ABOUT OUR STAFF

OUR STUDENT STAFF IS A PART OF YOUR TARGET MARKET. THEREFORE, THEY ARE GOING TO BE YOUR BEST TOOL TO UNDERSTANDING HOW THAT MARKET THINKS AND REACTS.

WHEN PLANNING YOUR ADVERTISING CAMPAIGN WITH US, PLEASE UTILIZE THE ADVERTISING STAFF FOR IDEAS, STRATEGIES, ANALYTICS AND OPINIONS.

WHEN YOU SUCCEED, WE SUCCEED!

AWARDS

2017-2018 A TOTAL OF 147 LARIAT AWARDS, INCLUDING

“UNIVERSITY NEWSPAPER OF THE YEAR”
ASSOCIATED PRESS MANAGING EDITORS OF TEXAS

“BEST STUDENT NEWSPAPER”
HOUSTON PRESS CLUB

“FIRST PLACE OVERALL NEWSPAPER”
BAPTIST COMMUNICATORS ASSOCIATION

“BEST USE OF SOCIAL MEDIA IN BREAKING NEWS”
TEXAS INTERCOLLEGIATE PRESS ASSOCIATION

“FIRST PLACE NEWSWRITING”
COLUMBIA SCHOLASTIC PRESS ASSOCIATION

WHAT IS THE LARIAT

WHO WE ARE


PRINT DISTRIBUTION & OUTLETS

BAYLOR LARIAT NEWSPAPER
EVERY TUESDAY AND FRIDAY
4,000 PAPERS ARE DISTRIBUTED ACROSS THE BAYLOR CAMPUS

MOODY LIBRARY
POAGE LIBRARY
JONES LIBRARY
PENLAND CAFETERIA
BU BOOKSTORE
BROOKS GREAT HALL
COMMON GROUNDS
FAMILY AND CONSUMER SCIENCES
MEMORIAL CAFETERIA
ARMSTRONG BROWNING LIBRARY
WACO HALL
TIDWELL BIBLE BUILDING
FACULTY CENTER
DPS GARAGE
DEPARTMENT OF PUBLIC SAFETY
CARROLL LIBRARY
DRAPER
OLD MAIN
BURLESON
PAT NEFF HALL
BAYLOR COUNSELING CENTER
BILL DANIEL STUDENT CENTER
CARROLL SCIENCE HALL
MORRISON HALL
CASTELLAW COMMUNICATIONS
TRUETT SEMINARY
DUTTON PARKING GARAGE
ROGERS ENGINEERING
HOOPER SCHAEFER FINE ARTS
LEWIS ART BUILDING
MUSIC SCHOOL
BAYLOR SCIENCES BLDG
STUDENT LIFE CENTER
SID RICHARDSON
MARRS MCLEAN SCIENCE
MARRS MCLEAN GYM
FOSTER BUSINESS BUILDING
EAST VILLAGE
MAYBORN MUSEUM COMPLEX
LAW SCHOOL
ROBINSON TOWER
BAYLOR CLUB
BROTHERS MANAGEMENT
COMMON GROUNDS

MORNING BUZZ E-NEWSLETTER
EVERY TUESDAY THROUGH FRIDAY
AN EMAILED NEWSLETTER WILL BE SENT TO A PROJECTED 20,000 BAYLOR STUDENTS, FACULTY AND STAFF

WWW.BAYLORLARIAT.COM
UPDATED DAILY THROUGHOUT THE DAY,
THE LARIAT WEBSITE PROVIDES PROMPT NEWS TO USERS FROM ALL 50 STATES.

THE BAYLOR LARIAT APP
PROVIDES STORIES WITH EASE IN ADDITION TO STUDENT MOBILE-FOCUSED TOOLS TO KEEP STUDENTS INVOLVED IN THE NEWS AND THEIR COMMUNITY.

