

Media Kit

ROCKY MOUNTAIN STUDENT MEDIA | COLORADO STATE UNIVERSITY

22
23



A GUIDE TO ADVERTISING, PRODUCTION, AND MARKETING SERVICES

COLLEGE
AVENUE

THE ROCKY MOUNTAIN
COLLEGIAN

CSULIFE
FACULTY
& STAFF



KCSU
90.5 FM 14th KCSUFM.COM

SVP
STUDENT VIDEO PRODUCTIONS



Rocky Mountain Student Media is a multi-faceted media company that's equipped to help your business or organization find success. Our award-winning media outlets provide solutions to help you effectively reach the Colorado State University, Fort Collins, and Northern Colorado communities. **Our unique ability to combine print and broadcast, with digital, social media, video production and marketing services,** makes it easy for us to create an advertising plan tailored specifically to meet your needs — a plan that engages your audience and makes the most sense for your business.

Our mission at Rocky Mountain Student Media is to provide educational opportunities for students and to serve the CSU community. As RMSMC continues to grow, we are able to expand our educational mission and offerings to students. In turn, this maximizes our ability to serve you, our customers, with more media and marketing opportunities than ever before.

For more information and ad samples go to:
agency.rockymountainstudentmedia.com



**NAMED TOP COLLEGE MEDIA COMPANY
OF THE YEAR IN 2021 AND 2022!**



College Media Business and Advertising Managers

How to connect with RMSMC

GENERAL INFORMATION

Rocky Mountain Student Media Corporation
Room 118, CSU Lory Student Center, Campus 8038
Fort Collins, CO 80523

970.538.1188
frontdesk@collegian.com

ADVERTISING

Advertising	970.538.7189 advertising@rockymountainstudentmedia.com
Video Production	svp@collegian.com
KCSU Underwriting	advertising@rockymountainstudentmedia.com
Christa Reed Senior Account Executive	970.538.7187 christa.reed@colostate.edu
Kim Blumhardt Ad Director	970.538.7188 kim.blumhardt@colostate.edu

NEWSROOM

970.538.1189
news@collegian.com
news@kcsufm.com
news@collegiantv.com



CSUCollegian
KCSUFM
College Avenue Magazine



@CSUCollegian
@KCSUFM
@CTVChannel11
@StudentVideoProductions
@CSUStudentMedia
@CollegeAveMag



@CSUCollegian
@KCSUFM
@CTV11
@collegeavemag



CTV Channel 11
KCSU FM
Student Video Productions

Media and Marketing Opportunities

PRINT ADVERTISING

The Rocky Mountain Collegian
Weekly Edition (Thursdays)
Front Page Ad
Front Page Sticky Note
Back Page Ad
Puzzle & Crossword Sponsorship

College Avenue Magazine

CSU Life for Faculty & Staff

Housing Guide

Best of CSU

Ram Deals Coupon Book

Graduation Keepsake Edition (Mail-Home)

Visitors Guide to Fort Collins & CSU

Ram Life Orientation Guide (Mail-Home)

Sponsored Content

ONLINE ADVERTISING

Leaderboard Ad Sponsored Content
Sidebar Ad Text Links
Sneaker Ad

DIGITAL & SOCIAL

Digital Email Blast - The Stump
Ram Deals Coupon App
Facebook, Instagram, & Twitter Posts
YouTube Preroll Video Ads
Social Media Management
Sponsored Content Posts
Social Media Contests
KCSU Digital Display Ad
Google Ad Campaigns & SEO

BROADCAST

KCSU Pre-Recorded Announcements
KCSU Live Read Show Sponsorships
KCSU Newscast Sponsorship
CSU Volleyball Broadcast Sponsorships
CSU Softball Broadcast Sponsorships
CTV Underwriting
Podcast Sponsorships

VIDEO & AUDIO

Long & Short-Form Video Production
Event Filming (lectures, concerts, etc.)
Video for Web & Social Media
Podcast Production
Video Editing
Still Photography

MARKETING SERVICES

Event Planning & Sponsorships
Graphic Design Services
DJ Services
Plaza Tabling & Street Team Distribution
Brand Ambassador Program

POSTERS

18" x 36" or 24 x 48" Posters
on indoor newspaper kiosks

26" x 50" Posters
on outdoor newspaper kiosks

On-Campus Postering 8.5 x 11" and 11 x 17"
printing available

Bundle & Save!

