



MEDIA KIT

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**The
State News**

Michigan State's Independent Voice since 1909

PRINT

E-DIGITAL PAPER

INSERTS

**DISTRIBUTION
RACKS**

DIGITAL RACKS

SOCIAL MEDIA

**DIGITAL & WEB
OPPORTUNITIES**

**ONLINE
CLASSIFIEDS**

**E- NEWSLETTER
ADVERTISEMENTS**

SN Media Group

Advertising, Digital, Marketing Solutions
statenews.com/marketing

517-295-1680

advertising@statenews.com

PRINT & E-PAPER

PUBLICATION CALENDAR

FALL 2024

July						
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			

August						
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						
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						
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		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						
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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						
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				

DEADLINES

Space Thursday by 5pm

Artwork Friday by 5pm

Payment Monday by 3pm

CIRCULATION

6,000 to over 280 locations
on-campus at Michigan State
University, East Lansing and
Lansing, MI



SPRING 2025

January						
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	

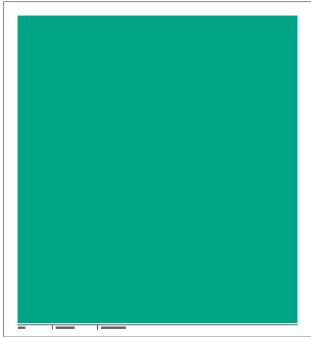
February						
S	M	T	W	T	F	S
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2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	

March						
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23	24	25	26	27	28	29
30	31					

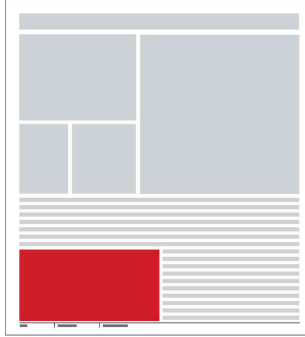
April						
S	M	T	W	T	F	S
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6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

PRINT SIZING

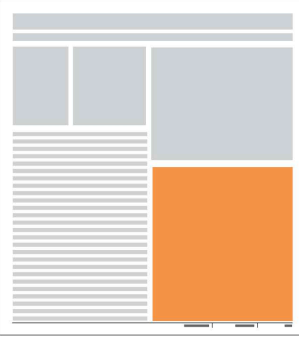
RATES AND SIZING



\$1425
FULL PAGE
10 in. x 11 in.



\$200
EIGHTH
5 in. x 2.55 in.



\$375
QUARTER
5 in. x 5.4 in.



\$750
HALF PAGES (HORIZONTAL & VERTICAL)
10 in. x 5.5 in. | 5 in. x 11 in.



The State News

\$1200
FRONT PAGE BANNER
10 in. x 1.5 in.

SPECIAL PLACEMENTS

FULL PAGE OPTIONS

BACK COVER
\$1825

INSIDE BACK COVER
\$1725

INSIDE FRONT COVER
\$1600

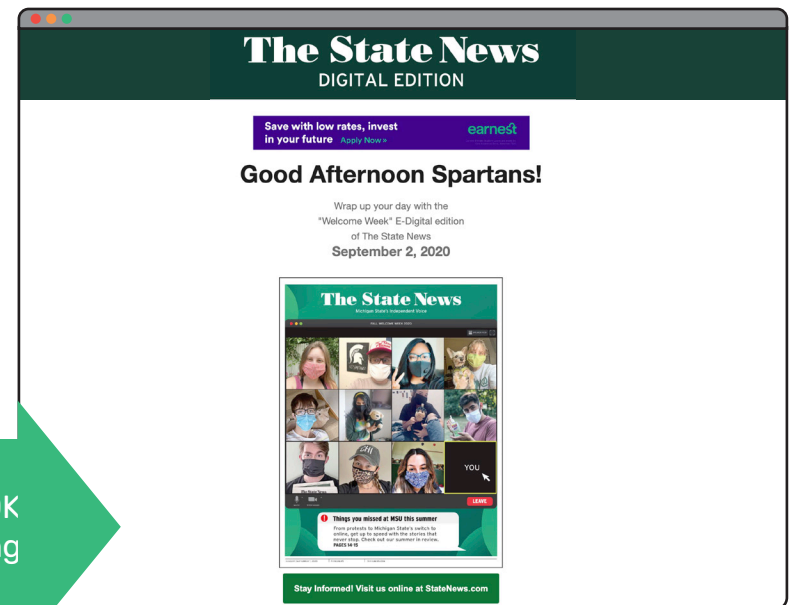
GUARANTEED PAGE PLACEMENT
+\$250

DEADLINES

Space - Thursday by 5pm | Artwork - Friday by 5pm | Payment - Monday by 3pm

See our main info media kit for file formatting details and requirements

INTERACTIVE DIGITAL E-PAPER INCLUDED WITH PRINT AD



A digital copy right at your fingertips.

