



TOMMIEMEDIA

MEDIA KIT WITH RATE CARD

WHO WE ARE

TommieMedia is the University of St. Thomas' student-run digital news organization. From award-winning journalism to pop culture podcasts and informational studio shows, our team produces captivating, original content for students and the surrounding community.



WHO WE ARE

OUR REACH

- Thousands of social media impressions each month
- Thousands of site views each week
- Read by students and alumni across the world

OUR AUDIENCE

- We have established ourselves as a trusted local, statewide and national news source for St. Thomas community members including students, faculty, staff, alumni, neighbors and more.
- We are the number-one trusted news organization for UST students. Our target demographic is perfect for local businesses and larger organizations - we have a very localized audience, but our stories reach much further than the local Twin Cities community.

WHY ADVERTISE WITH US



TommieMedia is an award-winning organization that prides itself on strong community relations and accurate reporting. Our target demographics include the St. Thomas community (encompassing students, staff, faculty, parents and alumni) as well as neighbors and businesses in the greater Twin Cities area. We are a great outlet for local businesses to promote themselves within the St. Thomas community and beyond.



TommieMedia provides unique advertising opportunities such as studio shows and podcast mentions as well as digital website promotions. We can provide you with advertising analytics such as clicks and interactions so you can rest assured that your ad is getting the contact you desire.

TMCREATIVE INFO

The Creative branch of TommieMedia, TMCreative, offers a wide range of capacities to help advertisers further their reach and utilize our services long-term. We will always work with our clients to ensure they receive high quality content that fits their brand. Below is a list of our creative capabilities:

AD DESIGNS
USING CANVA
OR ADOBE

BRAND TOOLKIT
DESIGNS

COPYWRITING

EMAIL,
NEWSLETTER
OR OTHER
TEMPLATE
DESIGNS

PHOTO/VIDEO
CONTENT

SOUNDBITE
RECORDINGS

RATE CARD AND ADVERTISING OPTIONS



No matter your budget or advertising needs, we can work with you to successfully promote your business. Find our flexible rates and advertising options on the following pages.

PRICES

20% Discount on Bundles and for St. Thomas Affiliates

BANNER AND LEADER ADS

Banner Dimension: 960x940

Leaderboard Dimension: 1920x128

1 Month: \$100 (\$100/month)

2 Months: \$175 (\$87.5/month)

3 Months: \$235 (\$80/month)

+\$50 each additional month

MINI BANNER ADS

Mini Banner Dimension: 960x408

1 Month: \$70 (\$70/month)

2 Months: \$120 (\$60/month)

3 Months: \$150 (\$50/month)

+\$40 each additional month

PODCAST MENTIONS

- 1 Spot: \$75 (\$75/spot)
- 2 Spots: \$125 (\$62.5/spot)
- 3 Spots: \$150 (\$50/spot)
- +\$40 each additional spot

STUDIO SHOW MENTIONS

- 1 Spot: \$75 (\$75/spot)
- 2 Spots: \$125 (\$62.5/spot)
- 3 Spots: \$150 (\$50/spot)
- +\$40 each additional spot

SOCIAL MEDIA POSTS

Instagram or Facebook

Live Tweets also available. Reach out!

- 1 Post: \$100 (\$100/post)
- 2 Posts: \$150 (\$75/post)
- 3+ Posts: \$180 (\$60/post)

BUNDLES

Purchase multiple types of advertisements and receive 20% off the entire package in a Bundle deal.

St. Thomas affiliates purchasing multiple advertisements receive a 30% discount on their Bundle deal.



CONTACT INFORMATION

Interested in partnering with TommieMedia? If so, please reach out with questions or queries. We are excited to work with you!

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