

MEDIA KIT

MAIN HILL MEDIA

ARKANSAS TRAVELER

HILL MAGAZINE

RAZORBACK YEARBOOK

UATV

KXUA



Main Hill Media

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



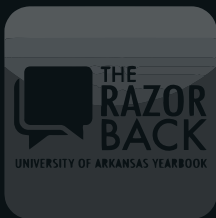
Arkansas Traveler

An award-winning student-run newspaper. Named Best All-Around Newspaper by the Society of Professional Journalists for over 30 years.



Hill Magazine

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



Razorback Yearbook

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



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.



KXUA

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

STUDENT MEDIA
FOR
THE

OUR REACH

DID YOU KNOW?

60%

of the U of A student body views our websites daily.

22K

impressions per month on average 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.

27,558

STUDENTS AT
THE U of A

4,487

FACULTY
MEMBERS AT
THE U of A

70%

OF STUDENTS
LIVE ON
CAMPUS

WHY UARK STUDENT MEDIA?

We offer award-winning products & services with a wide reach and the expertise to help you reach your target audience.

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.

MAIN HILL MEDIA'S 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.



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 students' hands.

- ▶ **Street team event**
\$400 for 500 flyers

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.

- ▶ **Posters around campus**
\$150 for 50 posters
- ▶ **Place-based campus ads**
\$150 for 7 yard signs

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 that they are reaching full potential.

- ▶ **Sponsored posts***
- ▶ **Campus influencer posts***
- ▶ **Social media management***

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



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.



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

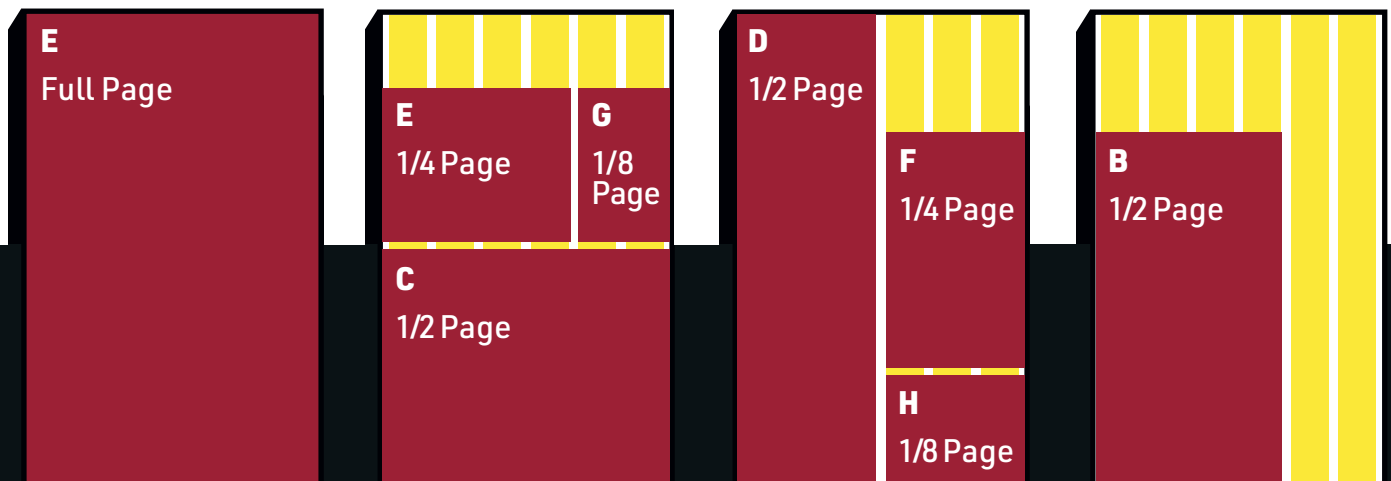
ADVERTISE IN THE TRAVELER

our on-campus newspaper

Modular Ad Sizes

National, Local & Campus Pricing

AD SIZE	DIMENSIONS	SPECS (IN)	NATIONAL	LOCAL	CAMPUS
A Full Page	6c x 20"	10.5 x 20	\$1440	\$1200	\$720
B 1/2 Page	4c x 15"	9.944 x 15	\$720	\$600	\$360
C 1/2 Page	6c x 10"	10.5 x 10	\$720	\$600	\$360
D 1/2 Page	3c x 20"	5.167 x 20	\$720	\$600	\$360
E 1/4 Page	4c x 8"	6.944 x 8	\$384	\$320	\$192
F 1/4 Page	3c x 10"	5.167 x 10	\$360	\$300	\$180
G 1/8 Page	2c x 8"	3.389 x 8	\$192	\$160	\$96
H 1/8 Page	3c x 5"	5.167 x 5	\$180	\$150	\$90



