

How to **CONNECT** with RMSMC ●



CSUCollegian
KCSUFM
College Avenue Magazine
Fifty03



@CSUCollegian
@KCSUFM
@CTVChannel11
@Fifty03Visuals
@CSUStudentMedia
@CollegeAveMag
@CSUAggieStyle



@CSUCollegian
@RMCollegianSPTS
@KCSUFM
@CTV11
@collegeavemag



CTV Channel 11
KCSU FM
Fifty '03 Visuals

VIMEO

Tree Stump Films

FOLLOW US!



ADVERTISING

Advertising

970.538.7186
advertising@rmsmc.com

Video Production

director@fifty03.com

KCSU Underwriting

advertising@rmsmc.com

Christa Reed

Advertising Director

970.538.7187
christa.reed@colostate.edu

Sasha Barkanic

Digital Services/
Senior Account Executive

970.538.7189
sasha.barkanic@colostate.edu

Business Related

Inquiries

970.538.1188
frontdesk@collegian.com

NEWSROOM

Contact

970.538.1189
news@collegian.com
news@kcsufm.com
news@collegiantv.com
editor@collegeavemag.com

Rocky Mountain Student Media Corporation

Room 118, CSU Lory Student Center, Colorado State University 8038
Fort Collins, CO 80523-8038
rmsmc.com

Named **TOP** College Media Company, 3 Years in a row!

Rocky Mountain Student Media is a multi-faceted media company that's equipped to help your business or organization find success. Our award-winning media outlets provide solutions to help you effectively reach the Colorado State University, Fort Collins, and Northern Colorado communities. **Our unique ability to combine print and broadcast, with digital, social media, video production**

and marketing services, makes it easy for us to create an advertising plan tailored specifically to meet your needs — a plan that engages your audience and makes the most sense for your business. Our mission at Rocky Mountain Student Media is to provide educational opportunities for students and to serve the CSU community. As RMSMC continues to grow, we are able to offer students more

opportunities and in turn, maximize our ability to serve you, our customers, with more media and marketing options than ever before.

For more information and to view ad samples go to:

agency.rmsmc.com



Look to RMSMC for **creative solutions** to reaching the CSU campus community.



More than 33,000 students make up the CSU community, and **our faculty and staff make up the largest employee group in Fort Collins**. Together, these two markets contribute significantly to the local economy.

33,648 ENROLLED STUDENTS	65% LIVE OFF CAMPUS
5,240 FIRST-YEAR STUDENTS	8,328 FACULTY & STAFF

\$36 MILLION
OF THE CITY'S ANNUAL LOCAL SALES TAX COLLECTION IS SPENDING BY CSU STUDENTS, STAFF & OPERATIONS

\$319 MILLION
SPENT ANNUALLY IN FORT COLLINS BY CSU STUDENTS NOT FROM FORT COLLINS

Source: CSU Institutional Research, Fall 2023; CSU Systems Economic Impact Report, 2023

Media and Marketing

OPPORTUNITIES

5

Digital Advertising

- + Leaderboard Banner Ad
- + Sidebar Banner Ad
- + Sneaker Ad
- + Sponsored Content
- + Text Links

6-8

Email & Social Media

- + Email Marketing
- + Social Media Marketing
- + Social Media Management
- + Sponsored Content Posts
- + Google Ad Campaigns
- + CTV YouTube Pre-roll



9-10

Marketing & Creative Services

- + NIL Sponsorships and Event Marketing
- + Aggie Tastes & Trends
- + Custom Special Event Sponsorships
- + Plaza Tabling & Street Team Distribution
- + Brand Ambassador Program
- + Graphic Design Services

Postering Services

- + 18" x 36" or 24" x 48" Posters
on indoor newspaper kiosks
- + 26" x 50" Posters
on outdoor newspaper kiosks
- + Street Team On-Campus Postering 11 x 17"
printing available
- + Digital Display Advertising
KCSU digital display board

11

Broadcast

- + KCSU Pre-Recorded Announcements
- + KCSU Live Reads & Show Sponsorships
- + CSU Volleyball Broadcast Sponsorships
- + CTV Underwriting
- + Podcast Sponsorships
- + Podcast Production

12

Video & Audio Services

- + Video for Web & Social Media
- + Long & Short-Form Video Production
- + Event Filming (lectures, concerts, etc.)
- + Video Editing
- + Still Photography
- + DJ Services

13-14

Print Advertising

- + The Rocky Mountain Collegian
Weekly Edition (Thursdays)
Inserts
Front Page Sticky Notes
- + College Avenue Magazine
- + Housing Guide
- + Best of CSU
- + Graduation Keepsake Edition
- + Visitors Guide to Fort Collins & CSU
- + Ram Life Orientation Guide
- + CSU Move-In Edition
- + Sponsored Content
- + Parent Resource Guide



BUNDLE & SAVE!