A digital replica of our print product is emailed to more than 100K subscribers. This interactive issue includes your print advertising delivered virtually to our readers.

THE STATE NEWS

The State News continues to serve Michigan State University and the community for over 110 years. Our bi-weekly publication is informative, vibrant and engaging.



6,000

COPIES PER ISSUE

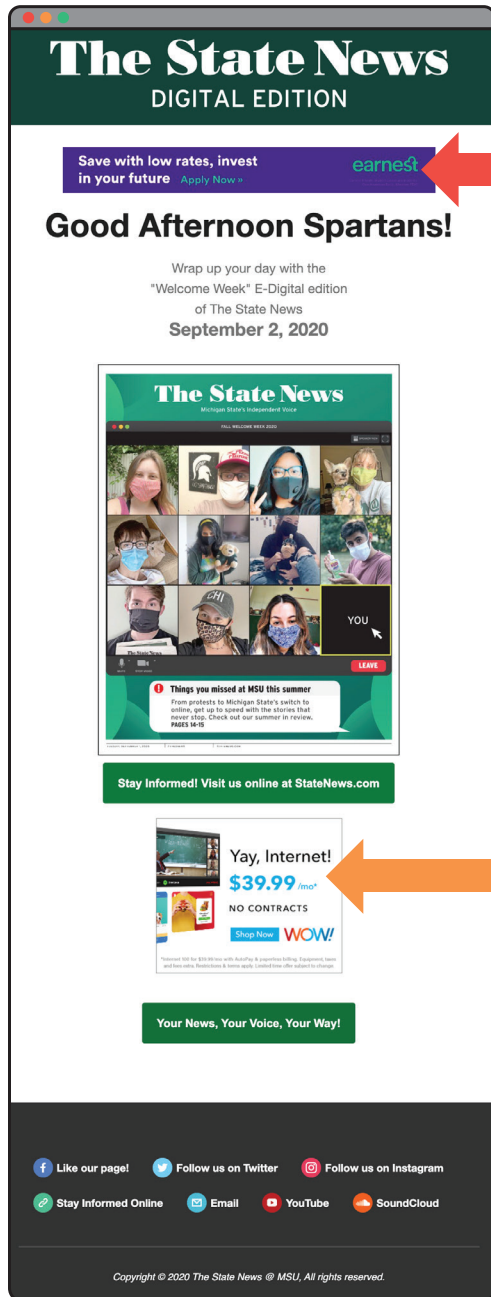
20

EDITIONS PER YEAR

180+

LOCAL NEWSSTANDS

DIGITAL E-PAPER



A digital E-Paper delivered to subscribers inbox. This interactive E-Paper digital replica of our print product includes all print advertising AND has banner advertising space available to you!

BILLBOARD
800 x 400 pixels..... \$525

LEADER BANNER
728 x 90 pixels \$425

MIDDLE BANNER
728 x 90 pixels \$400

MEDIUM RECTANGLE
300 x 250 pixels \$325

E-PAPER PUBLICATION CALENDAR FALL 2024- SPRING 2025

FALL 2024

July						
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SPRING 2025

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19	20	21	22	23	24	25
26	27	28	29	30		

STATE NEWS DAILY E-NEWSLETTER

Deliver your message straight to your customer's fingertips. The state news email newsletter delivers essential trustworthy news right to the inbox of over 137,000 subscribers who strive every day to stay ahead on the latest news and trends. Sent Monday through Friday during the regular school year and on Tuesday & Thursday over the summer semester.

