

The background of the entire page is a repeating pattern of a logo. The logo consists of the words "the PRAIRIE" in a sans-serif font, with "the" in lowercase and "PRAIRIE" in uppercase. The text is contained within a square frame that has horizontal lines on the left and right sides, resembling a book cover or a folder. The pattern is light yellow and covers the entire page.

MEDIA

KIT

2018-19

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ABOUT 'US'

The Prairie provides a unique approach of inspiration, connection, and education to the West Texas A&M community. Since 1919, the Prairie has been a free source of information trusted by readers.

OUR 'AUDIENCE'

The Prairie allows businesses to have access to the most refined targeting segments in the Canyon and Amarillo area. The Prairie's segments are built by analyzing behavior, interests, and attitudes.

QUICK FACTS



\$5.8 M
SPENDING POWER

AVERAGE
AGE

25

56%

MEN



46%

WOMEN



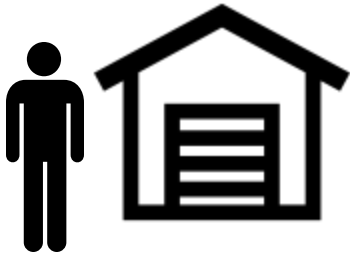
ENGLISH
SPANISH



10.9 K

DECISION MAKERS PER MONTH

AUDIENCE LIFESTYLES



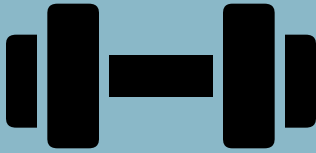
SMALL TOWN COLLEGIATES



SOCIABLE SEEKERS



PET & ANIMAL LOVERS



FITNESS ENTHUSIASTS



MATH & SCIENCE ADMIRERS



ADVENTURE SEEKERS



AUTOMOTIVE AFICIONADOS

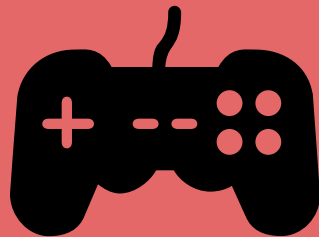
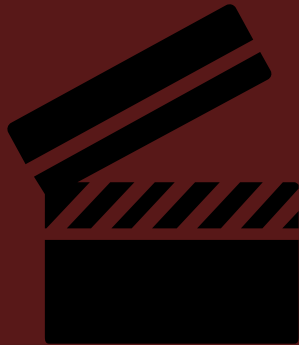
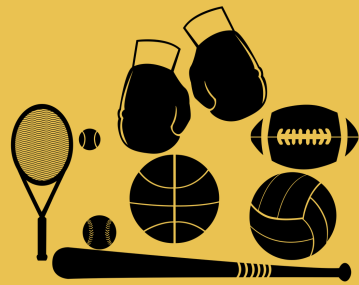


AVID READERS



DO-IT-YOURSELFERS

AUDIENCE INTERESTS



1,000

COPIES

25,930

IMPRESSIONS

PRINT



10

READERS PER
COPY

6

ISSUES PER
YEAR

PLATFORMS

'OPPORTUNITIES'

DIGITAL



3.5 K

SOCIAL MEDIA
REACH

2.5 K

PAGE VIEWS

325%

DIGITAL
GROWTH

1.2 k

MONTHLY
WEBSITE VISITORS

RATES & 'PRICES'

PRINT

DESCRIPTION	SIZE	PRICE
LARGE HORIZONTAL	10.2 * 4 INCHES	\$ 100
LARGE VERTICAL	4 * 9 INCHES	\$ 90
STANDARD	4 * 2.5 INCHES	\$ 80



SPECIAL DISCOUNTS

5+ issues 10%

Campus Organization 10%

DIGITAL

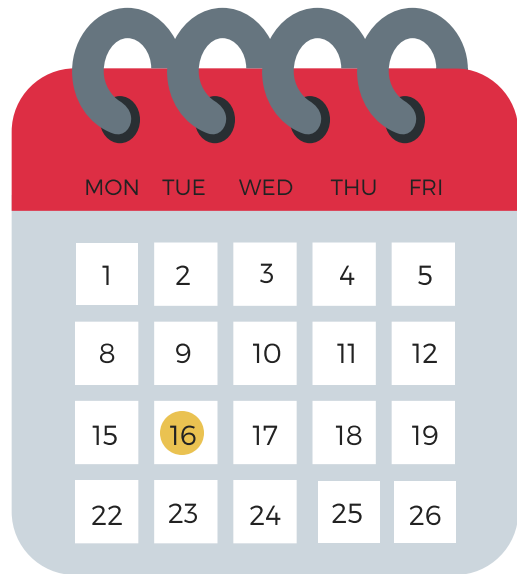
DESCRIPTION	SIZE	PRICE
HOME PAGE & SIDE BAR	300 * 250 PIXELES	\$ 80
LEADBOARD OR FOOTER LARGE	728 * 90 PIXELES	\$ 75
LEADBOARD OR FOOTER SMALL	205 * 90 PIXELES	\$ 40

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SEPTEMBER



OCTOBER



NOVEMBER



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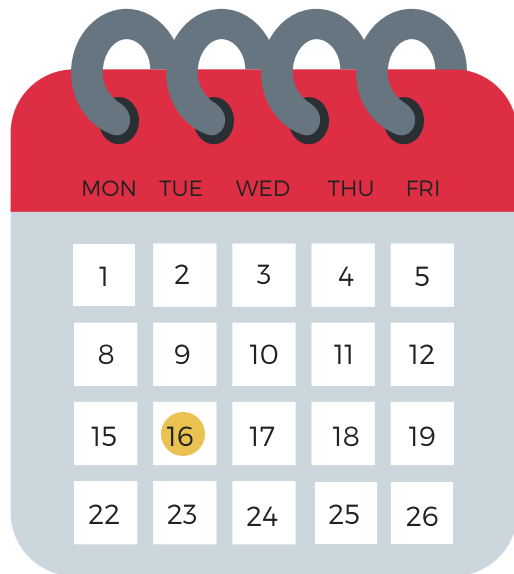
FEBRUARY



MARCH



APRIL



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POLICIES

ADVERTISING POLICY

The Prairie reserves the right to edit or reject advertising that does not comply with its policies and standards. The Prairie's liability for major errors lessening the value of an advertisement (with the exception of ink issues, unless the ad cannot be seen) will be limited to republishing a corrected version of the advertisement. The advertiser shall defend and hold The Prairie harmless against any claims of liability or loss asserted or established. Proof of ad publication will be supplied upon request. Composition, photography and artwork produced by The Prairie become the property of the student publication and may not be reproduced without prior written consent of the Advertising Manager, Editor or Adviser of the Student Publication. Ad position may be requested, but it is not implied or guaranteed.

SUBMITTING ADVERTISEMENT

Advertisers are responsible for designing their own advertisements, and all advertisements must adhere to the dimensions specified. Publication-ready ads can be submitted via e-mail or other digital method. We operate on Macintosh systems and accept the following file formats: PDF, EPS, JPEG and TIFF. TIFF, EPS (Photoshop, Illustrator) and PDF are preferred. All EPS fonts must be converted to outlines. Ads created using Microsoft Word are generally low resolution and do not reproduce well, above all circumstance please avoid this format.

FOR INQUIRIES AND MORE INFORMATION CONTACT THE PRAIRIE AT:



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