

# The Undergraduate Times

**Advertising and Marketing**

## **Individual Purchasing Options** (Per Month)

### **1. Website** (Variable Rates)

*Article Feature* (1 available)

Cost Per Mille Impression (One Thousand Impressions) - \$ 2.99

Additional Cost per Click - \$ 1.00

*Home Page Feature* (2 Available)

Cost Per Mille Impression (One Thousand Impressions) - \$ 3.99

Additional Cost per Click - \$ 1.50

### **2. Monthly Magazine** (Flat Rates)

Full-Color Page Advertisement (4 Available) - \$ 99.99

2-Page Spread (2 Available) - \$ 159.99

### **3. Podcast** (Flat Rates)

10-Seconds: Sponsorship Message - \$ 69.99

20-Seconds: Sponsorship Message - \$ 109.99

## **Specialty Marketing Packages**

### **1. Deluxe** (Flat Rate) - \$ 450.00 (Normal Cost: \$ 570.00)

- 30,000 Article Feature Impressions [No CPC]
- 20,000 Home Page Feature Impressions [No CPC]
- 2 Full-Color Page Magazine Ads
- 20 Seconds: Sponsorship Message(s)

### **2. Premier** (Flat Rate) - \$ 950.00 (Normal Cost: \$ 1130.00)

- 60,000 Article Feature Impressions [No CPC]
- 40,000 Home Page Feature Impressions [No CPC]
- 2 Full Page Magazine Ads
- 1 2-Page Magazine Spread
- 40-Seconds: Sponsorship Message(s)

### **3. Custom** (Flat Rate) - To Be Determined

- Article Feature Impressions
- Home Page Feature Impressions
- Magazine Ads [Full Page or Spread]
- Sponsorship Message Seconds

## Design Services

The *Undergraduate Times* staff presents the option of a complementary service to create your personal advertisement, with the purchase of a **Specialty Marketing Package** above!

**However**, we still offer our design services at an affordable and effective cost, sure to bring a strong return on investment!

With our team of graphic artists, analytics strategists, and marketing specialists, we are willing to write, draw, or frame what will suit your business best!

Once you have completed your purchase, we offer a 1-Hour Consulting & Design Session with our staff experts, based on what advertising options you selected.

**Website Advertisements** - Design Team, Analytics Team

**Magazine Advertisements** - Design Team, Marketing Team

**Podcast Advertisements** - Marketing Team, Analytics Team

For those who don't purchase two or more advertising options, our services are available at the following fees:

### **Website Advertisements**

1 Hour Consulting & Design Session - \$ 29.99

### **Magazine Advertisements**

1 Hour Consulting & Design Session - \$ 49.99

### **Podcast Advertisements**

1 Hour Writing and Delivery Session\* - \$ 39.99

\*We Offer a Choice of Voice Over Recorders (Ben, Gabby, Stephanie or Joseph)

## Contact Information

For advertising inquiries, please use the online submission form, or directly contact:

Joseph Robillard • Email: [robillardj@ugtimes.com](mailto:robillardj@ugtimes.com)

or

Mathew Pregasen • Email: [mathewpregasen@ugtimes.com](mailto:mathewpregasen@ugtimes.com)

# Advertising Order Form

Please select option and specify quantity.

## Website

- Article Feature (CPM + CPC) - Quantity: \_\_\_\_\_ Impressions
- Home Page Feature (CPM + CPC) - Quantity: \_\_\_\_\_ Impressions

## Magazine

- Full-Color Page Advertisement (\$ 99.99) - Quantity: \_\_\_\_\_
- 2-Page Full-Color Advertising Spread (\$ 159.99) - Quantity: \_\_\_\_\_

## Podcast

- 10-Second Sponsorship Message (\$ 69.99) - Quantity: \_\_\_\_\_
- 20-Second Sponsorship Message (\$ 109.99) - Quantity: \_\_\_\_\_

## Specialty Package

- Deluxe Deal (\$ 450.00) - Quantity: **1**
- Premier Deal (\$ 950.00) - Quantity: **1**
- Custom Deal (TBD) - Quantity: **1**

## Design Options

- COMPLIMENTARY DESIGN WITH PURCHASE OF 2 DIFFERENT CATEGORIES
- Web-Ad Design (\$ 29.99) - Quantity: \_\_\_\_\_ hours
- Magazine-Ad Design (\$ 49.99) - Quantity: \_\_\_\_\_ hours
- Podcast-Ad Creation (\$ 39.99) - Quantity: \_\_\_\_\_ hours

**TOTAL:** \_\_\_\_\_ [Please complete with aforementioned contacts]