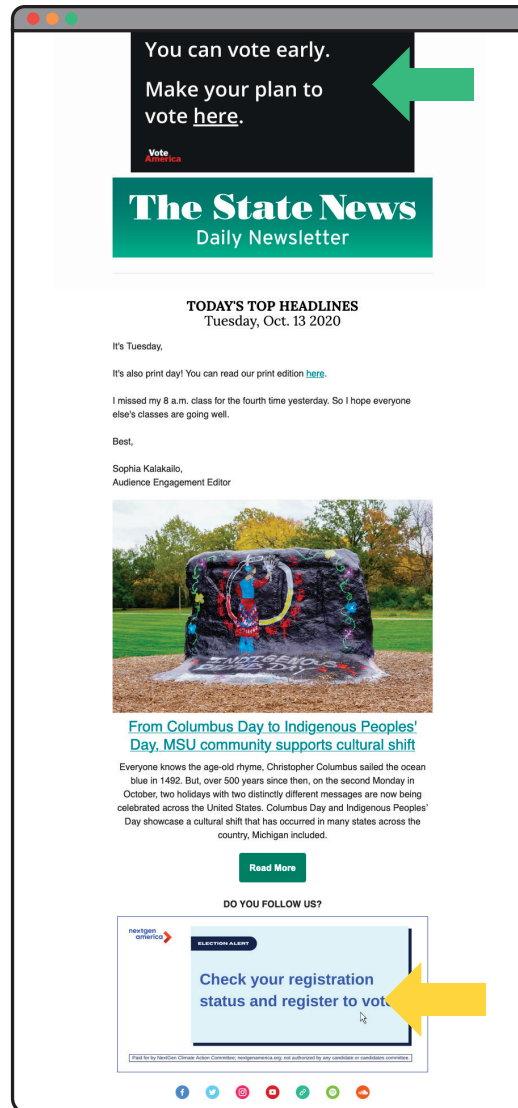
This newsletter banner ad will deliver your brand at the forefront, and more importantly, be at the top of mind, for key readers. Our daily newsletters deliver high engagement with an average open of 49.98%

BULLET BOARD
728 x 90 pixels \$525

LEADER BANNER
728 x 90 pixels \$425

MIDDLE BANNER
728 x 90 pixels \$400

MEDIUM RECTANGLE
300 x 250 pixels \$325



DIGITAL AUDIENCE SNAPSHOT

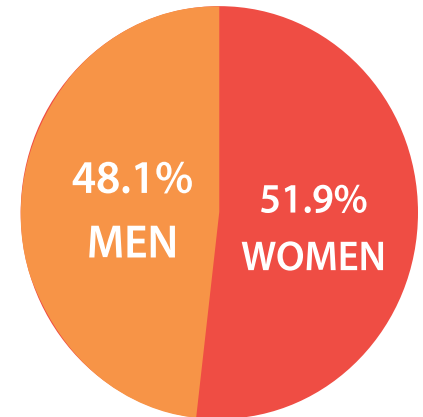
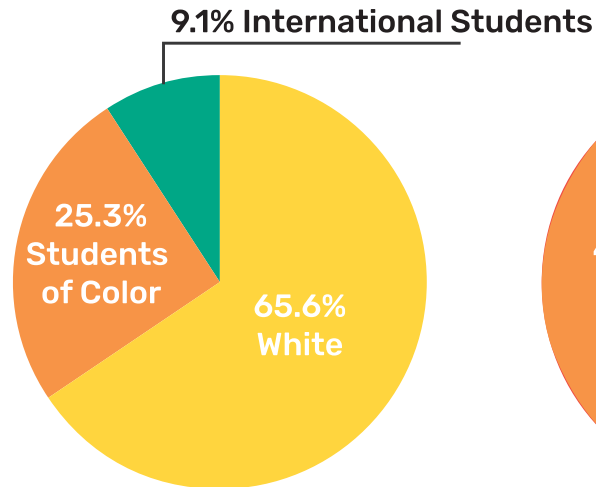
Stateneews.com sees over 2.5 million visitors each year, and roughly half of those come via mobile devices. Between our several newsletters, website and social media accounts, there are many opportunities to broaden your company's exposure.

