



THE

GATEWAY

M E D I A K I T

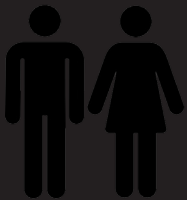
Reach Your Audience

Student Population



Enrollment Status

12,245 Undergraduate **2,908** Graduate



Gender (Fall 2018 Numbers)

6,940 Male **8,491** Female



Military/Veteran

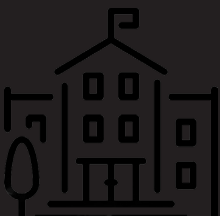
1,374 Undergraduate **224** Graduate

Student Classification

12,624

First-time freshman

12,624 Continuing freshman **3,107** Sophomore
12,624 Junior **3,107** Senior
12,624 Post-Bacc **3,107** All graduate students



On Campus

2,366

Students live on Campus

368 Maverick Village

556 University Village

429 Scott Village

470 Scott Court

134 Scott Hall

409 Scott Crossing

556

students are involved in fraternities and sororities

Newspaper Print Ad



Local Rates

| | Black & White | Color |
|-----------|---------------|-------|
| Banner | \$60 | \$84 |
| 1/8 Page | \$55 | \$77 |
| 1/4 Page | \$113 | \$158 |
| Half Page | \$225 | \$315 |
| Full Page | \$465 | \$651 |

University, Student, Non-profit Rates

| | Black & White | Color |
|-----------|---------------|-------|
| Banner | \$60 | \$84 |
| 1/8 Page | \$44 | \$66 |
| 1/4 Page | \$91 | \$136 |
| Half Page | \$171 | \$258 |
| Full Page | \$372 | \$558 |

Other Ad Options

Online

Header banner (728 x 90 pixels)
- \$55 weekly, \$180 monthly

Sidebar (300 x 250 pixels)
- \$40 weekly, \$130 monthly

Rotating (300 x 250 pixels)
- \$48 weekly, \$155 monthly

Market Info

- 9,709 average unique visitors
- 12,204 average daily newspaper
- 366,121 average monthly pageviews



Find our articles on
unothegateway.com

BULK DISCOUNTS APPLY

Inserts

Insert media is the ultimate form of insider marketing. By sending your offers as part of the delivery of an already trusted merchant, prospects see your ads in the most positive possible light.

\$75 Per Thousand Inserts
Max Dimensions 8.5" x 11"
BULK DISCOUNTS APPLY

Classified Section

Rates:

- 30 words - \$5
- 60 words - \$9
- Additional words - 10 cents
- Image (2.375" x 1") - \$3

Sections:

- Apartments
- Help Wanted
- For Sale
- Miscellaneous
- Notices
- Yard Sale

**WE OFFER FREE
GRAPHIC DESIGN
SERVICES FOR
ALL ADVERTISING
OUTLETS!**