



# MEDIA KIT + RATE CARD

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LOCAL PRICING  
2022-2023

**The Wright State  
GUARDIAN**

Business and Marketing  
[wsuguardian.com/advertising](http://wsuguardian.com/advertising)  
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# ABOUT THE WRIGHT STATE GUARDIAN

## ABOUT US

*The Wright State Guardian* is the premier news source for everything Wright State for the Wright State University community and Raider Country, the 16-county region in Ohio anchored by our two campuses. Founded in 1965, The Wright State Guardian is your direct access to over 120,000 people. *The Wright State Guardian* features news about issues relevant to Wright State University, college students in general, and topics pertaining to the greater Miami Valley area and the State of Ohio.

## DIGITAL FIRST

Established in 1965, the student newspaper was a daily publication until the 90s and then turned weekly.

In May 2017, printing ceased and the transition to online-only began.

In May 2018, we launched a new domain and new design.

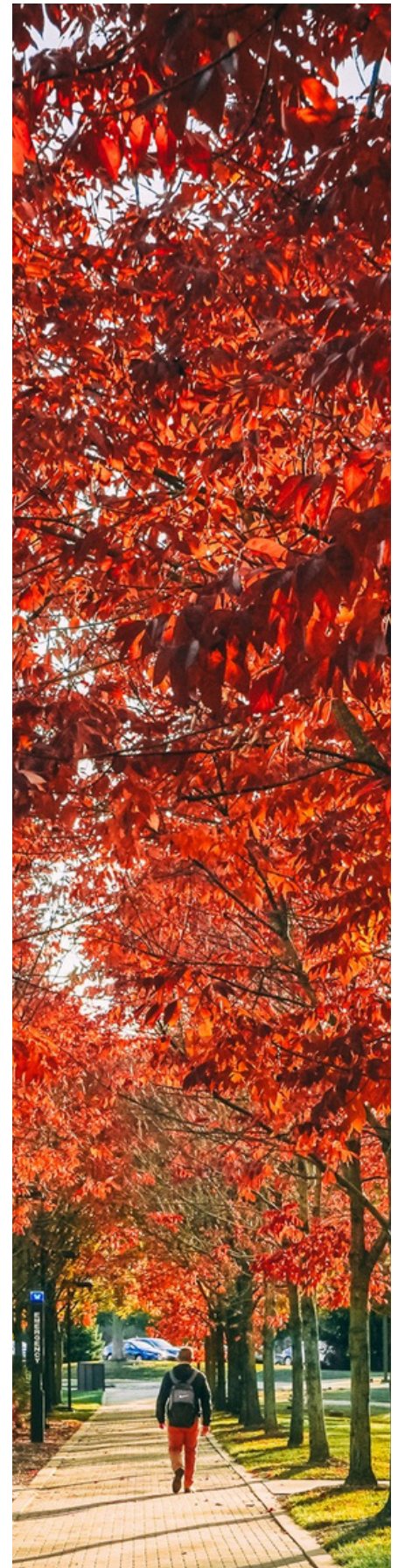
In June 2019, we rebranded and renamed the organization to a media group and launched on Apple News. Since, we have increased our viewership by over 200%, with no sign of stopping.

## DEDICATED TO YOU

Our team is here to help your business or organization tap into the college market. Our solutions not only grow your brand, they are tailored to college students — one of the most difficult and desired markets. Simply, nobody does college better than we do.