**BUNDLE ANY OF OUR MEDIA & MARKETING OPPORTUNITIES
AND SAVE UP TO 30% ON YOUR TOTAL PACKAGE.**

SAVE 10%

BUNDLE \$3,000 – \$5,000

SAVE 20%

BUNDLE \$5,000 – \$10,000

SAVE 30%

BUNDLE \$10,000+

The CSU Community



More than 34,000 students make up the CSU community, and our faculty and staff make up the largest employee group in Fort Collins. Together, these two markets are invaluable to the local economy.



34,162

ENROLLED STUDENTS



28,000

LIVE OFF CAMPUS

1st

6,000

FIRST-YEAR STUDENTS



7,550

FACULTY & STAFF

\$36 million

OF THE CITY'S ANNUAL LOCAL SALES
TAX COLLECTION IS SPENDING BY CSU
STUDENTS, STAFF & OPERATIONS

\$319 million

SPENT ANNUALLY IN FORT COLLINS BY CSU
STUDENTS NOT FROM FORT COLLINS

Source: CSU System Economic Impact Study, Fall 2021

**LOOK TO RMSMC FOR CREATIVE SOLUTIONS TO REACHING
THE CSU CAMPUS COMMUNITY.**

Digital Advertising



COLLEGIAN.COM & KCSUFM.COM

Rocky Mountain Student Media's sites for breaking news, podcasts, videos, photos, and live stream TV and radio. Collegian.com and KCSUFM.com provide the best digital platforms for reaching audiences anywhere, anytime.

More than 180,000 new users since November 2021

ONLINE ADVERTISING RATES

SIDEBAR | 300 x 250 px

1 MONTH	\$400
3 MONTH	\$960

LEADERBOARD | 728 x 90 px

1 MONTH	\$500
3 MONTH	\$1,200

SNEAKER | 728 x 90 px

1 MONTH	\$650
3 MONTH	\$1,560

SPONSORED CONTENT

Sponsored content is content (text, video, or both) **that you control** and is placed in the Collegian newspaper, on collegian.com and/or KCSUFM.com. The content is clearly labeled as "sponsored content" and owned by you. It is free to use in **any capacity you want** in addition to posting on our media outlets.

FULL PACKAGE | \$300

Approximately 300-word article and images posted on **collegian.com** or **KCSUFM.com** and printed in Collegian, CSU Life, or College Ave Magazine (your choice).

CONTENT CREATION | \$25/HOUR

ONLINE SPONSORED ARTICLE | \$175/ARTICLE

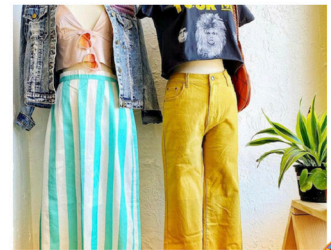
Includes one link. Additional links \$75/link.

TEXT LINKS | \$40

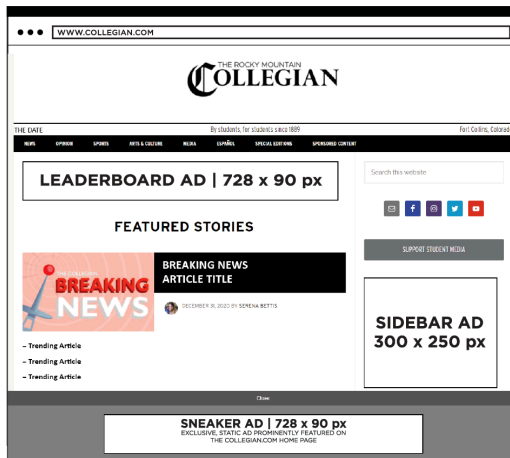
per month per website link

Spring Cleaning: Getting Rid of Old Clothes and Developing a New Style

MARCH 30, 2021 BY JORGE ESPINOZA AND SPONSORED CONTENT



Sponsored by Little Piece Of My Heart. The start of spring offers the perfect time to clear some space in your closet for new clothes. Use the start of spring as a time to reflect on the clothes that make you feel confident and get rid of the clothes that no longer fit your sense of [...]



