

MAIN HILL
MEDIA KIT

2023

ADVERTISE IN STUDENT MEDIA

Place your ads in our award-winning student publications

THE ARKANSAS TRAVELER

WEBSITE OPTIONS - UATRAV.COM

SIZE

TOP BOX AD (300 x 250 px)

MIDDLE BOX AD (300 x 250 px)

BOTTOM BOX AD (300 x 250 px)

TOP LEADERBOARD (728 x 90 px)

BOTTOM LEADERBOARD (728 x 90 px)

PRICE

\$250/month

\$150/month

\$50/month

\$450/month

\$200/month

30,477

average views monthly in fall 2021

PRINT OPTIONS Publishing the first Wednesday of Feb-May

A

FULL PAGE

\$320

B

1/4 PAGE

\$100

C

1/8 PAGE

\$80

D

1/2 PAGE

\$120

E

1/2 PAGE

\$120

F

1/4 PAGE

\$100

G

1/8 PAGE

\$80

DEADLINES

Space reservation: Five business days before publication.

Art/design: Three business days before publication.

ASK ABOUT

FREE-STANDING

INSERTS

EMAIL
NEWSLETTER

SIZE: 1080X1080 PX
\$30/WEEK \$400/ SEMESTER



get your message to

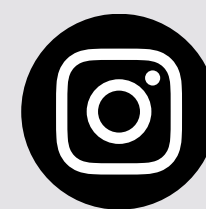
600+

subscribers

THE RAZORBACK YEARBOOK

PRINT OPTIONS

SIZE	PRICE
FULL PAGE (7x8")	\$500
HALF PAGE (7x4")	\$350
QUARTER PAGE (3.5x4")	\$150
EIGHTH PAGE (3.5x2")	\$75

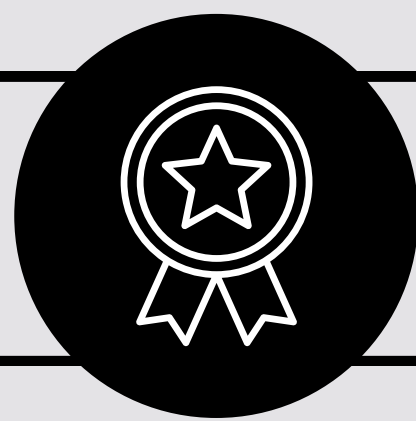


@THE RAZORBACK
YEARBOOK

FEED POST - \$50

STORY POST - \$25

HILL MAGAZINE



SPJ BEST STUDENT
MAGAZINE FOR SIX YEARS

PRINT OPTIONS

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")	\$100
INSIDE FRONT COVER	\$350
INSIDE BACK COVER	\$350
BACK COVER	\$400



UAHILLMAG.COM

TOP BOX AD (900x350px) —
\$200/MONTH

BOTTOM BOX AD
(900x350px) — \$100/MONTH

PACKAGES

Get the most for your budget

BIG RED

INCLUDES:

1/4 page ad in The Traveler, The Razorback Yearbook, and Hill Magazine
(4) block ads in The Traveler weekly newsletter
1 month uatrav.com box ad

\$500

\$720 VALUE

BOSS HOG

INCLUDES:

1/2 page ad in The Traveler, The Razorback Yearbook, and Hill Magazine
(4) block ads in The Traveler weekly newsletter
1 month uatrav.com box ad
2 hour street team event

\$1000

\$1440 VALUE

HOGNOXIOUS

INCLUDES:

Full page ad in The Traveler, The Razorback Yearbook, and Hill Magazine
(4) block ads in The Traveler weekly newsletter
1 month uatrav.com box ad
Feed post on the yearbook Instagram
2 hour street team event and 50 posters around campus

\$1500

\$2020 VALUE

COLLABORATE WITH US

CAMPUS INFLUENCER PROGRAM

WHY INFLUENCER MARKETING?

DATA FROM INFLUENCER MARKETING HUB

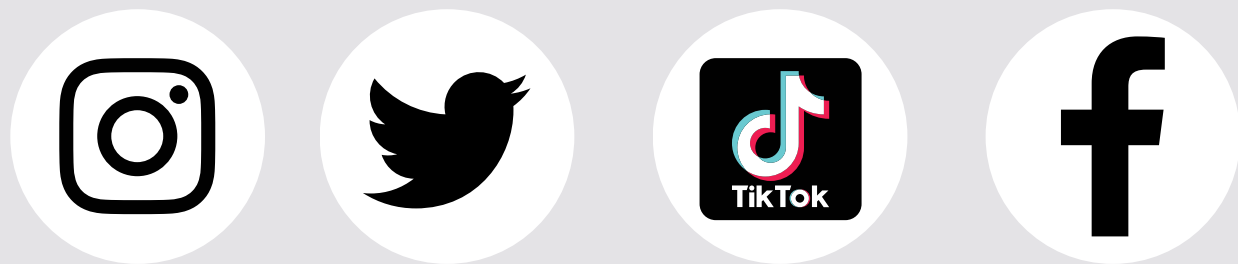


HOW DOES THE PROGRAM WORK?