*Visit http://baylorlariat.com/advertising for a complete list of our publication policies

254.710.3407 Lariat_Ads@baylor.edu
**MEET OUR AUDIENCE**

**ENROLLMENT** 2017-2018

14,316 Undergrad Students  
1,811 Grad Students  
385 Law  
348 Truett Seminary  
199 Grad Military Program  
3,205 Faculty & Staff

**DEMOGRAPHICS**

Average age of all Baylor students  

21 years old

35.3% Minority  
64.7% Nonminority

57.1% Female  
42.9% Male

65% of students live off campus or commute

**TOP TEN LEADING STATES OF ORIGIN**

1. Texas  
2. California  
3. Colorado  
4. Illinois  
5. Oklahoma  
6. Florida  
7. Tennessee  
8. Louisiana  
9. Missouri  
10. Arizona

**TOP TEN LEADING COUNTIES OF ORIGIN**

1. Harris  
2. McLennan  
3. Tarrant  
4. Dallas  
5. Collin  
6. Travis  
7. Bexar  
8. Denton  
9. Fort Bend  
10. Montgomery

At the Baylor Lariat advertising office, we genuinely strive to help our advertisers get the results they want from their marketing budget.

We do our best to provide you with the information you need to make an educated decision on when, how and where to focus your advertising campaign.

**BAYLOR IS THE #1 employer IN WACO**

with 3,205 employees (students are not your only target at Baylor)

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"Fall 2017 Facts." Fall Facts, pp. 1–2., www.baylor.edu/irt/.


254.710.3407 Lariat_Ads@baylor.edu
INCREASING BRAND AWARENESS
Print marketing is consistently available for consumers to notice; print also gets shared through work, student, dining and home environments.

GAINING CREDIBILITY
Consumers can read print advertisements without having to worry about being taken to an illegitimate website. This removes the fear of scammers, malware, and ad tracking software, thereby increasing credibility.

CONSUMER ENGAGEMENT
Consumers take time to read print actively. Whereas online advertisements are quickly glanced at, print advertising is actually read.

LIFE OF ADVERTISEMENT LIFESPAN
Print advertising can remain in plain sight far longer than online advertising can.

INCREASING LEAD GENERATION
Though print advertising does not have the mass reach available through online portals, it can provide leads of a higher quality. Customers who have acted on a print ad have spent more time studying your business before deciding to act on it. This, in turn, will lead to a stronger, longer-lasting interest following their purchasing decision.

COMBINING ONLINE AND PRINT ADVERTISING TO MAXIMIZE MARKETING EFFORTS
For an effective marketing campaign that can produce the desired outcome, print ads should be combined with online advertising.

Combining both forms of advertising will ensure that your brand marketing campaign is gaining the most significant advantages of each type of advertising. This will ensure that your advertising efforts are maximized for success.

STANDARD RATE PRICING

<table>
<thead>
<tr>
<th>Rate Type</th>
<th>PCI Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>National Rate</td>
<td>$13.00 PCI</td>
</tr>
<tr>
<td>Local Rate</td>
<td>$11.50 PCI</td>
</tr>
<tr>
<td>Campus/Non-Profit Rate</td>
<td>$10.00 PCI</td>
</tr>
</tbody>
</table>

Frequency Print Discounts

<table>
<thead>
<tr>
<th>Discount Period</th>
<th>Discount</th>
</tr>
</thead>
<tbody>
<tr>
<td>4 - 7 times</td>
<td>5% discount</td>
</tr>
<tr>
<td>8 - 11 times</td>
<td>10% discount</td>
</tr>
<tr>
<td>12 - 23 times</td>
<td>20% discount</td>
</tr>
<tr>
<td>24 + times</td>
<td>25% discount</td>
</tr>
</tbody>
</table>

Campus/Non-Profit Discounts

<table>
<thead>
<tr>
<th>Discount Period</th>
<th>Discount</th>
</tr>
</thead>
<tbody>
<tr>
<td>8 - 11 times</td>
<td>10% discount</td>
</tr>
<tr>
<td>12 - 23 times</td>
<td>20% discount</td>
</tr>
<tr>
<td>24 + times</td>
<td>25% discount</td>
</tr>
</tbody>
</table>

Prepinted Insert/Post-It Pricing

<table>
<thead>
<tr>
<th>Insert Type</th>
<th>Flat Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Insert Reservation</td>
<td>$500</td>
</tr>
<tr>
<td>Post-it Reservation</td>
<td>$550</td>
</tr>
<tr>
<td>Minimum Size</td>
<td>6.5 x 7 inches</td>
</tr>
<tr>
<td>Maximum Size</td>
<td>11 x 11 inches</td>
</tr>
</tbody>
</table>