DIGITAL EMAIL BLAST

Using our email blast, the Stump brings news and content directly to 15,000 opt-in email subscribers, four times per week. **Space is limited, book early.**

SIDEBAR | \$75/WEEK

300 x 250 px

LOWER LEADERBOARD | \$75/WEEK

728 x 90 PX

EXCLUSIVE LEADERBOARD AD | \$125/WEEK

728 x 90 PX

RAM DEALS MOBILE APP

Go mobile and advertise on CSU's local coupon app featuring **digital coupons** that are easy to use, redeem and track. **Unlimited copy changes.**

ANNUAL FEE | \$150

12 MONTHS | Print option also available



Social Media Advertising

SOCIAL MEDIA POSTS

FACEBOOK OR INSTAGRAM | \$150 PER POST

Includes \$25 Ad Boost

Ad posted to a Rocky Mountain Student Media social media account.

*Generate even greater results by adding an additional \$25, \$50 or \$100 to your ad spend to lengthen the days your ad runs.



TWITTER | \$75 PER POST

Ad posted to Collegian Twitter account.



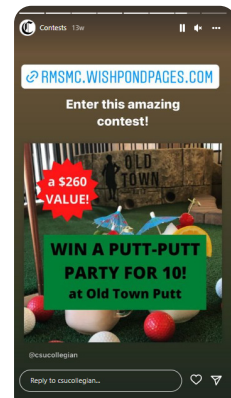
Ask us about specifically targeted Google Ad Words and YouTube preroll video ads.

SOCIAL MEDIA CONTESTS

Promote your business by sponsoring a social media contest. Your two-week social promotion includes a special contest landing page that collects contest entries that we share with you and that you can share with your customers. A total of six (6) posts on all of our social media platforms (3 Instagram, 2 Facebook, 1 Twitter) and a digital ad promoting the contest. We do all the work while you enjoy the results! \$1,125 value.

\$500 PER CONTEST + GIVEAWAY PACKAGE

Includes \$25 Ad Boost



SOCIAL MEDIA MANAGEMENT

Let RMSMC take the lead on managing your social media channels. All services include **initial consultation, setup and audit of current social pages, planning, posting and custom analytics reports.** You select **up to two platforms** you want us to manage. (Instagram, Facebook, Twitter or LinkedIn.)

\$25 PER HOUR*

plus a pre-determined ad spend budget. 10-hour monthly minimum.

*we suggest a minimum monthly ad spend of \$100 or more.

VIDEO

Student Video Productions

Student Video Productions produces videos of all lengths for a wide range of clients. After a free initial consultation and a creative brief, we will provide a quote for your project.

RATES

FILMING TIME

PER CREW MEMBER..... **\$75/HOUR**

VIDEO EDITING.....\$75/HOUR

LIVE STREAMING..... \$125/HOUR

*Drone footage is available at an additional cost.

**20% DISCOUNT
FOR CSU AFFILIATED DEPARTMENTS
AND ORGANIZATIONS**

PACKAGE OPTIONS

All Videos Include: 3 Revisions per Cut, Intro Credit, Graphic Text Screen, End Credits, and other Basic Graphic Work. Client owns all rights.

\$3,000 PACKAGE

SIX 1-3 MINUTE VIDEOS AND ONE COMPILATION VIDEO

\$2,000 PACKAGE

FOUR 30-SECOND VIDEOS AND 2 15-SECOND VIDEOS

\$1,000 PACKAGE

TWO 1-MINUTE VIDEOS AND TWO 15-SECOND VIDEOS

\$1,000 DRONE PACKAGE

TWO 1-MINUTE VIDEOS AND ONE 15-SECOND VIDEO

\$500 PACKAGE

ONE 2-MINUTE VIDEO



**ACTUAL PRICE DETERMINED
AFTER CONSULTATION**

View videos on SVP's YouTube Page at
youtube.com/StudentVideoProductions

The Rocky Mountain Collegian

The Rocky Mountain Collegian is an award-winning, student-run newspaper celebrating its 132nd year in publication. Named one of the top college newspapers in the country by the Princeton Review, the Collegian reports on campus and local news. Newspapers are distributed throughout the CSU campus and to more than 150 locations off campus.




