

# FYI:

Baylor University  
Departments & Organizations:

Please reach out to your  
Sales Representative for  
Baylor pricing.

# MEDIA KIT

## DIGITAL OPTIONS



## LARIAT WEBSITE

BAYLORLARIAT.COM

## SOCIAL MEDIA



PLEASE NOTE:  
maximum of 2 pushes per week  
per business per platform



**TWITTER**  
@BULARIAT

1020 x 512 pixels  
character max: 265



single post:  
\$75  
weekly  
package:  
\$125  
monthly  
package:  
\$450



**INSTAGRAM**  
@BAYLORLARIAT

1080 x 1080 pixels  
character max: 265



single post:  
\$50  
weekly  
package:  
\$90  
monthly package:  
\$175



**FACEBOOK**  
/BAYLORLARIAT/

1200 x 630 pixels  
character max: 265



single post:  
\$50  
weekly  
package:  
\$90  
monthly package:  
\$175



Tuesday, April 25

### MASTHEAD

Here's what you need to know today:

#### NEWS



Business students offered opportunity to manage \$14.5 million through practicum

University of Texas at Dallas students and faculty members, including business school students, are participating in a practicum program that will allow them to manage a real-world business through the support of experienced professionals.

#### NEWS AD

#### SPORTS



Sports: Texas Tech's biggest win yet for season starting quarterback this week

After a long season, Texas Tech's quarterback, David Jarmon, has finally found his rhythm. In his first game, he threw for 200 yards and two touchdowns, leading the team to a victory over their rival, Baylor.

#### SPORTS AD

#### ARTS & LIFE



West Author Event brings together international experience, writing

A writer, a filmmaker, a musician, and a poet are coming to the University of Texas at Dallas to share their experiences and insights with the community.

#### ARTS AD

#### OPINION



Write to legislators, your voice matters

We invite the community to write to their legislators and express their views on the issues that matter most to them.

#### OPINION AD



### LARGE BANNER

468 x 200 pixels

### SMALL BANNER

468 x 100 pixels

### masthead

LARGE

SMALL

week: \$400  
month: \$1200

week: \$300  
month: \$900

### news ad

LARGE

SMALL

week: \$350  
month: \$1050

week: \$250  
month: \$750

### sports ad

LARGE

SMALL

week: \$300  
month: \$900

week: \$200  
month: \$600

### arts & life ad

LARGE

SMALL

week: \$300  
month: \$900

week: \$200  
month: \$600

### opinion ad

LARGE

SMALL

week: \$275  
month: \$825

week: \$175  
month: \$525

PLEASE NOTE:  
to keep the integrity of the newsletter,  
space is limited to 2 advertisements  
per section. masthead space is limited to  
1 business. first come - first served.

### masthead

### opening pop-up

### premium box

### regular box

### section banner

### regular box

### regular box

### regular box

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### opening pop-up

1000 x 800 pixels

week: \$400  
month: \$1000  
semester: \$3000

### masthead

728 x 90 pixels

week: \$300  
month: \$900  
semester: \$2700

### premium box

300 x 600 pixels

week: \$250  
month: \$750  
semester: \$2250

### regular box

300 x 250 pixels

week: \$200  
month: \$600  
semester: \$1800

### section banner

468 x 60 pixels

week: \$175  
month: \$525  
semester: \$1575

### footer banner

728 x 90 pixels

week: \$100  
month: \$300  
semester: \$900

FOR ANALYTICS ON EACH OF OUR PLATFORMS,  
CHECK OUT OUR FULL MEDIA KIT OR ASK YOUR SALES REPRESENTATIVE.

**BAYLOR LARIAT**  
News for the students by the students

Lariat Advertising  
One Bear Place #97330  
Waco, Texas 76733

Contact Us:  
(254) 710-3407  
Lariat\_ads@baylor.edu

**SIC 'EM!**





# PRINT OPTIONS

## SPECIAL PRINT PUBLICATIONS

### FALL 2023

Welcome Back Baylor	August 21st
Football preview	August 30th
Housing Edition	September 13th
The Foodie	October 4th
Homecoming	October 26th
Holiday Special	November 8th
Lariat's Choice	November 30th

### SPRING 2024

Spring Welcome Back	January 24th
Black History Month	February 1st
All-University Sing	TBD
Women's History Month	March 11th
March Madness	March 18th
Wedding Edition	April 3rd
Lariat's Choice	April 24th

### SUMMER 2024

Summer Visitors' Guide

May 15th

7,000 copies printed

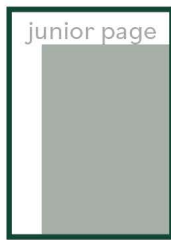
each publication prints 3,500 copies  
distribution: 60 locations - Baylor campus  
(visit [baylorlariat.com](http://baylorlariat.com) for distribution map)

### ..BROADSHEET..



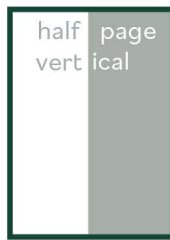
full page

10" X 20"  
\$1,285



junior page

8.3" X 16"  
\$923



half page  
vertical

4.9" X 20"  
\$743



half page  
horizontal

10" X 10"  
\$743



flier box

6.6" X 10"  
\$562



third page

10" X 6"  
\$562



quarter  
page

4.9" X 10"  
\$471



eighth  
page

4.9" X 5"  
\$236



business  
cards

large: 3.25" x 5"  
medium: 3.25" x 3"  
small: 3.25" x 2"  
\$140  
\$61 sm  
\$79 md lg

### ..TABLOID..



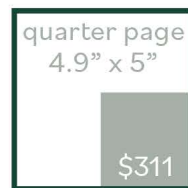
full page  
10" x 10"

\$848



half page  
4.9" x 10"

\$490



quarter page  
4.9" x 5"

\$311



eighth page  
4.9" x 3"

\$156

### INSERTS + POST ITS

reservation includes full color  
and single or multi-fold insertion

**\$525 per insertion**

insertion instructions:

Mail to:

Bryan College Station Eagle  
1729 Briarcrest Drive  
Bryan, TX 77802  
(979) 776-4444

Label all materials:

"Baylor University"  
-Name of Business-  
-Piece Count-  
-Insertion Date-

Inserts should be in boxes or  
shrink wrapped in skids.

Separate insertion dates should  
be treated as separate shipments.

### ADD-ONS

design services:  
20% of print ad cost

premium position:  
10% of print ad cost

- page 3, back page  
(junior page size minimum)
- Center fold  
(half spread minimum)

for more information regarding special print publications, refer to our full media kit

