

Trinitonian
Advertising
Media Kit
2018-2019



1 in 2 students say they would respond to student discounts
8,500+ page views/week on trinitonian.com, leading to ads with 20,000 impressions/month
93% of students eat off campus at least once a week

A B O U T U S The Trinitonian is published every Friday, except for holidays and school breaks, through the spring and fall semesters. It reaches over **2,500 students, 750 faculty and staff, and countless parents and alumni all over the world.** It is the most prominent source of news on campus and the most effective way to reach students.

W H Y A D V E R T I S E As college students ourselves, we know best what students want from local businesses. Allow us to remove the burden of **promoting your business** or services by advertising with the Trinitonian. Let our knowledgeable staff make promoting your business an **enjoyable and stress-free experience.**

No ad? No problem!

Let our experienced in-house ad designers solve your problem with the purchase of any ad. Our services are free of charge. Please let your Account Executive know if you would like us to design your advertisements.

Publication Calendar

Fall 2018
Spring 2019

August '18							September '18							October '18							November '18							December '18						
SU	MO	TU	WE	TH	FR	SA	SU	MO	TU	WE	TH	FR	SA	SU	MO	TU	WE	TH	FR	SA	SU	MO	TU	WE	TH	FR	SA	SU	MO	TU	WE	TH	FR	SA
			1	2	3	4						1		1	2	3	4	5	6						1	2	3							1
5	6	7	8	9	10	11	2	3	4	5	6	7	8	7	8	9	10	11	12	13	4	5	6	7	8	9	10	2	3	4	5	6	7	8
12	13	14	15	16	17	18	9	10	11	12	13	14	15	14	15	16	17	18	19	20	11	12	13	14	15	16	17	9	10	11	12	13	14	15
19	20	21	22	23	24	25	16	17	18	19	20	21	22	21	22	23	24	25	26	27	18	19	20	21	22	23	24	16	17	18	19	20	21	22
26	27	28	29	30	31	23	24	25	26	27	28	29	28	29	30	31	25	26	27	28	29	30	23	24	25	26	27	28	29	30	31			

January '19							February '19							March '19							April '19							May '19							
SU	MO	TU	WE	TH	FR	SA	SU	MO	TU	WE	TH	FR	SA	SU	MO	TU	WE	TH	FR	SA	SU	MO	TU	WE	TH	FR	SA	SU	MO	TU	WE	TH	FR	SA	
		1	2	3	4	5						1	2						1	2		1	2	3	4	5	6					1	2	3	4
6	7	8	9	10	11	12	3	4	5	6	7	8	9	3	4	5	6	7	8	9	7	8	9	10	11	12	13	5	6	7	8	9	10	11	
13	14	15	16	17	18	19	10	11	12	13	14	15	16	10	11	12	13	14	15	16	14	15	16	17	18	19	20	12	13	14	15	16	17	18	
20	21	22	23	24	25	26	17	18	19	20	21	22	23	17	18	19	20	21	22	23	21	22	23	24	25	26	27	19	20	21	22	23	24	25	
27	28	29	30	31	24	25	26	27	28	24	25	26	27	28	29	30	28	29	30	26	27	28	29	30	31										

Regular Edition **Special Edition**
Web-only

August 17th: New Student Orientation
September 14th: Fashion Issue
September 28th: Fall Family Weekend
October 19th: Alumni Weekend
October 26th: Halloween
November 9th: Food, Drink & Nightlife

Special Editions

February 1st: Best For Trinity
February 8th: Love & Sex Issue
March 1st: Housing Issue
March 29th: Spring Family Weekend
April 12th: Fiesta Issue
April 26th: Trinibonian (Satire Issue)

Deadlines: Reserve ad space by 6 p.m. Tuesday and submit camera-ready ads by noon Wednesday the week of publication.

Print Ad Pricing & Sizes

Leeroy
10.35" X 16"
\$700 Color
\$600 B&W

Tiger
10.35" X 8"
\$440 Color
\$340 B&W

Tall Boy
5" X 16"
\$440 Color
\$340 B&W

Cub
5" X 8" or
8" X 5"
\$292 Color
\$192 B&W

Kitten
5" X 4" or
4" X 5"
\$196 Color
\$96 B&W



Classifieds:
\$25/25 Words

Inserts:
\$650/week

Frequency Contracts

Advertise more and save money, all while bringing in new customers!

- 5 ads..... 5% off
- 6-12 ads..... 7% off
- 13-20 ads..... 10% off
- Every Issue: 15% off

Packages include:

1. One corresponding online ad at trinitonian.com
2. Year-long listing in online business directory
3. \$25 discount off color ad

All online ads run at \$100/week or \$350/month each.

For all three, pay only \$250/week or \$800/month

Rectangle: 300 x 250 pixels; Banner: 728 x 90 pixels; Large Mobile Banner: 320 x 100 pixels