**The Morning Buzz**
Lariat E-Newsletter

Reaching over 17,000 subscribers every Tuesday - Friday

**Large Banners**
468 x 200 PIXELS

- **MASTHEAD**
  - WK: $400 MO: $1200
- **NEWS**
  - WK: $350 MO: $1000
- **SPORTS**
  - WK: $300 MO: $900
- **ARTS**
  - WK: $300 MO: $900
- **LTBN**
  - WK: $275 MO: $825
- **OPINION**
  - WK: $250 MO: $750

**Small Banners**
468 x 100 PIXELS

- **MASTHEAD**
  - WK: $300 MO: $900
- **NEWS**
  - WK: $250 MO: $750
- **SPORTS**
  - WK: $200 MO: $600
- **ARTS**
  - WK: $200 MO: $600
- **LTBN**
  - WK: $175 MO: $525
- **OPINION**
  - WK: $150 MO: $450

**www.BaylorLariat.com**
Website

Receiving over 67,000 page visits per month

**Website Positions**

- **SEMESTER AND ANNUAL PACKAGES AVAILABLE**

**National Rate**

- OPENING POP-UP: $12 CPM
- MASTHEAD: $10 CPM
- PROMO BOX: $10 CPM
- PREMIUM BOX: $10 CPM
- REGULAR BOX: $8 CPM
- SECTION BANNER: $8 CPM
- SECTION SPONSOR: $10 CPM

**Local Rate**

- OPENING POP-UP: $300 MO: $900
- MASTHEAD: $300 MO: $900
- PROMO BOX: $250 MO: $750
- PREMIUM BOX: $200 MO: $600
- REGULAR BOX: $200 MO: $600
- SECTION BANNER: $175 MO: $525
- SECTION SPONSOR: $250 MO: $750

Section Sponsor appears in the section of choice on the homepages and the page of each adjoining page of the chosen section.

BU Departments and Organizations please reach out to your sales representative for Baylor pricing

**DIGITAL OPTIONS**

**#BaylorLariat**
Social Media

There is a max of 2 pushes per week per business per social media outlet.

**Twitter**

- Post requirements: 1024 x 512 pixels max 265 characters
- Followers: 10.1K
- Base Rate: $50
- Weekly Package: $75
- Monthly Package: $250

**Instagram**

- Post requirements: 612 x 612 pixels max 125 characters
- Followers: 2.9K
- Base Rate: $25
- Weekly Package: $40
- Monthly Package: $125

**facebook**

- Post requirements: 1200 x 630 pixels max 265 characters
- Followers: 3.6K
- Base Rate: $25
- Weekly Package: $40
- Monthly Package: $125
PRINT OPTIONS

BROADSHEET

- Full Page
- Junior Page
- Half Page
  - Vertical
  - Horizontal
- Quarter Page
- Eighth Page
- Business Cards

SIZE

- Full Page: 10” x 20” $1,285
- Junior Page: 8.3” x 16” $923
- Half Page - Vertical: 10” x 10” $743
- Half Page - Horizontal: 4.9” x 20” $743
- Third Page Banner: 10” x 6” $562
- Flier Box: 6.6” x 10” $562
- Quarter Page: 4.9” x 10” $471
- Eighth Page Box: 4.9” x 5” $236
- Business Card (Large): 3.25” x 5” $140
- Business Card (Medium): 3.25” x 3” $79
- Business Card (Small): 3.25” x 2” $61

TABLOID (Tab)

- Full Page
- Half Page

SIZE

- Full Page: 10” x 10” $848
- Half Page: NA

DIMENSIONS

- NA
- 4.9” x 10” $490

RATE

- NA
- 4.9” x 5” $311
- 4.9” x 3” $156

INSERTS $150/CPM

Deadline for Delivery: TO BRYAN/College Station Eagle 7 DAYS PRIOR TO INSERTION

Minimum Size: 6.5” x 7”
Maximum Size: 11” x 11”

Reservation includes full color and single or multi-fold insertion

Speak to your sales associate for INSERT MAILING INSTRUCTIONS

Add-Ons

Color: NOW INCLUDED IN ALL PRINT ADS
Premium Positioning: 10% of ad cost (Junior Page Minimum)
  - Page 3
  - Back Page
  - DoubleTruck - Center Fold

Design Services - 20% of ad

Contact us: (254) 710-3407 Lariat_Ads@baylor.edu
Billing Address: Lariat Advertising One Bear Place #97330 Waco, TX 76333
Please place invoice number on all check payments

SPECIAL PRINT PUBLICATIONS

7,000 COPIES PRINTED FOR EACH SPECIAL EDITION

Schedule is subject to change per Baylor University academic schedule

Welcome Back Baylor
- Print: August 24, 2020
- Deadline: August 14, 2020

Family Weekend
- Print: September 18, 2020
- Deadline: September 11, 2020

Housing Tab
- Print: September 29, 2020
- Deadline: September 22, 2020

Homecoming
- Print: October 23, 2020
- Deadline: October 16, 2020

2020 Election Edition
- Print: November 4, 2020
- Deadline: November 10, 2020

Holiday Tab
- Print: November 17, 2020
- Deadline: November 10, 2020

Welcome Back Spring
- Print: January 14, 2021
- Deadline: January 7, 2021

2021 Inaugural Edition (tentative)
- Print: January 21, 2021
- Deadline: January 14, 2021

Health Tab
- Print: February 2, 2021
- Deadline: January 26, 2021

All University Sing
- Print: February 19, 2021
- Deadline: February 12, 2021

Spring Break Tab
- Print: March 2, 2021
- Deadline: February 23, 2021

March Madness (tentative)
- Print: March 17, 2021
- Deadline: March 10, 2021

Career Tab
- Print: March 30, 2021
- Deadline: March 23, 2021

Graduation
- Print: April 27, 2021
- Deadline: April 19, 2021