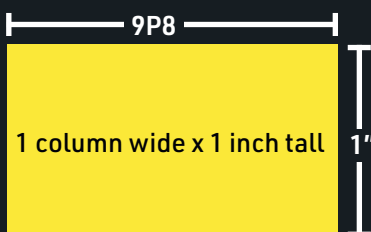
ROP Rates

National	\$12.00	Single sheet	\$160 CPM
Campus/Non-Profit	\$6.00	4 to 8 pages	\$190 CPM
Local Open Rate	\$10.00	9 to 12 pages	\$200 CPM

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



Deliver to:

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

Contact Information:

479-575-3839 mhdr@uark.edu

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

Free Standing Inserts

Pre-printed inserts only. 1,000 minimum. 3,000 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.

Deadlines

Space reservation: Five business days before publication.

Art: Three business days before publication.

***All ads are in color.**

***Prepay for a 5% discount.**

NOTE: All new clients must prepay.

THE ARKANSAS TRAVELER

PUBLICATION SCHEDULE

September 2019

S	M	T	W	T	F	S
01	02	03	04	05	06	07
08	09	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

October 2019

S	M	T	W	T	F	S
		01	02	03	04	05
06	07	08	09	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

November 2019

S	M	T	W	T	F	S
					01	02
03	04	05	06	07	08	09
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

December 2019

S	M	T	W	T	F	S
01	02	03	04	05	06	07
08	09	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

January 2020

S	M	T	W	T	F	S
			01	02	03	04
05	06	07	08	09	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

February 2020

S	M	T	W	T	F	S
						01
02	03	04	05	06	07	08
09	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29

March 2020

S	M	T	W	T	F	S
01	02	03	04	05	06	07
08	09	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

April 2020

S	M	T	W	T	F	S
			01	02	03	04
05	06	07	08	09	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

May 2020

S	M	T	W	T	F	S
					01	02
03	04	05	06	07	08	09
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

UNIVERSITY OF ARKANSAS

2019–2020 Class Schedule

Fall classes begin	August 26
Fall break	October 21–22
Fall classes end	December 13
Spring classes begin	January 13
Spring break	March 23–27
Spring classes end	May 1

THE ARKANSAS TRAVELER

2019–2020 Publication Schedule

September 4	February 5
October 2	March 4
November 6	April 8
December 4	May 6
January 5	

The Arkansas Traveler prints 3,000 copies on the first Wednesday of the month, starting on September 4, 2019 with the last edition May 6, 2020. Each monthly newspaper is a special edition.

UATRAV.COM AD RATES

SIZE		PRICE
TOP BOXAD	300 X 250 px	\$300/month
MIDDLE BOXAD	300 X 250 px	\$200/month
BOTTOM BOXAD	300 X 250 px	\$100/month
TOP LEADERBOARD	728 X 90 px	\$500/month
BOTTOM LEADERBOARD	728 X 90 px	\$250/month

FILE TYPE: JPEG

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

YEARBOOK AD RATES

SIZE		PRICE
FULL PAGE	10.625 X 10.10	\$500
HALF PAGE	10.625 X 4.96	\$350
QUARTER PAGE	5.22 X 4.94	\$150

JPEG format preferred.

Limited space available.

Dates may conflict.

HILL MAGAZINE AD RATES

SIZE		PRICE
FULL PAGE	8.25" X 10.17"	\$360
HALF PAGE	8.25" X 5.32"	\$235
QUARTER PAGE	4.07" X 5.32"	\$135
*INSIDE FRONT COVER	8.25" X 10.75"	\$460
*INSIDE BACK COVER	8.25" X 10.75"	\$435
*BACK COVER	8.25" X 10.75"	\$510

JPEG 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.

VIDEO PRODUCTION RATES

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

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.

FULL-SERVICE STORYTELLING

STARTING AT \$800

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

Total length 3-4 minutes

PROMOTIONAL SPOT

STARTING AT \$300

- 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

Total length 1-2 minutes

SPEAKER EVENT / CONCERT COVERAGE

STARTING AT \$120/HOUR

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

INSTRUCTIONAL VIDEO

STARTING AT \$160 PER HOUR

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

THE FINAL PRICE IS BASED ON THE NUMBER OF SHOTS, 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

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