

Lariat Advertising
One Bear Place #97330
Waco, TX 76733

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.



Post requirements: 1024 x 512 pixels
max 265 characters

Followers	3.6 K
Base Rate	\$25
Weekly Package	\$40
Monthly Package	\$125



Post requirements: 1200 x 630 pixels
max 265 characters

Followers	3.8 K
Base Rate	\$25
Weekly Package	\$40
Monthly Package	\$125



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

NEWS

WK \$250 MO \$750

SPORTS

WK \$200 MO \$600

ARTS

WK \$200 MO \$600

LTVN

WK \$175 MO \$525

OPINIONS

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

LTVN

WK \$275 MO \$825

OPINIONS

WK \$250 MO \$750

MASTHEAD



Learn more about our masthead advertising. It's the most prominent and highest visibility ad space on our website.

NEWS AD

Learn more about our news advertising. It's the most prominent and highest visibility ad space on our website.



Learn more about our sports advertising. It's the most prominent and highest visibility ad space on our website.

SPORTS AD

Learn more about our sports advertising. It's the most prominent and highest visibility ad space on our website.



Learn more about our arts advertising. It's the most prominent and highest visibility ad space on our website.

ARTS AD



Learn more about our arts advertising. It's the most prominent and highest visibility ad space on our website.

LTVN AD



Learn more about our LTVN advertising. It's the most prominent and highest visibility ad space on our website.

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

FALL

WELCOME BACK BAYLOR

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

FOOTBALL PREVIEW

PRINT: September 1, 2021
DEADLINE: August 27, 2021

HOUSING TAB - Family Weekend

PRINT: September 22, 2021
DEADLINE: September 17, 2021

HOMECOMING - Basketball

PRINT: October 14, 2021
DEADLINE: October 11, 2021

FOODIE TAB

PRINT: October 26, 2021
DEADLINE: October 21, 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

SPRING

NEW YEARS EDITION

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

BLACK HISTORY MONTH TAB

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

ALL-UNIVERSITY SING

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

SPRING BREAK TAB

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

MARCH MADNESS

PRINT: March 16, 2022
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

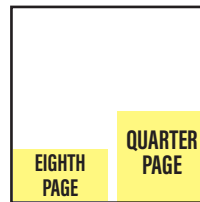
PRINT: May 3, 2022
DEADLINE: April 29, 2022

SUMMER VISITORS' TAB (SEPARATE PRICING)

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

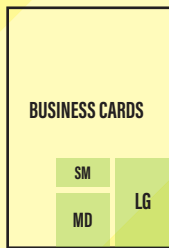
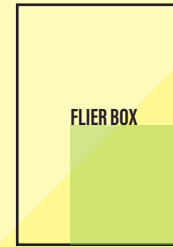
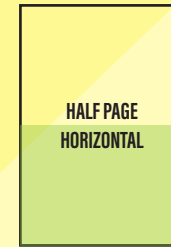
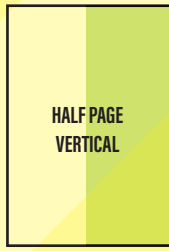
COLOR IS NOW INCLUDED WITH ALL PRINT ADVERTISING!

Tabloid (Tab)



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



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.