Additional Print Options

<table>
<thead>
<tr>
<th>Print Option</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Color Add-on ≤ 20 CI</td>
<td>$75</td>
</tr>
<tr>
<td></td>
<td>&gt; 20 CI</td>
</tr>
<tr>
<td>Design Services ≤ 30 CI</td>
<td>$2 PCI</td>
</tr>
<tr>
<td></td>
<td>&gt; 30 CI</td>
</tr>
<tr>
<td>Special Issues</td>
<td>$25</td>
</tr>
<tr>
<td>Premium Positioning</td>
<td>$200</td>
</tr>
<tr>
<td>minimum of half page</td>
<td></td>
</tr>
</tbody>
</table>

Keep in touch with your Baylor Lariat advertising representative about any additional Baylor events that may be approaching.
Important Baylor Dates

**Baylor Football**

- Baylor vs ACU - September 1
- Baylor at UTSA - September 8
- Baylor vs Duke - September 15
- Baylor vs Kansas - September 22
- Baylor at Oklahoma - September 29
- Baylor vs Kansas State - October 6
- Baylor at Texas - October 13
- Baylor at West Virginia - October 25
- Baylor at Iowa State - November 10
- Baylor vs TCU - November 17
- Baylor vs Texas Tech - November 24

*Special summer rates apply. Ask your representative for more information.*

**Baylor Basketball**

Covered by the Baylor Lariat

November 2018 - March 2019

(Contact us in September to ask about our Baylor Basketball preview coverage)

**Additional Events**

- Baylor Premiere - October 13
- Christmas on 5th - November 29
- The Bearathon - Late March 2019
- Stompfest - Early April 2019

**2018-2019 Special Edition Dates**

- **Welcome Back Fall** - August 20, 2018
  - **Deadline** - August 8, 2018
- **Family Weekend** - September 28, 2018
  - **Deadline** - September 25, 2018
- **Homecoming** - November 2, 2018
  - **Deadline** - October 30, 2018
- **Graduation Fall** - November 30, 2018
  - **Deadline** - November 27, 2018
- **Welcome Back Spring** - January 18, 2019
  - **Deadline** - January 15, 2019
- **SING ISSUE** - February 22, 2019
  - **Deadline** - February 19, 2019
- **Diadeloso** - April 10, 2019
  - **Deadline** - April 5, 2019
- **Graduation Spring** - May 3, 2019
  - **Deadline** - April 30, 2019

*Special summer rates apply. Ask your representative for more information.*
Lariat Contact Info

**Lariat Website**

**WWW.BAYLORLARIAT.COM**

**MASTHEAD AD**

**News**

**BOX 1 AD**

**Podcast**

**Twitter**

**Sports**

**BOX 2 AD**

**A&L**

**BOX 3 AD**

**Instagram**

**Photo**

**LTVN**

**Morning Buzz**

**Placement**

<table>
<thead>
<tr>
<th></th>
<th>Dimensions</th>
<th>Pricing</th>
</tr>
</thead>
<tbody>
<tr>
<td>Masthead</td>
<td>728 x 90 pixels</td>
<td>$500 / $2,000</td>
</tr>
<tr>
<td>Box 1</td>
<td>300 x 400 pixels</td>
<td>$450 / $1,800</td>
</tr>
<tr>
<td>Box 2</td>
<td>300 x 250 pixels</td>
<td>$350 / $1,400</td>
</tr>
<tr>
<td>Box 3</td>
<td>300 x 250 pixels</td>
<td>$250 / $1,000</td>
</tr>
</tbody>
</table>

Ads are placed on an ad rotator which will change every few seconds. No more than four ads will ever occupy the same position at one time. Clicks and impressions will be sent at the end of the scheduled online contract upon request.

**Spend $1,000 in PRINT, Get 50% OFF of your BAYLORLARIAT.COM Advertising!**

**ONLINE STATS!**

**Average Sessions/Month**

**55,968**

**Average Pageviews/Month**

**77,402**

**Placement**

<table>
<thead>
<tr>
<th></th>
<th>Impressions</th>
<th>Clicks</th>
</tr>
</thead>
<tbody>
<tr>
<td>Masthead</td>
<td>557,082</td>
<td>28</td>
</tr>
<tr>
<td>Box 1</td>
<td>483,618</td>
<td>24</td>
</tr>
<tr>
<td>Box 2</td>
<td>124,580</td>
<td>6</td>
</tr>
<tr>
<td>Box 3</td>
<td>118,558</td>
<td>4</td>
</tr>
</tbody>
</table>

