. The paper is circulated across the University campus and NW Arkansas community. Each monthly paper is a special edition.



# UATRAV.COM AD RATES

SIZE	PRICE
TOP BOX AD, 300 X 250 PX	\$150/month
MIDDLE BOX AD, 300 X 250 PX	\$100/month
BOTTOM BOX AD, 300 X 250 PX	\$75/month
TOP LEADERBOARD, 728 X 90 PX	\$250/month
BOTTOM LEADERBOARD, 728 X 90 PX	\$150/month

FILE TYPE: JPEG

Insertion order and artwork due 3 business days prior to start date.

# YEARBOOK AD RATES

3,000 copies are printed and distributed to the U of A student body.

SIZE	PRICE
FULL PAGE, 10.625 X 10.10	\$300
HALF PAGE, 10.625 X 4.96	\$250
QUARTER PAGE, 5.22 X 4.94	\$100

JPG format preferred

Limited space available.

Dates may conflict.

# HILL MAGAZINE AD RATES

SIZE	PRICE
FULL PAGE, 8.25" X 10.17"	\$300
HALF PAGE, 8.25" X 5.32"	\$200
QUARTER PAGE, 4.07" X 5.32"	\$125
*INSIDE FRONT COVER, 8.25" X 10.75"	\$350
*INSIDE BACK COVER, 8.25 X 10.75"	\$300
*BACK COVER, 8.25" X 10.75"	\$400

JPG format preferred

Limited space available.

# PACKAGE DEALS

If you purchase a full year spot in the Traveler, we will throw in a half page ad in the yearbook or magazine! Ask your Account Executive for details.

# SOCIAL MEDIA STRATEGIES:

- ➔ Sponsored posts
- ➔ Campus influencer posts
- ➔ Social media management

Social media pricing will depend on frequency and content. Ask your account executive for a quote.



@UATRAV  
@UATVNEWS  
@MAINHILLMEDIA  
@HILLMAG  
@KXUA  
@RAZORBACKYEARBOOK

# EVENT PROMOTION:

- ➔ Street team event  
\$400 for 500 flyers
- ➔ Posters around campus  
\$150 for 50 posters
- ➔ Place-based campus ads  
\$150 for 7 yard signs



# VIDEO PRODUCTION RATES

## WHAT IS VIDEO PRODUCTION?



Main Hill's production department offers a wide array of video services. We do it all – event coverage, live streaming, instructional videos, lectures, presentations, commercials and everything in between.

Our team will work with you to develop and execute your vision for the project. We hire the most experienced and ambitious students who are driven to artfully tell your story and deliver exceptional production quality.

As a student-run ad agency, we make video production costs affordable, with prices to meet almost every budget. These are starting costs. For an exact estimate and cost breakdown, contact your account executive.

### FULL-SERVICE STORYTELLING

- Up to three professional interviews (1 hour)
- Raw video (b-roll) shot in and around your business (2 hours)
- Tailoring a story to complement your target audience
- Script creation requiring client approval
- Royalty-free music

**STARTING AT \$800**

Total length 3-4 minutes

### PROMOTIONAL SPOT

- A 1-hour video shoot
- An on-camera interview with a company representative
- A small amount of raw video shot around the business
- Royalty-free background music
- Video editing + basic graphics

**STARTING AT \$300**

Total length 1-2 minutes

### SPEAKER EVENT/ CONCERT COVERAGE

- One or Multiple cameras
- Pre-event raw video (B-Roll) shot in and around the venue
- Additional audio set up
- Video editing and basic graphics

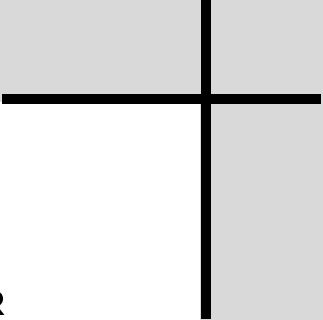
**STARTING AT \$120/HOUR**

### INSTRUCTIONAL VIDEO

- Professional 2-camera audio and video equipment set up.
- A small amount of supplementary video
- Royalty-free background music
- Video editing + basic graphics

**STARTING AT \$160 PER HOUR**

The final price is based on the number of shoots, days to edit, video length, deadline for the project and sometimes travel expenses.



**SUE WALK BURNETT CENTER  
FOR JOURNALISM & STUDENT MEDIA  
UNIVERSITY OF ARKANSAS  
280 N. MCILLROY  
FAYETTEVILLE, AR 72701**

**(479) 575-3839  
MHDIR@UARK.EDU  
MAINHILLMEDIA.COM**