Bundle any of our media & marketing opportunities and *save up to 30% on your total package.*

SAVE 10%

BUNDLE \$3000-\$5000

SAVE 20%

BUNDLE \$5000-\$10,000

SAVE 30%

BUNDLE \$10,000+

DIGITAL

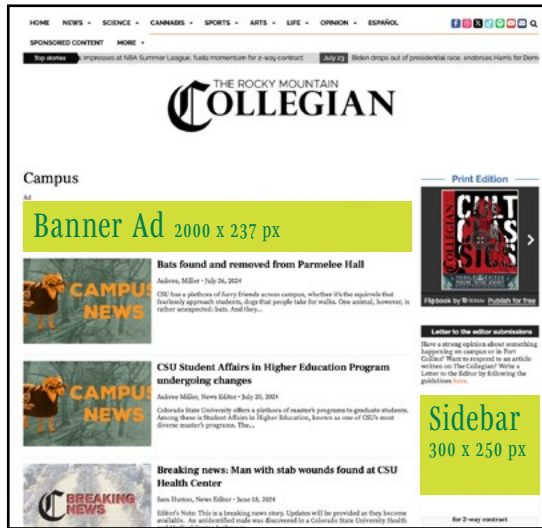
Advertising

Rocky Mountain Student Media's web sites contain breaking news, podcasts, videos, photos, and live stream TV and radio. Collegian.com and KCSUFM.com provide the best digital platforms for reaching audiences anywhere, anytime.

More than 63,000 average ad impressions monthly.

ALL ADS APPEAR ON

COLLEGIAN.COM & KCSUFM.COM



ONLINE ADVERTISING RATES

Sidebar Ad

300 x 250 px

1 MONTH.....\$400

3 MONTH.....\$960

Leaderboard Banner Ad

2000 x 247 px

1 MONTH.....\$500

3 MONTH.....\$1,200

Sneaker Banner Ad

2000 x 247 px

Exclusive ad featured prominently on the *collegian.com* home page

1 MONTH.....\$650

3 MONTH.....\$1,560

Front Page Takeover

Opportunities to takeover the front page with your digital ad.

SPONSORED CONTENT

Sponsored content is content (text, video, or both) **that you control** and is placed in the Collegian newspaper, on collegian.com and/or KCSUFM.com. The content is clearly labeled as "sponsored content".

HALF PAGE PRINT & DIGITAL AD*	\$300
CONTENT CREATION	\$25/HR
ONLINE SPONSORED ARTICLE**	\$175/ARTICLE
TEXT LINKS	\$40***

***Print/Digital** includes an approximately 300-word article and images posted on **collegian.com** or **KCSUFM.com** and printed in Collegian or College Ave Magazine (your choice).

****Online Sponsored Article** Includes one link. Content provided by advertiser. Additional links \$75/link.

*****Text Links** \$40 per month per website link.

SPONSORED CONTENT

NOSH Five Things We Learned

Delivering Over Half a Million Orders for NoCo Restaurants

In May 2019, Nosh began as a humble restaurant co-op with just three people. When the pandemic hit in March 2020, while many businesses shuttered, Nosh experienced explosive growth. Within six weeks, we hired over 60 full-time restaurant workers as Nosh drivers and onboarded 80 NoCo restaurants to the Nosh platform. We grew so rapidly that we feared we might fold under the pressure. Fast forward to today, and we've delivered over 500,000 orders for NoCo restaurants. This journey provided us with invaluable insights. Here are the five core lessons we've garnered:

- 1. Food Delivery Isn't Just Delivering Food**
A food delivery platform is a complex mechanism with multiple moving parts, from order placement to food preparation, and from dispatch to delivery. Each component must harmonize to ensure you get the right meal at the right time.
- 2. Human Touch Matters**
Despite the age of automation and chatbots, we found that people still value human interaction, and that a personal touch significantly enhances customer experience.
- 3. Turn Wrongs Into Rights**
Mistakes are inevitable, but effective rectification sets us apart. We've learned that transparent communication and genuine efforts to amend errors can win customers' hearts and build loyalty.
- 4. People Value Purpose**
People resonate with why we do what we do. Our mission to support local restaurants, provide employment, and give back to the community struck a chord with our customers, often making their preferred choice over other delivery services.
- 5. Do The Right Thing**
Set fair wages for our drivers or a transparent fee structure, doing the right thing pays off in the long run. It not only builds trust but also underscores our commitment to core values, setting a positive precedent in the competitive landscape.