**Individual results may differ based on advertisement content and market interest.**

Lariat Online statistics were provided by Google Analytics and AdRotator based on the 2017-2018 academic year. Online advertising statistics were determined based on the advertisements that were scheduled and tracked during the 2017-2018 academic year. Advertisement content and number of ads in rotation affect the outcome of the statistics taken for online advertising.
### Morning Buzz Subscribers

- **Total Morning Buzz Subscribers**: 17,300
- **Average E-Mail Open Rate**: 31.64%
- **Average E-Mail Click Rate**: 13.34%

85% of our subscribers access the Morning Buzz from a mobile phone.

### Pricing

<table>
<thead>
<tr>
<th>Section</th>
<th>Week</th>
<th>Month</th>
<th>Semester</th>
<th>Annual</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>MASTHEAD</strong></td>
<td>$300</td>
<td>$800</td>
<td>$2,750</td>
<td>$4,500</td>
</tr>
<tr>
<td><strong>NEWS SECTION</strong></td>
<td>$250</td>
<td>$700</td>
<td>$2,250</td>
<td>$4,000</td>
</tr>
<tr>
<td><strong>SPORTS SECTION</strong></td>
<td>$200</td>
<td>$600</td>
<td>$2,000</td>
<td>$3,500</td>
</tr>
<tr>
<td><strong>ARTS &amp; LIFE SECTION</strong></td>
<td>$200</td>
<td>$600</td>
<td>$2,000</td>
<td>$3,500</td>
</tr>
<tr>
<td><strong>OPINION SECTION</strong></td>
<td>$175</td>
<td>$525</td>
<td>$1,575</td>
<td>$3,000</td>
</tr>
</tbody>
</table>

### Dimensions

- **650 x 150 pixels**

### Special Event Publication Schedule

- **Projected near 20,000 in 2018-2019**
- **Average E-Mail Open Rate**: 21.92%
- **Comparative Industry Open Rate**: 4.55%
Why Digital?

**Engagement**
Online advertising lets you know a customer’s exact level of engagement. You can understand how much time they spent interacting with your ad, how much time they spent on your website, if they researched more of your products and whether that ad led to conversions.

**Flexibility**
Online advertising campaigns can be adjusted with a few clicks or keystrokes. You have the flexibility to respond to incoming data and make changes instantly.

**Build Brand Awareness**
Digital advertising campaigns can be used to drive traffic to your website and build brand awareness. Effectively targeted campaigns can create brand influencers and reach appropriate audiences.

Use the endless online display space to be creative with rich media, establish your online presence, make an emotional connection and get online consumers excited about who you are and what you have to offer. Online display enables brands to focus on their ideal audience and tailor messages that improve both recall and engagement.

**Reach Capabilities**
Placing your ad on a digital outlet gives you access to a global market, which gives your ad the potential to work 24 hours a day. The possibilities of online advertising are essentially limitless.

**Endless Insight**
Through your campaigns, you can know exactly which ads bring in the highest number of leads. You can find out how many impressions were served and how many times your ad was clicked on.

**Combining Online and Print Advertising to Maximize Marketing Efforts**
For an effective marketing campaign that can produce the desired outcome, print ads should be combined with online advertising. Combining both forms of advertising will ensure that your brand marketing campaign is gaining the most significant advantages of each type of advertising. This will ensure that your advertising efforts are maximized for success.

---

**Sic ‘Em Specials**

<table>
<thead>
<tr>
<th>Pushes</th>
<th>Per Week</th>
<th>Per Month</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>$25</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>$100</td>
<td></td>
</tr>
<tr>
<td>8</td>
<td>$190</td>
<td></td>
</tr>
<tr>
<td>12</td>
<td>$270</td>
<td></td>
</tr>
</tbody>
</table>

Each business is allowed one push per week.
Get details on the perimeters of your push from your Lariat advertising representative.

---

**App Pushes**

- **Dimensions:**
  Place your box ad in the news content as the reader is scrolling through the story.

- **Dimensions:**
  Your banner ad will have presence at the bottom of every page that the reader visits in the Lariat app.

- **Dimensions:**
  Your full screen ad will appear to the audience for every 4th page that the visitors click on.