Email Subscribers

69,974

Overall Social Media Followers

79,600



X

@thesnews
34.1K Followers
@thesnews_sports
9.2K Followers



FACEBOOK
@thesnews
21K Followers



INSTAGRAM
@stateneews
10.9K Followers



TIKTOK
The State News
3.9K+ Followers | 413.8K+ Likes

AVG. COLLEGE STUDENTS ON SOCIAL MEDIA



80%



45%



71%

DIGITAL ADVERTISING

BILLBOARD

970 x 250 pixels (1 position)
Regular \$18 CPM

SUPER LEADERBOARD

970 x 90 pixels (3 positions)
Regular \$14 CPM

LEADERBOARD

728 x 90 pixels (3 positions)
Regular \$12 CPM

SKY SCRAPER

160 x 600 pixels (1 position)
Regular \$16 CPM

MEDIUM RECTANGLE

300 x 250 pixels (5 positions)
Regular \$12 CPM

MOBILE LEADERBOARD

320 x 50 pixels
Regular \$18 CPM

File type: jpg, png or gif
Max File Size: 30-50KB

Minimum purchase of 30,000 impressions. Additional impressions in increments of 10,000. Bulk discounts are available.

BILLBOARD

SUPER LEADERBOARD

LEADERBOARD

MOBILE

SKY
SCRAPER

MEDIUM
RECTANGLE



SOCIAL MEDIA OPPORTUNITIES

SOCIAL MEDIA CAMPAIGNS

Deliver your message directly to your target audience through social media platforms. Run a highly targeted social media campaign across Facebook and Instagram to reach an engaged, devoted audience whose interests align with your business.

Combine the power of multiple platforms to maximize exposure by playing to the strengths of each individual social channel: Instagram posts and stories, Facebook posts and X posts.

PRICING

3 POSTS	\$250
6 POSTS	\$450
9 POSTS	\$575

Each campaign is budget-based. Limit one sponsored post per brand/product per day with a maximum of 4 per week.

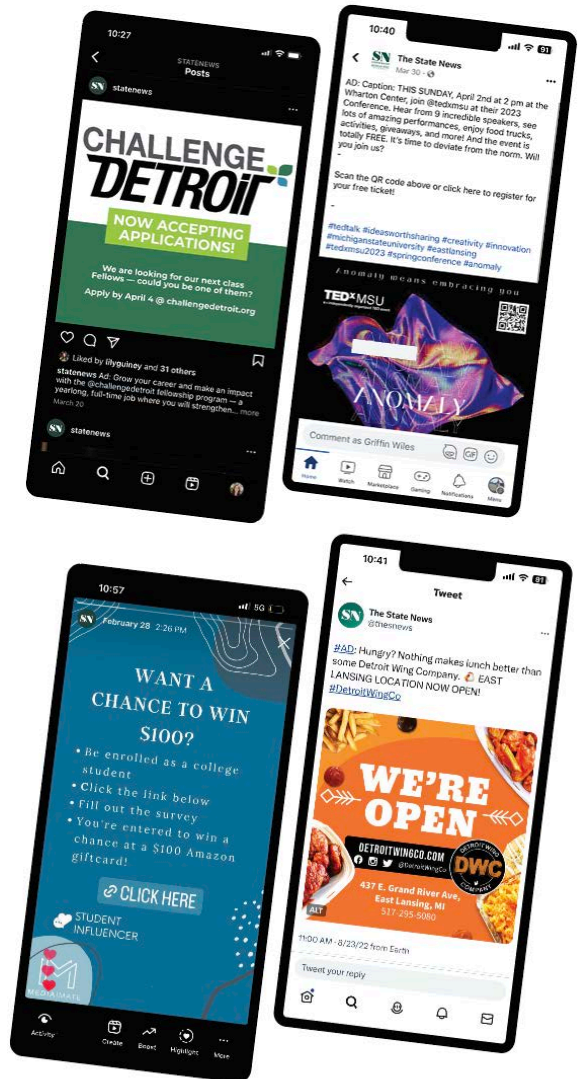
Social media posts will be prefaced with "AD", "Sponsored content", etc., based on the platform. You may not post or target individual groups, but you may include your own social media handle.

Tweets may contain up to 280 characters. Statistics will be sent as available. Tweets may include #hashtags, mentions, photos or video.

INFLUENCER NETWORK

Make use of some of the most notable social accounts on campus to target the MSU community.