What The Future Holds for Nosh
From a modest co-op to delivering thousands of orders weekly, our journey has been saturated with learning and community engagement. As we venture into a future of technological disruptions and evolving consumer habits, we face new challenges almost daily.





EMAIL

Marketing

Did you know that email marketing can be a cost-effective way to reach a large targeted audience, engage with them and drive traffic? Your digital ad in our e-blasts will be seen by thousands who want to stay connected and up-to-date with all the latest news, sports and entertainment at CSU.



The Ram Report WEEKLY EMAIL BLAST

The Ram Report is published every Monday featuring the best CSU sports news from the Rocky Mountain Collegian, KCSU-FM 90.5, and CTVChannel 11.

The Ram Report is sent out weekly to 15,000+ email addresses.

Square
\$100/WEEK
300 X 250 PX

College Avenue 2x PER SEMESTER EMAIL BLAST

The College Avenue email blast is sent out 2 times per semester, to 14,000+ email addresses.

Square
\$100/SEMESTER (2 SENDS)
300 X 250 PX



THE STUMP

The Stump Email Blast MINIMUM 3x PER WEEK

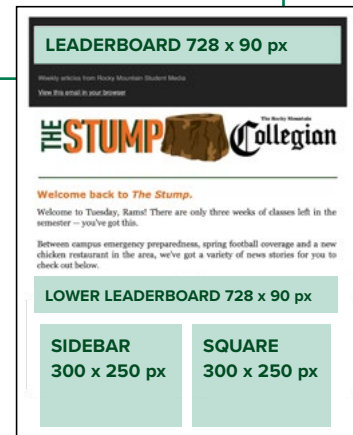
The Stump email newsletter delivers news and content directly to more than 20,000 email addresses, three times weekly during the academic year.

Space is limited, book early.

Square
\$150/WEEK
300 X 250 PX

Lower Leaderboard
\$150/WEEK
728 X 90 PX

Exclusive Leaderboard Ad
\$200/WEEK
728 X 90 PX



SOCIAL MEDIA

Marketing Reach thousands of students, staff, and the Fort Collins community and increase engagement for your brand by running sponsored social media posts on student media channels.

SPONSORED SOCIAL MEDIA POSTS



Facebook or Instagram

\$150 PER POST

Ad posted to a Rocky Mountain Student Media social media account.

BOOST YOUR POST FOR GREATER ENGAGEMENT!

\$25 | 5 days
\$50 | 7 days
\$75 | 10 days



Or a custom amount and timeframe. Bundle discounts do not apply.



X (Formerly Twitter)