SOCIAL MEDIA MANAGEMENT

WE OFFER HELP WITH

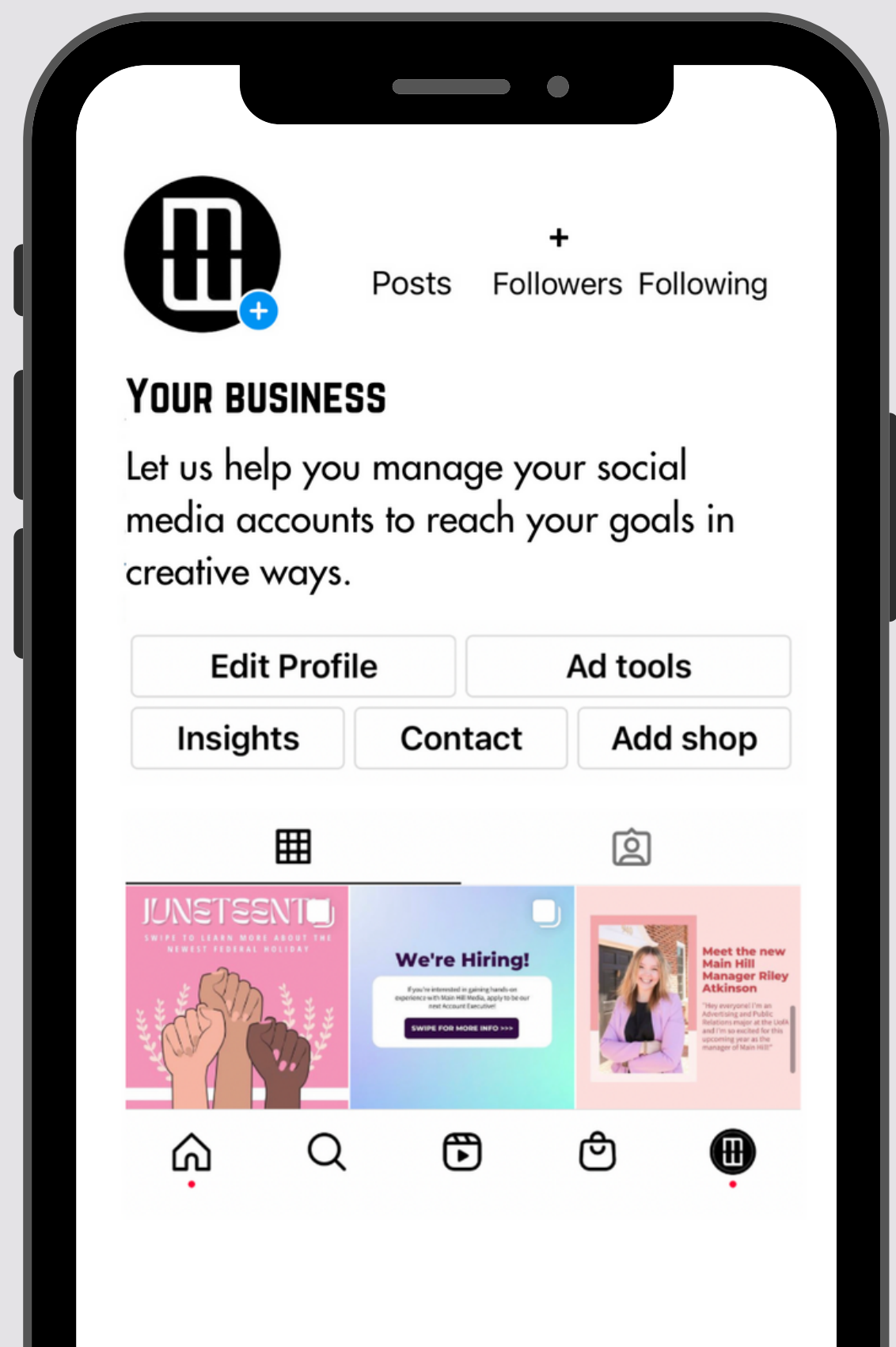


MONTHLY SERVICE: \$200

INCLUDES:

- STRATEGY MEETING
- 4 POSTS ON INSTAGRAM AND FACEBOOK
- MONTHLY ANALYTICS REPORT

OPTIONS FOR ADDITIONAL POSTS AND MEDIA OUTLETS CAN BE DISCUSSED



STREET TEAM MARKETING

\$400: 2 HOURS OF PASSING OUT 300 FLYERS

\$200: HANGING UP TO 50 POSTERS AROUND CAMPUS

*NON-PRINTED GRAPHICS DUE 10 DAYS BEFORE STREET TEAM EVENT OR PRE-PRINTED FLYERS/POSTERS DUE 2 DAYS BEFORE STREET TEAM EVENT

*OPTIONS FOR ADDITIONAL FLYERS/POSTERS CAN BE DISCUSSED

VIDEOGRAPHY & PHOTOGRAPHY

SCHEDULE A MEETING TO DISCUSS SPECIFICS