RATES PER PUBLICATION

	LOCAL/NATIONAL	CSU DEPARTMENT	CSU STUDENT ORG.
FRONT PAGE	\$350	\$315	\$180
BACK PAGE	\$450	\$405	\$225
FULL PAGE	\$380	\$340	\$180
2/3 PAGE	\$250	\$218	\$110
HALF PAGE	\$208	\$187	\$90
1/4 PAGE	\$127	\$110	\$45
1/6 PAGE	\$75	\$68	\$30
BIZ CARD	\$42	\$38	\$24

*Custom sizing available


ADVERTISING DEADLINE 5 PM MONDAYS

FULL PAGE




9.5"x12.25"

2/3 PAGE




5.6"x12"

HALF PAGE




9.5"x6"

HALF PAGE




5.6"x10"

1/4 PAGE




5.6"x5"

1/4 PAGE




3.7"x7.5"

1/6 PAGE



3.7"x5"

BIZ CARD



3.7"x2"

PREMIUM PLACEMENT

PUZZLES & FEATURES

Engage readers while they are actively involved with the Collegian with a guaranteed weekly ad beside one of the Collegian's most popular features: Sudoku, Crossword or Nope & Dope.

1/6 PAGE | \$95/WEEK
3.7" x 5"

BUSINESS CARD | \$52/WEEK
3.7" x 2"



INSERTS

Canvas CSU & Fort Collins with a flyer or stand alone advertisement insert inside the Collegian.

\$260 | 4000 INSERTS
Price does not include printing.

FRONT PAGE STICKY NOTES

Add impact to your advertising message with front page sticky notes. Placed on the left side of the front page, this full-color removable sticker is guaranteed to grab the attention of readers. 3" x 3".

\$650/PUBLICATION
Includes printing.

\$450/PUBLICATION
Two or more publications.
Includes printing.



COLLEGIAN DISTRIBUTION

4,000 COPIES | EVERY THURSDAY
SEE LAST PAGE FOR A FULL PUBLICATION SCHEDULE

Collegians are distributed to nearly every building on campus and 150 locations off campus.

Visit COLLEGIAN.COM/DELIVERY
for distribution map.

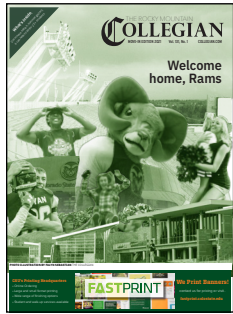
Special Publications

Rocky Mountain Student Media produces specialty publications in partnership with Colorado State University departments featuring unique content for targeted audiences.

Interested in your own publication? We can help. Call 970.538.7188 for more information.



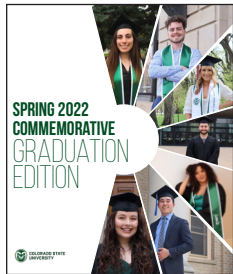
MOVE-IN



Reaching new and returning students has never been easier. The Move-In/Welcome Back edition is placed in residence hall rooms for each student prior to move-in day, and distributed to key campus locations the week of August 15.

PUBLISHES **AUGUST 12** DEADLINE **AUGUST 1**

MAIL-HOME GRADUATION EDITION

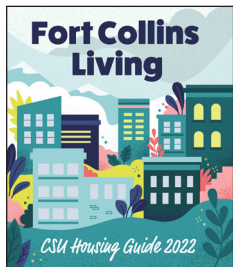


A commemorative edition featuring congratulatory ads for CSU graduates and their families. This keepsake edition is mailed to the homes of graduating seniors.

FALL EDITION
PUBLISHES **DECEMBER 12**
DEADLINE **DECEMBER 1**

SPRING EDITION
PUBLISHES **MAY 8**
DEADLINE **APRIL 27**

HOUSING GUIDE



Help CSU students find the perfect place to live. The Housing Guide features housing options, tips for living on- and off-campus and specifics about laws affecting students.