Single Post	\$250
5 posts	\$200/post
10 posts	\$300/post



X
@thesnews
@thesnews_sports



Facebook
The State News
@thesnews



Instagram
The State News
@thesnews

DISTRIBUTION RACKS

DISTRIBUTION-RACKS BILLBOARD POSTERS

We have over 100 (OOH) distribution stand billboards located in high traffic areas of every MSU building. Maximize your advertising dollars by purchasing billboard posters in our small or large stands. Posters are purchased and reserved on a monthly basis. Over 75,000 people on campus will see your poster everyday. Think of all those undergraduate students, graduate students, doctoral students, faculty, staff, alumni, and visitors seeing your branded message on a full-color poster.

JUMBO STAND

22" x 46" poster size
(pricing is based per location, per month)

1-4 stands	\$400
5-9 stands	\$375
10+ stands	\$350



DISTRIBUTION-RACKS DIGITAL BILLBOARD POSTERS

We have over 50 (OOH) digital distribution stand billboards located in high traffic areas in MSU buildings. Maximize your advertising dollars by purchasing digital billboard posters in our stands. Digital files can be .gif, .jpeg, or .mov files without audio. Stands may rotate advertisements depending on demand. Digital posters are purchased per location and reserved on a monthly basis.

DIGITAL STAND

43" x 65" digital screen size

1-4 stands	\$500
5-9 stands	\$450
10+ stands	\$400



ONLINE CLASSIFIEDS

CLASSIFIEDS

Classified ads are posted to our main webpage on statenews.com. Classified advertising is advertising which is sorted by category. It is used heavily for employment and apartment rentals, but is also an effective, inexpensive way to promote many other products. Classifieds are text only and your online classifieds may include a link to your website, as well as direct calling to your listed phone number.

The State News offers classifieds under these categories:

- Rentals
- Employment
- Services
- For Sale
- Notices

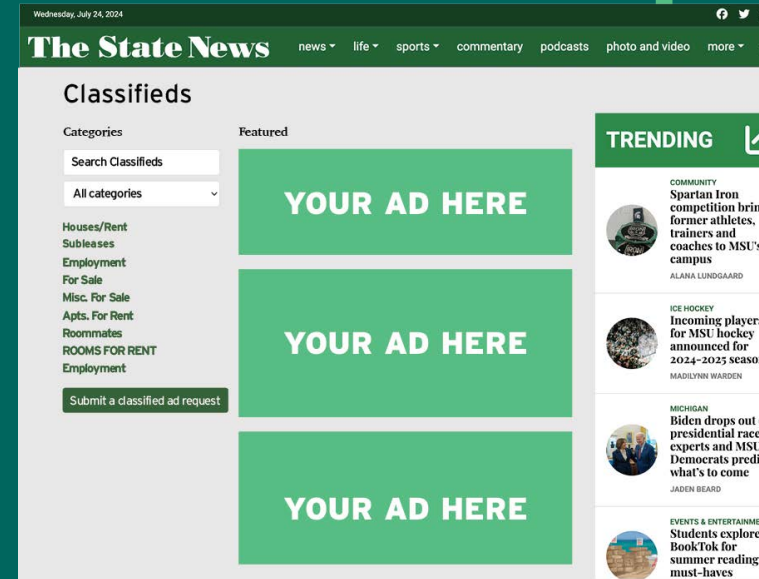
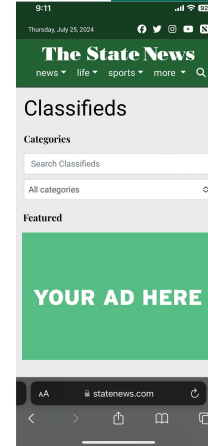
- There is a 2 week minimum charge for classified ads.
- The first two words in each ad are in all caps.
- 5-7 words per line

All classified liners must be prepaid and we take checks or credit cards: Visa, Mastercard and American Express.

RATES PER LINE

\$6.25

How to place a classified ad?
Enter Your ad online at
statenews.com/marketing
Call 517-295-1681



PAPER INSERTS

INSERTS

Reach thousands of readers with your pre-printed advertising inside The State News. Full-run distribution at over 280 locations. Deadline is 7 days prior scheduled insert date. Minimum insert is full run at 6000. Inserts must be pre-printed before shipping.

RATES

\$750

Minimum size 4" x 6"
Maximum size 10" x 11"

Must print and ship to:
Michigan Web Press
10441 Enterprise Drive
Davisburg, MI 48350.

Please mark clearly: State News
and the date of insertion.

