

Media Kit

ROCKY MOUNTAIN STUDENT MEDIA | COLORADO STATE UNIVERSITY

23
24



A GUIDE TO ADVERTISING, PRODUCTION, AND MARKETING SERVICES

COLLEGE AVENUE

THE ROCKY MOUNTAIN COLLEGIAN

FIFTY 3 VISUALS

CSULIFE FACULTY & STAFF

MTV

KCSU 90.5 FM WWW.KCSUFM.COM



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 offer students more opportunities and in turn, maximize our ability to serve you, our customers, with more media and marketing options than ever before.

For more information and ad samples go to:
agency.rmsmc.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 80523-8038

970.538.1188
frontdesk@collegian.com

ADVERTISING

Advertising	970.538.7186 advertising@rmsmc.com
Video Production	svp@collegian.com
KCSU Underwriting	advertising@rmsmc.com
Christa Reed Senior Account Executive	970.538.7187 christa.reed@colostate.edu
Kim Blumhardt Ad Director	970.538.7189 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
@aggie.style_



@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

College Avenue Magazine

CSU Life for Faculty & Staff

Housing Guide

Best of CSU

Graduation Keepsake Edition (Mail-Home)

Visitors Guide to Fort Collins & CSU

Ram Life Orientation Guide (Mail-Home)

CSU Move-In Edition

Sponsored Content

BROADCAST

KCSU Pre-Recorded Announcements

KCSU Live Reads

CSU Volleyball Broadcast Sponsorships

CSU Softball Broadcast Sponsorships

CTV Underwriting

Podcast Sponsorships

VIDEO & AUDIO

Video for Web & Social Media

Long & Short-Form Video Production

Event Filming (lectures, concerts, etc.)

Podcast Production

Video Editing

Still Photography

ONLINE ADVERTISING

Leaderboard Ad Sponsored Content

Sidebar Ad Text Links

Sneaker Ad

DIGITAL & SOCIAL

Digital Email Blast - The Stump

Facebook, Instagram, & X Posts

YouTube Preroll Video Ads

Social Media Management

Sponsored Content Posts

Social Media Contests

Digital Display Advertising

Google Ad Campaigns & SEO

MARKETING SERVICES

NIL Sponsorships and Event Marketing

Special Event Sponsorships

Graphic Design Services

DJ Services

Plaza Tabling & Street Team Distribution

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 33,000 students make up the CSU community, and our faculty and staff make up the largest employee group in Fort Collins. Together, these two markets contribute significantly to the local economy.



33,455

ENROLLED STUDENTS



27,000

LIVE OFF CAMPUS

1st

5,500

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 Institutional Research, Fall 2022; CSU Systems Economic Impact Report, 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 63,000 average ad impressions monthly.

ONLINE ADVERTISING RATES

SIDEBAR | 300 x 250 px

- 1 MONTH \$400
- 3 MONTH \$960

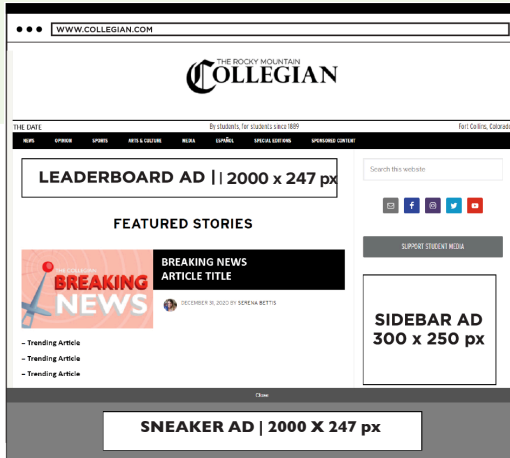
LEADERBOARD | 2000 x 247 px

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

SNEAKER | 2000 x 247 px

Exclusive ad featured prominently on the Collegian.com home page

- 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".

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

SPONSORED CONTENT

FoCoMX Music Festival Brings the Noise This April!

March 30, 2023



Fort Collins Music eXperiment - It may sound like a weird science-themed CSU Lab band formed in a broom-closet, but in actuality it is Fort Collins' own renowned music festival hosted each April! In Downtown Fort Collins! Affectionately known as FoCoMX, the festival is making a triumphant return to the heart of our town's music and culture scene after a two-year hiatus. Audiences are already showing their love in anticipation of Northern Colorado's most sorely missed musical pageant. FoCoMX was born as an effort from the Fort Collins Musicians Association to increase the visibility and value of musicians whose talent and creativity make our local scene magical.