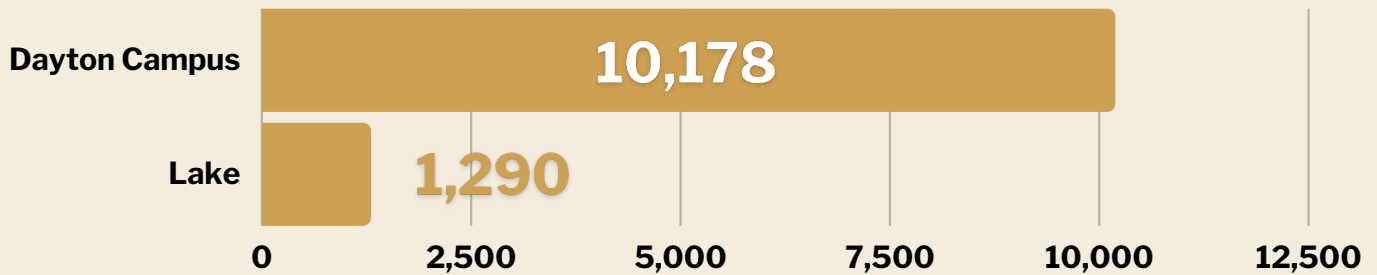
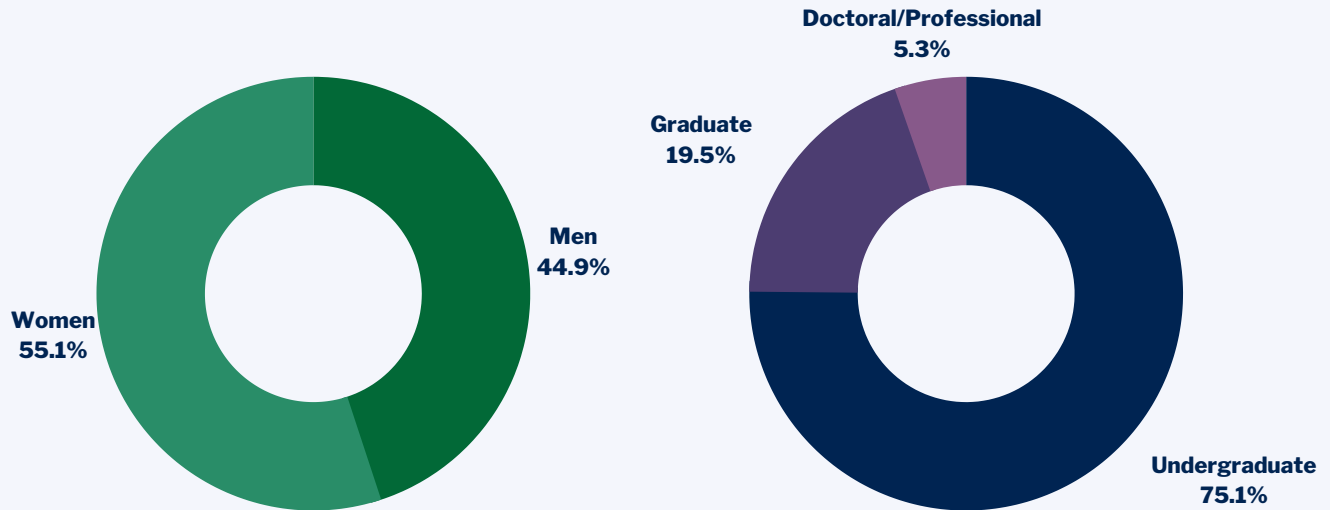
## Contact Us

Managing Editor, Digital Content & Sales  
guardian2@wright.edu  
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## OUR AUDIENCE

# Total Enrollment: 11,469



**2,210**  
**Faculty  
& Staff**

**117,132**  
**ALUMNI**  
**105,222 ARE RAIDER  
COUNTRY RESIDENTS**

# DIGITAL ADVERTISING



## Get Connected

Connect with your digital audience with digital ads on wsuguardian.com, serving over 100 thousand viewers during the academic year.