PUBLISHES **FEBRUARY 2** DEADLINE **JANUARY 20**

BEST OF CSU



Featuring CSU's favorite places to eat, drink, and hang out. This edition is the BEST place to brag about your business. Distributed throughout the year.

PUBLISHES **FEBRUARY 20** DEADLINE **JANUARY 31**

PARENT RESOURCE CALENDAR



Created especially for parents and families of new CSU students, the Parent Resource calendar is distributed at Ram Orientation and throughout the year through Parent and Family Programs.

PUBLISHES **MAY 2022**

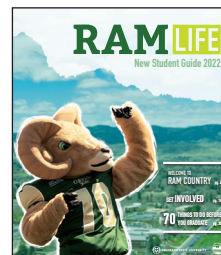
VISITORS GUIDE



Distributed year-round, the Visitors Guide highlights the best of both Fort Collins and CSU, and is the perfect go-to publication for families and campus visitors.

PUBLISHES **MAY 2022**

MAIL-HOME RAM LIFE ORIENTATION GUIDE



A CSU guide to campus and college life for new students. Ram Life is mailed to the homes of new students in late July.

PUBLISHES **JULY 2022**

CSU Life



CSU Life is a monthly news publication produced in partnership with CSU MARCOMM as a university news source specifically for faculty and staff. The publication is **delivered directly to 4,000 staff mailboxes on campus** and features stories for and about employees, accomplishments and campus events.

PUBLICATION DATES

SEPTEMBER 12 DEADLINE SEPT. 1	OCTOBER 10 DEADLINE SEPT. 29	NOVEMBER 7 DEADLINE OCT. 27	DECEMBER 5 DEADLINE NOV. 21
FEBRUARY 6 DEADLINE JAN. 26	MARCH 6 DEADLINE FEB. 23	APRIL 3 DEADLINE MAR. 23	MAY 8 DEADLINE APR. 27

RATES & SIZES

FULL PAGE



9.5"x13.75"
\$500

HALF PAGE



9.5"x6.75"
\$312

1/4 PAGE



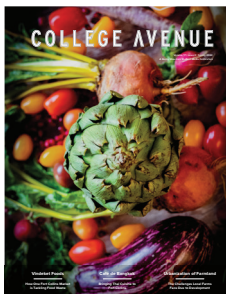
4.625"x6.75"
\$192

1/8 PAGE



4.625"x3.25"
\$104

College Avenue Mag



Colorful, bold, inquisitive, diverse. College Avenue is student media's lifestyle publication, printed on premium magazine stock. Each edition features lifestyle topics and trends. Additional content can be viewed on the College Avenue website collegeavemag.com.

Ask about digital advertising on COLLEGEAVEMAG.COM.

SIZING & PRICES

FULL PAGE \$270
INSIDE COVER \$360
BACK PAGE \$400
HALF PAGE \$180
QUARTER PAGE \$115

FULL PAGE



7.5x10"

HALF PAGE



7.5"x4.875"

1/4 PAGE



3.7"x4.875"

PUBLICATION DATES

SEPTEMBER 21 DEADLINE SEPT. 2	FEBRUARY 15 DEADLINE JAN. 27
NOVEMBER 9 DEADLINE OCT. 21	APRIL 19 DEADLINE MAR. 31

**3,000 COPIES
PER EDITION.**

Ask about digital advertising on COLLEGEAVEMAG.COM.

Posters

RACK POSTERS

Draw attention to your advertising message with poster advertising on distribution racks located in high-traffic campus buildings and outdoor areas. Specific locations based on availability.

OUTDOOR KIOSKS

| **\$400/mo.**

26" x 50"

INDOOR KIOSKS

| **\$240/mo.**

18" x 36"



KCSU DJ BOOTH DIGITAL BOARD

Place a digital message on the KCSU DJ booth board located in the Lory Student Center

\$150/MO. | 15" x 28"

POSTERING

Have your posters hung in approved locations throughout campus. Price does not include poster printing. Printing and design services available.

\$175 | 50 POSTERS

11" x 17"

Marketing

PLAZA DISTRIBUTION

Connect with the CSU community while tabling on the Lory Student Center Plaza. Tabling includes 4 hours in the Plaza, CSU's highest on-campus traffic area. Company displays, fliers and couponing are encouraged. Plaza space is subject to availability.



