DIGITAL OPTIONS

Lariat Advertising One Bear Place #97330 Waco, TX 76633 Contact us: (254) 710-3407 Lariat_Ads@baylor.edu

Lariat Website

www.BaylorLariat.com

Receiving over **67,000 page visits** per month.

WEBSITE POSITIONS

NATIONAL RATE

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

LOCAL RATE

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

PROMO BOX WK \$250 MO \$750

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

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



Social Media







#BaylorLariat

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

🜀 Instagram

Post requirements: 1024 x 512 pixels max 265 characters

 Followers
 3.6 K

 Base Rate
 \$25

 Weekly Package
 \$40

 Monthly Package
 \$125

facebook

Post requirements: 1200 x 630 pixels max 265 characters

Followers 3.8 K

Base Rate \$25

Weekly Package \$40

Monthly Package \$125

Twitter

Post requirements: 1024 x 512 pixels max 265 characters

Followers 10.1 K
Base Rate \$50
Weekly Package \$75
Monthly Package \$250

Lariat E-Newsletter



Reaching over 17,000 subscribers every Tuesday - Friday

SMALL BANNERS

468 X 100 PIXELS

MASTHEAD

WK \$300 MO \$900

NEW S

WK \$250 MO \$750

SPORTS

WK \$200 MO \$600

ARTS

WK \$200 MO \$600

LTVN

WK \$175 MO \$525

UPINIUNS

WK \$150 MO \$450

LARGE BANNERS

468 X 200 PIXELS

MASTHEAD

WK \$400 MO \$1200

NEWS

WK \$350 MO \$1050

SPORTS

WK \$350 MO \$900

ARTS

WK \$300 MO \$900

LTV

WK \$275 MO \$825

OPINIONS

WK \$250 MO \$750

MASTHEAD



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NEWS AD

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ARTS AD



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LTVN AD



OPINIONS AD



PRINT OPTIONS

Special Print Publications

3,500 COPIES PRINTED FOR EACH SPECIAL EDITION

Schedule is subject to change per Baylor University academic schedule

WELCOME BACK BAYLOR

August 23, 2021 PRINT: **DEADLINE:** August 13, 2021

FOOTBALL PREVIEW

September 1, 2021 PRINT: **DEADLINE:** August 27, 2021 HOUSING TAB - Family Weekend PRINT: September 22, 2021 **DEADLINE:** September 17, 2021 HOMECOMING - Basketball PRINT: October 14, 2021

DEADLINE: FOODIE TAB

PRINT: October 26, 2021 **DEADLINE:** October 21, 2021

October 11, 2021

GREEK SPECIAL TAB

PRINT: November 3, 2021 **DEADLINE:** October 29, 2021

HOLIDAY TAB

PRINT: November 16, 2021 **DEADLINE:** November 11, 2021

FALL BREAK LARIAT TAB

PRINT: December 1, 2021 **DEADLINE:** November 18, 2021

NEW YEARS EDITION

January 21, 2022 PRINT: DEADLINE: January 18, 2022

BLACK HISTORY MONTH TAB

PRINT: February 2, 2022 January 28, 2022 DEADLINE:

ALL-UNIVERSITY SING

February 18, 2022 PRINT: February 15, 2022 DEADLINE:

SPRING BREAK TAB

PRINT: March 1, 2022 DEADLINE: February 24, 2022

MARCH MADNESS

March 16, 2022 PRINT: **DEADLINE:** March 4, 2022

POP CULTURE ARTS TAB

PRINT: March 29, 2022 **DEADLINE:** March 24, 2022

WEDDING TAB

PRINT: April 12, 2022 **DEADLINE:** April 7, 2022

YEAR-END LARIAT TAB

May 3, 2<mark>0</mark>22 PRINT: DEADLINE: April 29, 2022

SUMMER VISITORS' TAB (SEPARATE PRICING)

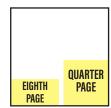
May 17, 2022 PRINT: **DEADLINE:** April 29, 2022

COLOR IS NOW INCLUDED WITH ALL PRINT ADVERTISING!

Tabloid (Tab)

FULL PAGE

HALF PAGE



DIMENSIONS	RATE
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

Broadsheet

FULL PAGE

JUNIOR PAGE

HALF PAGE VERTICAL

HALF PAGE HORIZONTAL **FLIER BOX**



QUARTER PAGE





SIZE	DIMENSIONS	RATE
Full Page	10" x 20"	\$1,285
Junior Page	8.3" x 16"	\$923
Half-Page Horizontal	10" x 10"	\$743
Half-Page Vertical	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

ADD-ONS

COLOR: NOW INCLUDED IN ALL PRINT ADS PREMIUM POSITIONING: 10% OF AD COST

(Junior Page Minimum)

- Page 3 - Back Page

Double Truck - Center Fold

Design Services: 20% OF AD

INSERTS & POST-ITS \$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



Please place invoice number on all check payments.