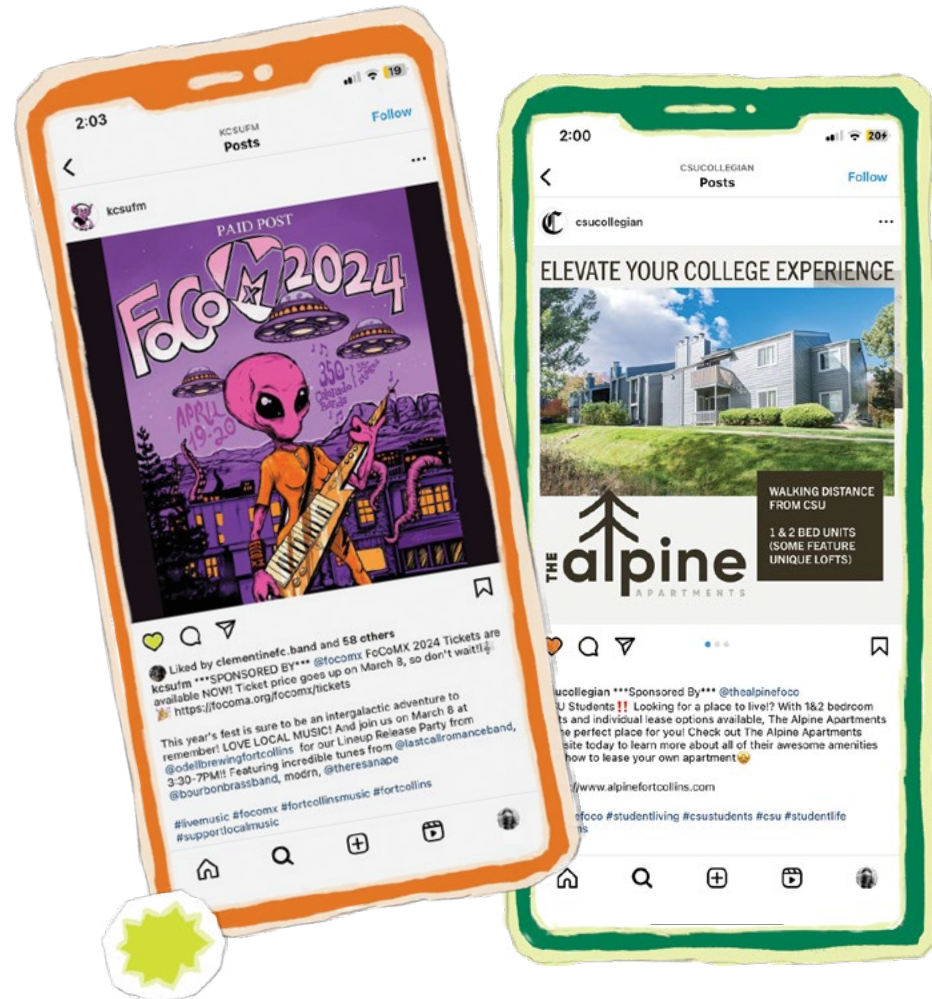
\$75 PER POST

Ad posted to Collegian and RMColegians X accounts.



YouTube

Pre-roll video on CTV News.





● Social Media Management

Let RMSMC take the lead on managing your social media channels giving you time to focus on your business. All services include **initial consultation, setup and audit of current social pages, planning, content creation, posting and custom analytics reports.** You select **the platforms** you want us to manage. (Instagram, Facebook, TikTok, YouTube Pre-roll, Snapchat or LinkedIn.)



STANDARD PACKAGE

12 hours/month
2 posts per week
Up to 2 platforms

\$350

ENHANCED PACKAGE

16 hours/month
3 posts per week
Up to 3 platforms

\$450



● Google Ad Campaigns

RMSMC can take the lead on managing your Google ad campaign. **Contact us for more information and pricing.**

DID YOU KNOW?

If you are a not for profit organization Google Awards you \$10,000 a month of free Google ads? We can help set that up!



MARKETING



ASK ABOUT OUR NAME IMAGE LIKENESS (NIL) CONNECTOR PROGRAM

Now your business can hire a CSU athlete to represent your brand in a variety of ways! Our new collegiate NIL (Name-Image-Likeness) program makes it really easy for you to hire an athlete for your next promotional campaign. By hiring a CSU athlete to represent your brand, you are not only **generating exposure for your business but you are helping support CSU athletes!**

Hire a CSU athlete for a wide range of services like:

Prices Vary
depending on the athlete and partnership request. Let's meet to talk about the possibilities.

+ **Social Media Videos on their pages or yours!**

+ **Print & digital ads**

Posters, print ads, digital ads, brochures, business cards

+ **Radio voiceovers**

Radio commercials and other voice overs

+ **Video shout-outs**

A quick video 'shout-out' to special clients, customers & staff

+ **Personal appearances**

Athlete attends your next event, grand opening, corporate fundraiser and more

+ **Signed memorabilia**

Athletes sign sports memorabilia provided by you!



**NEW
NEW
NEW**

SOCIAL MEDIA INFLUENCER VIDEOS "AGGIE TASTES & TRENDS"

GenZs love watching fun videos and tend to follow brands/businesses that meet them where they are so that is why we are offering a new and exciting marketing opportunity called "Aggie Tastes & Trends" where you can hire our marketing team to come to your business, enjoy a meal or feature a product (business selects the feature) and then we will shoot a **fun and engaging social media video** that we will then post on our Instagram pages and include a \$25 ad boost to keep showing up in their feed for an additional 5 days.