### Medium Rectangle (300x250)

\$11/CPD

### Leaderboard (728x90)

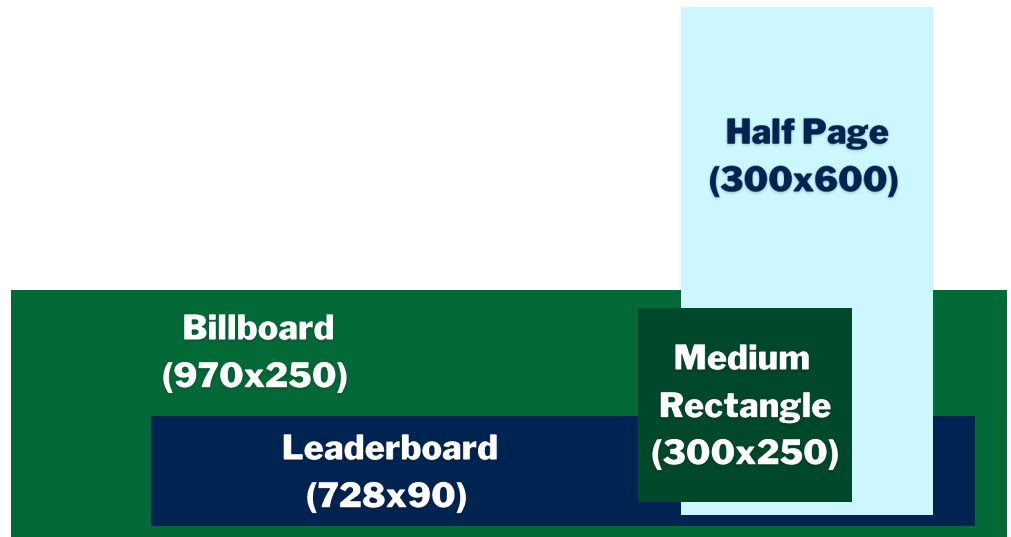
\$12/CPD

### Billboard (970 x 250)

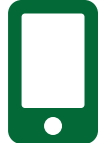
\$14/CPD

### Half Page (300x600)

\$13/CPD



# SOCIAL ADVERTISING



## Come socialize

Campaign to potential customers using sponsored social posts with our combined 23 thousand followers.

### Facebook ~5.2k Followers

\$50/post

### Twitter ~2.2k Followers

\$20/post

### Instagram ~2.2k Followers

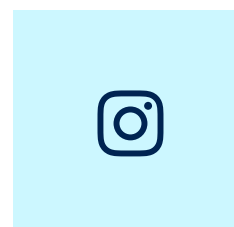
\$20/post

### LinkedIn ~13.2k Followers

\$75/post

### TikTok ~400 Followers

\$100/post



Note: posts must have a clear call to action in their copy.



## EMAIL NEWSLETTER

### You've got mail

Improve your reach by promoting your brand to thousands of students, faculty, staff, alumni and more, directly to their email, up to three times per week.

#### Box (300x250)

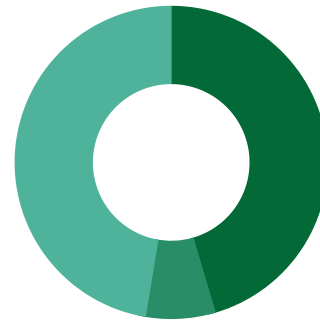
\$25/post

#### Banner (728x90)

\$15/CPD

**7,000** SUBSCRIBERS

Unopened  
47.4%



Open Rate  
45.4%

Click Rate  
7.2%



## CLASSIFIEDS

### For Sale. Wanted. Looking For. Classifieds.

From housing to jobs to services, Classifieds provide you a way to advertise your listing in an inexpensive way.

#### 30 day listing

\$15/post

#### Classifieds are available under these categories:

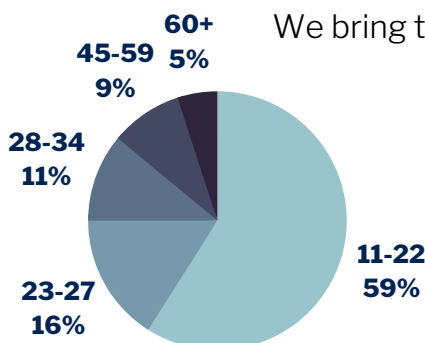
Housing, Jobs, For Sale, Services, Around Town and College Ratings



## PODCASTS

### Listen up

We bring the listeners, you bring the ads. Sponsorships are recorded by our talent and placed in our podcasts.



**\$20/ad in episode**



# Contact Us



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*Business Manager*

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