If you have yet to bear witness to this annual event, your chance approaches this spring. On April 28 and 29 FoCoMX will take command of almost every stage in Downtown Fort Collins, including the, Washington's, Avogadro's Number, The Comedy Fort, The Lyric, New Belgium Brewing Co. patio, and Odell Brewing patio, just to name a fraction of this year's stages.

No matter your musical tastes there's definitely something for everyone. From bluesgrass to metal, hip hop to punk, acoustic or synthesized, fans can hear original songs and tributes, experience the tame and the brazen, in both indoor and outdoor settings. Colorado artists will showcase nearly all genres during two days of musical performances. And if you want to get involved in the music scene consider being a volunteer and get a free festival wristband and commemorative t-shirt for your time. Audiences are encouraged to come see their favorite local acts, while also discovering new artists from more than three hundred Colorado artists across thirty stages. You might catch the next break-out broom-closet band in an intimate bar before they're selling out stadiums - it wouldn't be the first time - "clears throat" Nathaniel Ratliff!

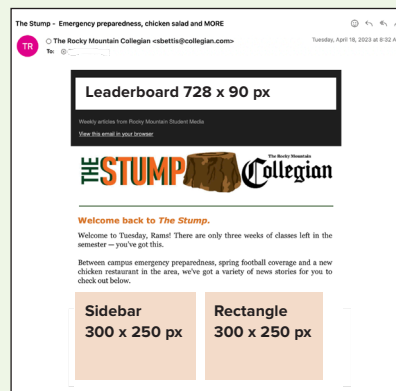


THE STUMP

DIGITAL EMAIL BLAST

The Stump email newsletter delivers news and content directly to more than 17,000 email addresses, three times weekly during the academic year.

Space is limited, book early.



RECTANGLE | \$100/WEEK

300 x 250 px

LOWER LEADERBOARD \$100/WEEK

728 x 90 PX

EXCLUSIVE LEADERBOARD AD \$150/WEEK

728 x 90 PX

Social Media Advertising & Management

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 boosting an additional \$25, \$50 or \$100. This strengthens and lengthens your ad run.



X | \$75 PER POST

Ad posted to Collegian X account.



Ask us about 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. A total of six (6) posts on all of our social media platforms (3 Instagram, 2 Facebook, 1 X) 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 **the platforms** you want us to manage. (Instagram, Facebook, X or LinkedIn.)

\$25 PER HOUR*

plus a pre-determined spend for ad boosting.

BASIC PACKAGE: 10 hrs/mo

STANDARD PACKAGE: 16hrs/mo

*plus additional hours as needed

ASK ABOUT OUR NIL PROGRAM

Consider partnering with a **CSU athlete** to promote your brand on your social media channels. Social media posts and/or videos are excellent ways to create awareness for your products and services. Tell us what you're looking for and we can take it from there.

ADDITIONAL POSSIBILITIES

Endorsements: This can include traditional advertising such as print, broadcast, or posters.

Personal Appearances: Have an athlete make an appearances at your special event or grand opening.



PRICES VARY

depending on athlete and partnership request. Let's meet to talk about the possibilities.

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.

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
HALF PAGE	\$208	\$187	\$90
1/4 PAGE	\$127	\$110	\$45

*Custom sizing available

FULL PAGE	HALF PAGE	HALF PAGE	1/4 PAGE
9.5"x12.25"	9.5"x6"	4.626"x12"	4.625"x6"

ADVERTISING DEADLINE 5 PM MONDAYS

INSERTS

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

\$240 | 3000 INSERTS

Price does not include printing.

FRONT PAGE STICKY NOTES

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



\$650/PUBLICATION

Includes printing.

\$450/PUBLICATION

Two or more publications. Includes printing.

COLLEGIAN DISTRIBUTION

3,000 COPIES | EVERY THURSDAY

SEE LAST PAGE FOR A FULL PUBLICATION SCHEDULE

Collegians are distributed to nearly every building on campus and 100 locations off campus.

Visit COLLEGIAN.COM/DELIVERY for distribution map.

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 to 4,000 staff mailboxes on campus and features stories for and about employees, accomplishments and campus events.

PUBLICATION DATES

SEPT 5 DEADLINE AUG. 24	OCT 2 DEADLINE SEPT. 21	NOV 6 DEADLINE OCT. 26	DEC 4 DEADLINE NOV. 17
FEB 5 DEADLINE JAN. 25	MARCH 4 DEADLINE FEB. 22	APRIL 8 DEADLINE MAR. 28	MAY 6 DEADLINE APR. 25

RATES & SIZES

FULL PAGE	HALF PAGE	1/4 PAGE	1/8 PAGE
9.5"x13.75" \$500	9.5"x6.75" \$312	4.625"x6.75" \$192	4.625"x3.25" \$104

College Avenue Mag.....