\$325/VIDEO POST



● Marketing (Cont.)



● Posters

Street Team Postering

\$175 | 50 POSTERS, \$225 W/ PRINTING
11" x 17"

Have your posters placed in approved locations throughout campus. Printing and design services available.

Bundle discount does not apply to printing.



KCSU DJ Booth Digital Board

\$150 PER MONTH
15" x 28"

Place a digital message on the KCSU DJ booth board located in the Lory Student Center.

RACK POSTERS

Draw attention to your advertising message with poster advertising on distribution racks located in high-traffic campus buildings and outdoor areas. Specific locations based on availability.

Outdoor Kiosks

\$400 PER MONTH
26" x 50"

OUTDOOR



INDOOR



Indoor Kiosks

\$240-\$300 PER MONTH
Depending on location.
18" x 36" or 24" x 48"

● Table on the Plaza



Connect with the CSU community while tabling on the Lory Student Center Plaza. Tabling includes **4 hours in the Plaza, CSU's highest on-campus traffic area.** Company displays, fliers and couponing are encouraged.

Plaza space is subject to availability.

PLAZA TABLING | \$225

● Graphic Design

\$25/HR

Use our award-winning Creative Services team for your design needs:

- + posters and brochures
- + logos
- + print and digital ad design
- + and more!

Advertising design for RMSM products is free. Fees apply to special projects.



KCSU | Audio Services & Broadcasting

KCSU is music intensive and genre inclusive, broadcasting cutting edge alternative, electronic, hip-hop and more. KCSU also provides 10 hours each week of local news, sports talk, and seasonal play-by-play coverage of CSU Women's Volleyball and Softball.

One of the largest college radio stations in the country, KCSU reaches more than 300,000 potential listeners in Fort Collins, Loveland, Greeley, and surrounding communities. Listeners can connect worldwide at KCSUFM.com and via the **KCSU app**.

RATES & SPECIFICS

Pre-Recorded Announcements

30 SECONDS

We produce the audio spot for you.

1-20 TOTAL | \$15 PER ANNOUNCEMENT

20 OR MORE TOTAL | \$10 PER ANNOUNCEMENT

Live Read Show Sponsorship

SPONSORSHIPS APPROX. 10 SECONDS

A Live DJ incorporates your announcement into their show.

\$60 per 2-hour show

Newscast Sponsorship

10-SECOND MESSAGE

Message airs during each of seven, 3 min local newscasts.

\$50 per day

KCSUFM.COM/UNDERWRITING

PRODUCTION STUDIO RENTAL

Rent our production studio to conduct interviews record audio commercials, narration, podcasts or other audio.

\$100/HOUR | INCLUDES ASSISTANT

DJ SERVICES

KCSU's DJ's will come to your event and play music.

\$100/HOUR

AUDIO EDITING & PRODUCTION

We will write (if needed) and produce commercials, podcasts, interviews, PSAs, narrations, or other creative audio services.

\$50/HOUR

VOLLEYBALL BROADCAST SPONSORSHIP

KCSU is the official broadcast station for CSU Volleyball. Your sponsorship includes **4 mentions during each featured live broadcast**. Broadcasts include: 15 home and 3 away games and MWC and NCAA tournament games. **Your logo is featured on print, digital and social media ads** promoting live game-day broadcasts. CSU volleyball broadcasts are **live on KSCU 90.5 fm, streamed online at KCSUFM.com or on the KCSU app**.

\$500/SPONSORSHIP



PSAs

FREE
for non-profits

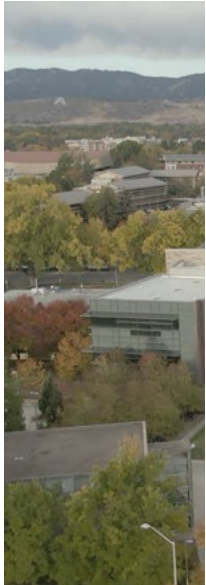
If you are interested in running a public service announcement for your local not-for-profit, please contact our advertising department.





FIFTY03

Video Services



Fifty03 Visuals produces videos of all lengths for a wide range of uses. After a **free initial consultation** and a creative brief, we can provide a quote for your project and get started on producing a **creative and distinctive video for your business or organization.**

RATES

FILMING TIME per crew member	\$75/HOUR
VIDEO EDITING	\$75/HOUR
LIVE STREAMING	\$125/HOUR

*Drone footage is available at an additional cost.

