BILLING REPRESENTATIVES

Natalie Lott
Marissa Neeley
studentmedia@usu.edu
(435) 797-1775

PHYSICAL ADDRESS

USU STUDENT MEDIA TAGGART
STUDENT CENTER 118
UTAH STATE UNIVERSITY
LOGAN, UT 84322

ADVERTISING CONSULTANTS

Mason Day mason.day@usu.edu
Spencer McCall spencer_mccall@yahoo.com
Mitch Coombs mitchell.coombs12@gmail.com
Maggie Lea margaret.lea@usu.edu

MAILING ADDRESS

0105 OLD MAIN HILL
LOGAN, UT 84322-0105

PAYMENT POLICIES
Payment required before ads run for new customers.
OUR AUDIENCE

27,932 students including regional campuses

15,158 WOMEN
12,774 MEN

STUDENTS REPRESENT
ALL 29 COUNTIES IN UTAH
ALL 50 STATES
78 COUNTRIES

#3 HIGHEST RANKED PUBLIC UNIVERSITY IN THE WEST
#5 IN NATION FOR LOWEST TUTION IN AMERICAN TOP COLLEGES BY FORBES

As of Fall 2018

22 yrs AVG AGE OF UNDERGRADS
3,052 GRADUATE STUDENTS
800 FACULTY

32 yrs AVG AGE OF GRADUATES
24,880 UNDERGRADS
1,664 STAFF MEMBERS

114,181 TOTAL POPULATION
of Cache Valley

Utah State Fast Facts usu.edu/about/at-a-glance/
50,000
AVG MONTHLY HOME PAGE VIEWS:
usustatesman.com
600,000
AVG YEARLY HOME PAGE VIEWS:

SOCIAL MEDIA

Facebook
Twitter
Instagram
Snapchat

17,800 +
DIGITAL

ONLINE ADS
www.usustateman.com

BANNER ADS
Top of our online pages
778 px x 90 px
$200 PER MONTH
$75 PER WEEK

BUTTON ADS
Top of our online pages
300 px x 250 px
$200 PER MONTH
$75 PER WEEK

TV SCREENS
HORIZONTAL TV SCREEN
Displayed outside the Student Media Center (TSC 118)
Can display flash (like a gif), video (with some audio), or image.
1920x1080 px
$100 PER WEEK

SOCIAL MEDIA
POSTS ON SOCIAL MEDIA

Snapchat / Twitter
$75 ORIGINAL POST
$25 ADDITIONAL POSTS

Facebook / Instagram
$50-75 PER WEEK
$400-500 PER SEMESTER
$100-200 PER MONTH
$800-1000 PER SEMESTER
NEWSPAPER

FULL PAGE
10.972” X 20”
$500 BW
$550 COLOR

HALF PAGE
10.972” X 10”
$300 BW
$350 COLOR

1/4 PAGE
5.4026” X 10”
$180 BW
$230 COLOR

1/8 PAGE
5.4026” X 5”
$90 BW
$140 COLOR

BACKBURNER
10.972” X 10”
$400

SUPER STRIP
10.972” X 4”
$185 COLOR ONLY

FRONT PAGE STRIP
10.972” X 2”
$200

DEADLINES
Space: Friday at 5 P.M.
Art: Monday at Noon
Prepay Discount: 5% Off Total

Published every Tuesday of the academic school year and monthly during the summer.
-3,000 copies printed weekly.
-Contract and frequency rates available.
-Other sizing options available
**PRE-PRINTED INSERTS**

**DIMENSIONS**
- **MIN** 4” x 3”
- **MAX** 10.5” x 13”
- **$55**
  - **PER THOUSAND**

Post-Its mandatory minimum of 10,000 runs for $550 per thousand.

**AROUND CAMPUS**

**OUTDOOR ADVERTS**
- **11” x 17”**
  - **$75**
  - **PER WEEK PER RACK**

30 racks both on and off campus. Can bring posters for flat rate of $25.

**KIOSKS**
- **26” x 50”**
  - **$100**
  - **PER MONTH**
MAGAZINES

ORIENTATION GUIDE
The ORIENTATION GUIDE is mailed out to all freshman, transfer students, and international students in August before school starts.

HITCHED
HITCHED is a bridal guide that is made at the beginning of spring semester. It is distributed at 3 bridal fairs throughout Utah.

FOOTBALL PREVIEW
The FOOTBALL PREVIEW is produced in fall semester before the beginning of football season.

BASKETBALL PREVIEW
The BASKETBALL PREVIEW is produced in the fall semester before the beginning of basketball season.

HIGHLANDER
HIGHLANDER is a nature magazine that is produced both fall and spring semester.
MAGAZINES

8" X 10"
0.5" Bleed
$300
FULL PAGE
Includes Color

4" X 5"
0.5" Bleed
$110
1/4 PAGE
Includes Color

8" X 5"
0.5" Bleed
$180
1/2 PAGE
Includes Color

PREMIUM PLACEMENT

BACK PAGE: $400
INSIDE FRONT: $350
INSIDE BACK: $350
CENTER SPREAD: $700

*Other premium spaces available.