---

[https://retargeter.com/blog/9-reasons-you-should-be-advertising-online/](https://retargeter.com/blog/9-reasons-you-should-be-advertising-online/)

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**THE LARIAT COMES TO LIFE!**

**AUGMENTED REALITY**

- Pop-Up Still Picture, Website, Email or Phone: $25
- 30-second video: $75
- 60-second video: $125

**BRING YOUR AD TO LIFE.**

- Give a guided tour through your apartments.
- Pop up a menu directly from your restaurant.
- Let your audience be able to see you cut into a steaming fresh filet right off the page.
- Give the capability of ordering tickets to your concert from a click of the finger from your print ad.
- Link your ad directly to your email, phone, survey or website.

**GET RESULTS!**

Talk to your Lariat advertising coordinator to discuss the requirements to schedule your AUGMENTED REALITY advertisement.
PACKAGES

**Student Coupon Package**

- Monthly: $200
- Semester: $700
- Yearly: $1,200

Get your business sized card coupon published in the Baylor Lariat print edition once a week and placed on the Lariat app for the run of your campaign.

This two tier campaign gives you more than one opportunity to reach your audience and allows them the ease of cutting out the coupon or simply bringing in their mobile device to take advantage of your business discount.

---

**Special Edition Package**

Buy 2 Special Print Issues: 10% OFF
Buy 4 Special Print Issues: 20% OFF
Buy 6 Special Print Issues: 25% OFF

*ad must be 30 column inches to qualify
**must be scheduled for the 2018-2019 school year

---

**Print/Website Package**

Spend $1,000 in Print, get 50% off of Website advertising

---

**Freshman Package**

*must be fulfilled within a 4 week period

- BaylorLariat.com
- Box 3 (4 weeks)
- Morning Buzz E-Newsletter
- A&L Banner (1 Week)
- Twitter - 1 push

**Sophomore Package**

*must be fulfilled within a 4 week period

- BaylorLariat.com
- Box 2 (4 weeks)
- Morning Buzz E-Newsletter
- Sports Banner (2 Weeks)
- Sic ‘Em Specials - 4 Pushes
- Twitter - 2 pushes
- Facebook - 2 pushes

**Junior Package**

*must be fulfilled within a 4 week period

- BaylorLariat.com
- Box 1 (4 weeks)
- Morning Buzz E-Newsletter
- News Banner (4 Weeks)
- Sic ‘Em Specials - 4 Pushes
- Lariat App
- Stationary Banner (2 Weeks)
- Twitter - 3 pushes
- Facebook - 3 pushes

**Senior Package**

*must be fulfilled within a 8 week period

- BaylorLariat.com
- Box 1 (8 weeks)
- Morning Buzz E-Newsletter
- News Banner (8 Weeks)
- Sic ‘Em Specials - 8 Pushes
- Lariat App
- Stationary Banner (8 Weeks)
- Twitter - 4 pushes
- Facebook - 4 pushes

**Special Edition Package**

Buy 2 Special Print Issues: 10% OFF
Buy 4 Special Print Issues: 20% OFF
Buy 6 Special Print Issues: 25% OFF

---

**Print/Website Package**

Spend $1,000 in Print, get 50% off of Website advertising

---

**DELIVERY FOR INSERTS AND POST-ITS**

Do not mail inserts or post-its to the Baylor Lariat Advertising Office. Please allow at least two weeks prior to desired run date to schedule the insertion.

**SPECIAL INSTRUCTIONS**

All deliveries must be marked with the following:

- “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.

---

**Deadline for Inserts and Post-Its**

Must be Scheduled 2 Weeks prior to run date.

A PDF Sample of the insert or post-it must be approved by the Lariat before printing.

All pre-printed materials must be delivered to the printer 10 days prior to the run date.

---

Please send your PRE-PRINTED Inserts or Post-Its to:

The Bryan/College Station Eagle
1729 Briarcrest Dr.
Bryan, TX.  77802
(979) 776-4444
Baylor Lariat Policies

1. All advertisements must be prepaid by deadline without exception.
2. The regulations, prices and deadlines set forth in this rate and information schedule apply to all advertisers.
3. Any checks that are returned for insufficient funds will be charged a $25 fee, and the customer will no longer be allowed to pay by check.
4. All rates are net (non-commissionable) to the Baylor Lariat. It is the responsibility of all agencies to figure their own commissions and discounts in addition to this net rate.

Thank you for choosing the Baylor Lariat as your advertising partner!