Colorful, bold, inquisitive, diverse. College Avenue is student media's lifestyle magazine. 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.

DATES

SEPTEMBER 25
DEADLINE SEPT. 8

NOVEMBER 8
DEADLINE OCT. 20

FEBRUARY 21
DEADLINE FEB. 2

APRIL 17
DEADLINE MAR. 29

SIZING & PRICES

FULL PAGE | \$270

INSIDE COVER | \$320

BACK PAGE | \$400

HALF PAGE | \$180

QUARTER PAGE | \$115

3,000 COPIES PER EDITION

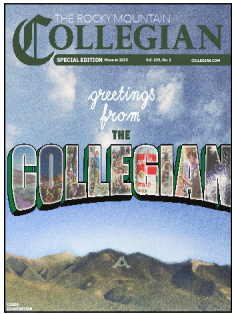
FULL PAGE	HALF PAGE	1/4 PAGE
7.5x10"	7.5"x4.875"	3.7"x4.875"

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 970.538.7189 for more information.

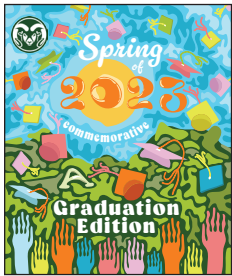
MOVE-IN



Reaching new and returning students has never been easier. The Move-In/Welcoming 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 14.

PUBLISHES **AUGUST 14** DEADLINE **AUGUST 4**

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.

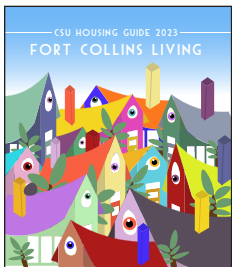
FALL EDITION

PUBLISHES **DECEMBER 11**
DEADLINE **NOVEMBER 30**

SPRING EDITION

PUBLISHES **MAY 6**
DEADLINE **APRIL 25**

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 1** DEADLINE **JANUARY 22**

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 19** DEADLINE **JANUARY 29**

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 2024**

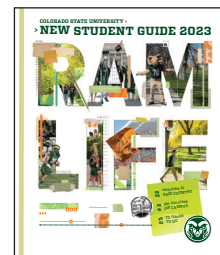
VISITORS GUIDE



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 2024**

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 2024**



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 and Softball.

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 produce the audio spot for you.

1-20 TOTAL
\$15 PER ANNOUNCEMENT

20 OR MORE TOTAL
\$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

Fifty 03 Visuals



Fifty 03 Visuals produces videos of all lengths for a wide range of uses. After a free initial consultation and a creative brief, we can provide a quote for your project and get started on producing a creative and distinctive video for your business.

RATES

FILMING TIME

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

VIDEO EDITING \$75/HOUR

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

*Drone footage is available at an additional cost.

FINAL PRICE DETERMINED AFTER CONSULTATION

SAMPLE PACKAGES

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

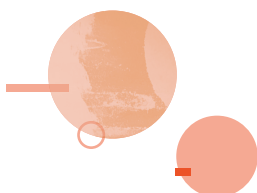
TWO 1-MINUTE VIDEOS AND TWO 15-SECOND VIDEOS

\$1,000 DRONE PACKAGE

TWO 1-MINUTE VIDEOS AND ONE 15-SECOND VIDEO



View videos on our YouTube Page at youtube.com/StudentVideoProductions



○ **20% DISCOUNT**

for csu affiliated departments & organizations



CSU Vet Hospital Training Video



CSU Summer 30-Sec Social Media Video



DuraSLIC one-minute website video

MARKETING SERVICES

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" or 24" x 48"



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 placed 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 RMSM products is free. Fees apply to special projects.



DESIGN SERVICES **\$25/HOUR**

..... Publication Schedule

AUGUST 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		

SEPTEMBER 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

OCTOBER 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				

NOVEMBER 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		

DECEMBER 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						

JANUARY 2024

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 2024

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		

MARCH 2024

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 2024

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 2024

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 14, 2023

**FALL
GRADUATION
EDITION**
DECEMBER 11, 2023

**SPRING GRAD
EDITION**
MAY 6, 2024

**BACK TO SCHOOL
EDITION**
AUGUST 24, 2023

HOUSING GUIDE
FEBRUARY 1, 2024

**PARENT GUIDE &
VISITORS GUIDE**
MAY 2024

HOMECOMING
OCTOBER 12, 2023

BEST OF CSU
FEBRUARY 19, 2024

**RAM LIFE
ORIENTATION GUIDE**

■ = COLLEGE
AVE

● = COLLEGIAN
PAPER

▲ = CSU LIFE

★ = SPECIAL
PUBLICATION