

FALL 2021

AUGUST

SU	MO	TU	WE	TH	FR	SA
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

SEPTEMBER

SU	MO	TU	WE	TH	FR	SA
			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

SU	MO	TU	WE	TH	FR	SA
					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

SU	MO	TU	WE	TH	FR	SA
	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				

SPRING 2022

JANUARY

SU	MO	TU	WE	TH	FR	SA
						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

SU	MO	TU	WE	TH	FR	SA
		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

SU	MO	TU	WE	TH	FR	SA
		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

SU	MO	TU	WE	TH	FR	SA
					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

SU	MO	TU	WE	TH	FR	SA
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21

PROMOTIONS

TYPE

WEBSITE BLITZ

QUADRUPLE YOUR EXPOSURE BY PLACING ADS IN ALL FOUR WEBSITES

PRICE

\$150 OR \$225
(BOX) (BANNER)

SAVINGS

25%

SOCIAL MEDIA MIX OR MATCH

MIX AND MATCH THREE SOCIAL MEDIA ADS TO INCREASE EXPOSURE IN MULTIPLE PLATFORMS

\$75

17%

PRINT PLUS

BUY A PRINT BUNDLE (SAME SIZE NEWSPAPER AND MAGAZINE) AND MAKE YOUR INVESTMENT GO FURTHER

\$200 OR \$320
(HALF PAGE) (FULL PAGE)

20%

BROADCAST BUNDLE

BUY AN UNDERWRITING BUNDLE (SAME LENGTH RADIO AND TV) AND MAKE YOUR INVESTMENT GO FURTHER

\$40 OR \$64
(SPOT) (FULL SPONSORSHIP)

20%

EVERYTHING BUT THE KITCHEN SINK

PURCHASE A DIGITAL, PRINT AND BROADCAST OPTION AND MAKE YOUR INVESTMENT GO FURTHER

VARIES

25%

FREQUENCY FRENZY

APPLY A 1% DISCOUNT FOR ADVERTISING FOR 4 WEEKS OR MORE:

4-7 WEEKS: 1% 15-19 WEEKS: 4%
8-10 WEEKS: 2% 20-23 WEEKS: 5%
11-14 WEEKS: 3% 24-28 WEEKS: 6%

VARIES

VARIES

CAN BE ADDED TO ANY PROMOTION!



PRINT ADVERTISING

AD TYPE

MAGAZINE FULL PAGE

SPECS

7" X 10"

PRICE

\$200

MAGAZINE HALF PAGE

7" X 5"

\$125

NEWSPAPER PAGE 1 STRIP

10 1/4" X 2"

\$100

NEWSPAPER FULL PAGE

10 1/4" X 16"

\$200

NEWSPAPER HALF PAGE

10 1/4" X 8"

\$125

NEWSPAPER QUARTER PAGE

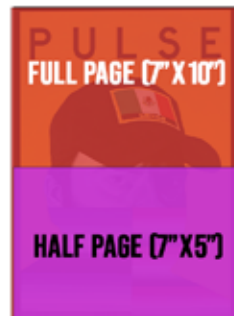
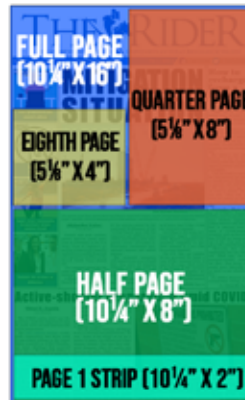
5 1/8" X 8"

\$75

NEWSPAPER EIGHTH PAGE

5 1/8" X 4"

\$50



BROADCAST UNDERWRITING

UNDERWRITING TYPE

RADIO SPOT
RADIO FULL SPONSORSHIP
TV SPOT
TV FULL SPONSORSHIP

SPECS

15 SECONDS
30 SECONDS
15 SECONDS
30 SECONDS

PRICE

\$25
\$40
\$25
\$40

ON-CAMPUS SERVICES (UTRGV DEPARTMENTS ONLY)

SERVICE TYPE

DJ SERVICES

ADD MUSIC AND ENTERTAINMENT TO YOUR EVENT TO BRING THE PARTY ALIVE

SPECS

2 HOURS

PRICE

\$250

PODCAST SERVICES

RECORD YOUR OWN PODCAST TO SHARE WITH THE WORLD; THREE SESSIONS INCLUDED

30 MINUTES

\$150

MEDIA SERVICES

BROADCAST YOUR EVENT ON SOCIAL MEDIA WHILE LEARNING HOW TO DO IT YOURSELF

2 HOURS

\$250

CONTACT US

STUDENTMEDIA@UTRGV.EDU
(956) 882-5143
(956) 665-5085



MORE EXPOSURE = BETTER RESULTS

DIGITAL ADVERTISING

AD TYPE

ONLINE BOX
ONLINE BANNER
TWITTER (TWEET)
FACEBOOK (POST)
INSTAGRAM (STORY)

SPECS

650 X 600 PIXELS
650 X 90 PIXELS
240-CHARACTER LIMIT
240-CHARACTER LIMIT
15 SECONDS

PRICE

\$50
\$75
\$30
\$30
\$30