**PLAZA TABLING
\$175**

Design

Use our award-winning Creative Services team for your design needs: anything from posters and brochures to logos and print and digital ad design.

Advertising design for RSM products is free. Fees apply to special projects.



**DESIGN SERVICES
\$25/HOUR**



KCSU is music intensive and genre inclusive, broadcasting cutting edge alternative, electronic, hip-hop and more. KCSU also provides 10 hours each week of local news, sports talk, and seasonal play-by-play coverage of CSU Women's Volleyball.



One of the largest college radio stations in the country, KCSU reaches more than 300,000 potential listeners in Fort Collins, Loveland, Greeley, and surrounding communities. Listeners can connect worldwide at **KCSUFM.com** and via the **KCSU app**.

RATES & SPECIFICS

PRE-RECORDED ANNOUNCEMENTS - 30 SEC.

We can produce the audio spot for you.

1-20 TOTAL	20 OR MORE TOTAL
\$15 PER ANNOUNCEMENT	\$10 PER ANNOUNCEMENT

LIVE READ SHOW SPONSORSHIP

SPONSORSHIPS APPROX. 10 SEC.

A live DJ incorporates your announcement into their show.

8 MENTIONS
\$60 PER 2 HOUR SHOW

NEWSCAST SPONSORSHIP

10-SECOND MESSAGE

Message airs during each of seven, 3-min local newscasts.

10 SECOND MENTIONS
\$50 PER DAY

BROADCAST SPONSORSHIP

KCSU is the official broadcast station for CSU Volleyball. Your sponsorship includes **4 mentions during each featured live broadcast**. Broadcasts include: 15 home and 3 away games and MWC and NCAA tournament games. **Your logo is featured on print, digital and social media ads** promoting live game-day broadcasts. CSU volleyball broadcasts are **live on KCSU 90.5 fm, streamed online at KCSUFM.com** or on the **KCSU app**.



\$500
PER SPONSORSHIP



PRODUCTION STUDIO RENTAL

Rent our production studio to conduct interviews, record audio commercials, narration, podcasts or other audio.

\$100/HR INCLUDES ASSISTANT

DJ SERVICES

KCSU DJ's will come to your event and play music.

\$100/HR

AUDIO EDITING & PRODUCTION

We will write (if needed) and produce commercials, podcasts, interviews, PSAs, narrations, or other creative audio services.

\$50/HR

PUBLIC SERVICE ANNOUNCEMENTS

If you are interested in running a public service announcement for your local not-for-profit, please contact our advertising department.

FREE FOR NON-PROFITS

..... Publication Schedule

AUGUST 2022

S	M	T	W	T	F	S
	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 2022

S	M	T	W	T	F	S
				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	

OCTOBER 2022

S	M	T	W	T	F	S
						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					

NOVEMBER 2022

S	M	T	W	T	F	S
			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		

DECEMBER 2022

S	M	T	W	T	F	S
				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

JANUARY 2023

S	M	T	W	T	F	S
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				

FEBRUARY 2023

S	M	T	W	T	F	S
			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				

MARCH 2023

S	M	T	W	T	F	S
			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	

APRIL 2023

S	M	T	W	T	F	S
						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						

MAY 2023

S	M	T	W	T	F	S
	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			

SPECIAL PUBLICATIONS

**RESIDENCE HALL
MOVE-IN EDITION**
AUGUST 12, 2022

**BACK TO SCHOOL
EDITION**
AUGUST 25, 2022

HOMECOMING
OCTOBER 13, 2022

**FALL
GRADUATION
EDITION**
DECEMBER 12, 2022

HOUSING GUIDE
FEBRUARY 2, 2023

BEST OF CSU
FEBRUARY 20, 2023

**SPRING GRAD
EDITION**
MAY 8, 2023

**PARENT CALENDAR
& VISITORS GUIDE**
MAY 2023

**RAM LIFE
ORIENTATION GUIDE**
JULY 2023

■ = COLLEGE
AVE

● = COLLEGIAN
PAPER

▲ = CSU LIFE

★ = SPECIAL
PUBLICATION