Buy space in three magazines get one free within one year
ATHLETICS

PREMIUM ATHLETICS PACKAGE

FULL PAGE ADS IN COLOR
$900
ADs in both Football and Basketball Previews and liners for all athletic games.

FOOTBALL PREVIEW

USU BRACKETS
USU BRACKETS is just your ordinary bracket event, though sponsor it with USU Student Media and have more students see your ad!

USU BRACKETS
usustatesman.com/brackets

MAIN SPONSOR $500 + PRIZES
Full Page Back Cover of Mtn West Tournament Review
9.125” wide x 10.972 tall Full Color
Main Page sponsor ad above the bracket printed in Utah Statesman on March 14
5.25” x 3.5” Full Color
$600 x 600 pixel banner ad on mobile
Two offers in BCS TV ad
Access to bracket data (scores, etc.) after contest ends
Logos on bracket contest sponsor area
Logos on winner announcement in Utah Statesman

SECONDARY SPONSOR $250 + PRIZES
Half Page in Mtn West Tournament Review
9.125” wide x 3.3” Full Color
Secondary sponsor ad above the bracket printed in Utah Statesman on March 14
5.25” x 3.5” Full Color
$300 x 300 pixel banner ad on printable brackets from online
Two offers in BCS TV ad
Access to bracket data (scores, etc.) after contest ends
Logos on bracket contest sponsor area
Logos on winner announcement in Utah Statesman

BUSINESS SPONSOR $100 + PRIZES
Quarter Page in Mtn West Tournament Review
4.50” wide x 3.5” Full Color
Business ad around the bracket printed in Utah Statesman on March 14
4” x 2” Full Color
Two offers in BCS TV ad
Logos on bracket contest sponsor area
Logos on winner announcement in Utah Statesman

TOURNAMENT REVIEW ONLY

Full Page
9.125” wide x 10.972 tall
$275
Quarter Page
4.50” wide x 3.5” tall
$100

Contact us at (435) 797-1757 or statesman@usu.edu
COUPONS AND COUPON BOOK

COUPON BOOK
Printed and distributed the first week of Spring and Fall semesters. Ads get printed in the Statesman once a month when ad is run for full year in the coupon book.

FULL PAGE
- $350 (1 semester)
- $500 (full year)
  Includes coupon and space for logo

BACK PAGE
- $500
  Includes back cover ad or logo and inside back cover ad or logo

FRONT COVER
- $700
  Includes corner on the cover and the inside front page.

BEST OF LOGAN

BEST OF LOGAN
Occurs every fall semester. Students vote for their favorite things for each category. EX: Mexican Food, Coffee Shop, Pizza, and Grocery Store.

STARTER KIT
Includes online ballot ad, print ballot ad, and in-store ballot box.
- $300

BALLOT LISTING
Adds your Business on the ballot as an option versus a write-in.
- $50

30 second video creation and social media posts.
DIGITAL
- $125
AGGIE RADIO 92.3 FM KBLU-LP
AGGIE RADIO hosts two major music festivals each year. Sponsorships include a table and banner (banner not provided) and are a great way to interact with the student body.

RADIO LINERS
$40 15-SECOND LINER FOR 2 WEEKS
$30 15-SECOND LINER FOR 1 WEEK WITH A MINIMUM PLAY OF 98 TIMES
$10 PRODUCTION COST

RADIO TEXTING SERVICE
$150 per month

Logan City Limits and Big Agg Show
LOGAN CITY LIMITS and the BIG AGG SHOW are music and arts festivals that happen during the spring semester and fall semesters.

Housing and Resource Fair $175
HOUSING AND RESOURCE FAIR is an opportunity for off campus businesses to come on campus and inform students about housing options and resources. Event takes place in January.

Day On the Quad $250
DAY ON THE QUAD happens every year during fall semester. Students go and see businesses, clubs, and events that are located in Logan get a booth and have your ad on the DOQ map.

EVENT SPONSORSHIPS
Contact for details and pricing
RENTERS GUIDE
Produced at the beginning of Spring semester and distributed all year round including freshman orientation.

CENTER SPREAD
7.2591” x 10”
$750

SPREAD
7.2591” x 10”
$700

FULL PAGE
3.562” x 10”
$350

HALF PAGE
3.562” x 5”
$250

INFO BOX
3.562” x 3”
$150

Includes one picture with info.
Physical Address

USU Student Media Center
Taggart Student Center 118
Utah State University
Logan, UT 84322

Mailing Address

0105 Old Main Hill
Logan, UT 84322-0105

Payment Policies

Payment required before ads run for new customers.

Paper Delivery

On Campus:
TSC Locations
Aggie Creamery
Aggie Terrace
Old Main
Luke’s Cafe
Business Building
Engineering Labs
Fine Arts Building
HPER Lounge
University Inn
The Spectrum
and more!

Off Campus:
Morty’s Cafe
Fredrico’s Pizza
Smith’s
Angie’s Restaurant
Fizz N Fryz
Paradise Bakery & Cafe
Aggie Station
Lee’s Marketplace
Health and Wellness Center
Cache Valley Mall
and more!