20%

DISCOUNT FOR
CSU AFFILIATED
DEPARTMENTS AND
ORGANIZATIONS



FINAL price determined after consultation.



View videos on our YouTube Page at

youtube.com/Fifty03Visuals



SAMPLE PACKAGES

ALL VIDEOS INCLUDE:

3 revisions per cut, intro credit, graphic text screen, end credits, and other basic graphic work. **Client owns all rights.**

\$3000 Package

SIX 30 SECOND-1 MINUTE VIDEOS AND ONE 2-5 MINUTE COMPILATION VIDEO

\$2000 Package

FOUR 30-SECOND VIDEOS AND TWO 15-SECOND VIDEOS

\$1000 Package

1-MINUTE VIDEO AND TWO 15-30-SECOND VIDEOS

\$500 Package

ONE 1-2-MINUTE VIDEO



PRINT



Rocky Mountain Collegian

The Rocky Mountain Collegian is an award-winning, student-run newspaper celebrating its 133rd year in publication. Named **one of the top college newspapers** in the country by the Princeton Review, the Collegian reports on campus and local news.

RATES PER PUBLICATION

	LOCAL/NATIONAL	CSU DEPARTMENT	CSU STUDENT ORG.
FRONT PAGE	\$298	\$268	\$180
BACK PAGE	\$383	\$345	\$225
FULL PAGE	\$323	\$289	\$180
HALF PAGE	\$177	\$159	\$90
1/4 PAGE	\$108	\$94	\$45

*Custom sizing available. Print ads also available on Issuu.

FRONT PAGE Banner Ad	FULL PAGE 9.5"x 12.25"	HALF PAGE 9.5"x6"	HALF PAGE 4.625"x12"	1/4 PAGE 4.625"x6"

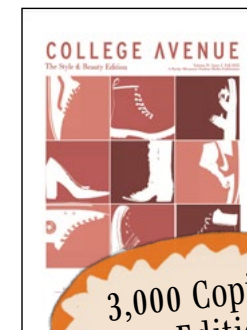
Advertising Deadline
Noon Mondays
Ask Us About
Inserts
Front Page Sticky Notes

COLLEGIAN DISTRIBUTION

Collegians are distributed to nearly every building on campus and 100 locations off campus.

Visit COLLEGIAN.COM/DELIVERY for distribution map.

3,000 Copies | Every Thursday
SEE LAST PAGE FOR A
FULL PUBLICATION SCHEDULE



3,000 Copies
per Edition

College Avenue Mag

Colorful, bold, inquisitive, diverse. College Avenue is student media's lifestyle magazine. Each edition features lifestyle topics and trends. Additional content can be viewed on the College Avenue website collegeavemag.com.

SIZING & PRICES

FULL PAGE	\$270
INSIDE COVER	\$320
BACK PAGE	\$400
HALF PAGE	\$180
1/4 PAGE	\$115

DATES

- + **SEPTEMBER 23**
Deadline Sept. 4
- + **NOVEMBER 4**
Deadline Oct. 16
- + **FEBRUARY 17**
Deadline Jan. 29
- + **APRIL 14**
Deadline Mar. 26



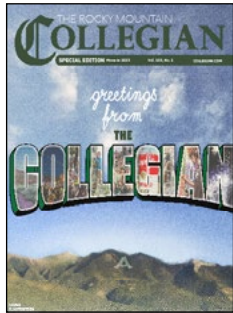
FULL PAGE 7.5"x10"
HALF PAGE 7.5"x4.875"
1/4 PAGE 3.7"x4.875"

Digital advertising on COLLEGEAVEMAG.COM also available.

Special Publications

Rocky Mountain Student Media produces specialty publications in partnership with Colorado State University departments featuring unique content for targeted audiences.

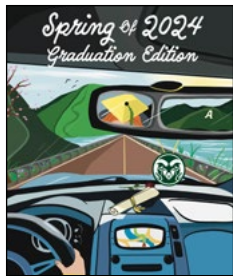
Move-In



Reaching new and returning students has never been easier. The Move-In/Welcome Back edition is placed in residence hall rooms for each student prior to move-in day, and distributed to key campus locations the week of August 14.

PUBLISHES **AUGUST 12** DEADLINE **AUGUST 1**

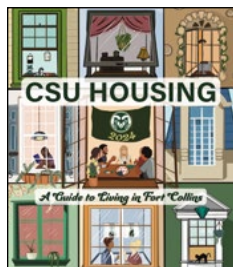
Graduation Edition



A commemorative edition featuring congratulatory ads for CSU graduates and their families.

Fall PUBLISHES **DECEMBER 9** DEADLINE **NOVEMBER 21**
Spring PUBLISHES **MAY 12** DEADLINE **APRIL 30**

Housing Guide



Help CSU students find the perfect place to live. The Housing Guide features tips for living on- and off-campus and specifics about laws affecting students.

PUBLISHES **JANUARY 30** DEADLINE **JANUARY 17**

Best of CSU



Featuring CSU's favorite places to eat, drink, and hang out. This edition is the BEST place to brag about your business. Distributed throughout the year.

PUBLISHES **FEBRUARY 24** DEADLINE **JANUARY 31**

Visitors Guide



Distributed year-round, the Visitors Guide highlights the best of both Fort Collins and CSU, and is the perfect go-to publication for families and campus visitors.

PUBLISHES **MAY 2025**

Ram Life Orientation Guide



A CSU guide to campus and college life for new students. Ram Life is distributed to incoming students at summer orientation.

PUBLISHES **JUNE 2025**

Parent Resource Guide



Created especially for parents and families of new CSU students, the Parent Resource Guide is distributed at Ram Orientation and throughout the year through Parent and Family Programs.

PUBLISHES **MAY 2025**

INTERESTED IN YOUR OWN PUBLICATION?

We Can Help!

CALL OR TEXT
970.538.7189 FOR MORE
INFORMATION.

advertising@rmsmc.com



SPECIAL RATES AND SIZING APPLIES TO ALL SPECIAL PUBLICATIONS

PUBLICATION SCHEDULE

AUGUST 2024

S	M	T	W	T	F	S
					1	2
4	5	6	7	8	9	10
11	★12	13	14	15	16	17
18	19	20	21	★22	23	24
25	26	27	28	●29	30	31

SEPTEMBER 2024

S	M	T	W	T	F	S
1	2	3	4	●5	6	7
8	9	10	11	●12	13	14
15	16	17	18	●19	20	21
22	■23	24	25	●26	27	28
29	30					

OCTOBER 2024

S	M	T	W	T	F	S
		1	2	●3	4	5
6	7	8	9	●10	11	12
13	14	15	16	●17	18	19
20	21	22	23	★24	25	26
27	28	29	30	●31		

NOVEMBER 2024

S	M	T	W	T	F	S
					1	2
3	■4	5	6	●7	8	9
10	11	12	13	●14	15	16
17	18	19	20	●21	22	23
24	25	26	27	28	29	30

DECEMBER 2024

S	M	T	W	T	F	S
1	2	3	4	●5	6	7
8	★9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

JANUARY 2025

S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	●23	24	25
26	27	28	29	★30	31	

FEBRUARY 2025

S	M	T	W	T	F	S
						1
2	3	4	5	●6	7	8
9	10	11	12	●13	14	15
16	■17	18	19	●20	21	22
23	★24	25	26	●27	28	

MARCH 2025

S	M	T	W	T	F	S
						1
2	3	4	5	●6	7	8
9	10	11	12	●13	14	15
16	17	18	19	20	21	22
23	24	25	26	●27	28	29
30	31					

APRIL 2025

S	M	T	W	T	F	S
			1	2	●3	4
6	7	8	9	●10	11	12
13	■14	15	16	●17	18	19
20	21	22	23	●24	25	26
27	28	29	30			

MAY 2025

S	M	T	W	T	F	S
				●1	2	3
4	5	6	7	●8	9	10
11	★12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

Special Publications

**RESIDENCE HALL
MOVE-IN EDITION**
AUGUST 12, 2024

**BACK TO SCHOOL
EDITION**
AUGUST 22, 2024

HOMECOMING
OCTOBER 24, 2024

FALL GRAD EDITION
DECEMBER 9, 2024

HOUSING GUIDE
JANUARY 30, 2025

BEST OF CSU
FEBRUARY 24, 2025

SPRING GRAD EDITION
MAY 12, 2025

**PARENT GUIDE &
VISITORS GUIDE**
MAY 2025

**RAM LIFE
ORIENTATION GUIDE**
JUNE 2025

■ COLLEGE AVE

● COLLEGIAN PAPER

★ SPECIAL PUBLICATION