

A large crowd of students is shown from the chest up, cheering enthusiastically with their mouths open and arms raised. They are wearing blue and white clothing, some with "Jayhawks" or "Rock Chalk" visible. The background is filled with a dense cloud of blue, white, and gold confetti falling from above. A semi-transparent red banner is overlaid at the top, containing white text.

THE UNIVERSITY DAILY KANSAN

The Student Voice Since 1904

2023-24 Rate Card & Media Kit

Unmatched reach

The University Daily Kansan has been the voice of students at the University of Kansas since 1904. We're KU's only student-led, on-campus news organization, so we offer unique advertising opportunities for anyone wanting to reach students, faculty and staff, as well as the Lawrence community. We publish daily at Kansan.com, on our mobile app and in our email newsletter. We publish a print edition during basketball season. The Kansan is also your exclusive resource for on-campus marketing, from street teams to posters to sidewalk chalking.

COVER PHOTO: Students toss their shredded copies of the UDK into the air to welcome the Jayhawks to the court at historic Allen Fieldhouse. **AT RIGHT:** Big Jay enjoys a copy of the UDK's basketball edition at a Jayhawk home game. *Photos by UDK staff*





Student leaders

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The Kansan

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Our audience



Kansan.com + UDK mobile app
87k page views per month*
48k unique users per month*



X (Twitter)
18k followers
38k impressions/mo



Instagram
12k followers
106k impressions/mo



Facebook
10k followers
60k impressions/mo



TikTok
6k followers
22k impressions/mo

* Average monthly web traffic, calculated based on academic-year traffic from September 2022 through April 2023.

KU facts, Fall 2023

- *23,872 students on Lawrence campus*
- *78% undergraduates, 22% graduate students*
- *57% in-state, 34% out-of-state US, 9% international*
- *8,900 faculty and staff in Lawrence*

Insights

*86% of students engage in news media;
60% engage on a daily basis.*

Students get their news through the web, social media, TV and podcasts the most.

Students value the University Daily Kansan as an important university tradition.

Student news media use increases with their college progression.

UDK basketball confetti tradition

Reach students and show your Jayhawk spirit with one of the most beloved fan rituals in college sports

For decades, KU students have used copies of the Kansan in a unique and dramatic pregame ritual ...

UDK staffers hand a copy to every student at each home game. Students read it while they wait for the game to start. Then, they take it apart. The center poster becomes a shield to shake as the visiting team is introduced. (Meanwhile, students stare at the ads on the back!) Then they shred it, creating a shower of confetti to welcome the Kansas Jayhawks to the court.

**UNMATCHABLE STUDENT REACH IN
OUR MOST EFFECTIVE PACKAGE.**

**\$6,500 for exclusive full-page ads
in every edition, all season
... LIMITED AND WON'T LAST LONG!**

Single half-page ad: \$750

A modern apartment interior featuring a dark wood dining table with two matching chairs, a kitchen area with white cabinets and a dark countertop, and a light-colored wall with a wire shelf holding a small plant and a framed 'hello' sign.

Housing fairs & apartment guide

UDK Housing Fairs

The Kansan regularly hosts Housing Fairs at high-traffic locations on the KU campus. Local housing communities get a unique opportunity to interact directly with KU students looking for their next home.

Ask your UDK rep for dates and pricing!

UDK Housing Guide

Work with our partners at College Pads to list your community in the UDK Housing Guide, which gives KU students an easy way to find their next home, directly from the UDK website.

***Ask your RDK rep or
contact College Pads to get started!***

Web/mobile banner ads

***\$15 per 1,000 impressions,
minimum 10,000 impressions***

Banner ads are the fastest, easiest way to get your message in front of the University Daily Kansan's audience. Ads appear on the home page and/or inline within stories on Kansan.com and the UDK mobile app.

***Leaderboards** are our most prominent offering, appearing on web just below the UDK nameplate and also inline with articles. **Mobile leaderboard** (sold together) appears in the same positions on mobile.*

***Medium rectangle** ads are our most popular and versatile size, appearing in the right sidebar on web as well as inline with articles on web and mobile.*

***Half page** is our largest size, capable of conveying the most information. It's exclusive to the right sidebar on our web home page.*

*Sizes shown are proportionally correct,
but may not be actual size. Visit
Kansan.com or download the Kansan
app for examples in context.*

*medium
rectangle
300 x 250 px*

mobile leader 320 x 50 px

*half page
300 x 600 px*

leaderboard 728 x 90 px

Custom digital solutions

Social media

Reach **thousands** of KU students directly in their newsfeeds through the Kansan's popular Instagram, Twitter and Facebook accounts. These sponsored posts can carry text, images and video. **Instagram** offers the greatest engagement with a student audience. **Facebook** targets alumni, faculty and staff. **Twitter** offers the largest overall audience, reaching into the greater Lawrence community.

TikTok is a **new focus** for the Kansan, with high potential for student engagement. Ask your Kansan rep for more information.



Story post \$125 (with link) \$100 (no link)
Inline post \$150



Inline post \$100



Inline post \$100

Email newsletter

Get right into readers' inboxes with our daily email newsletter. Delivered every weekday morning to more than 2,000 subscribers, with an open rate averaging a whopping 48%. The sponsor banner is an exclusive spot, one per email, featured at the very top.

Exclusive sponsor banner: \$150/day

Sponsored content

Put your long-form, unfiltered content in a story spot on the Kansan's home page, on web and mobile. Includes up to 1,000 words and three images (one featured). Video also available.

Sponsored content: \$350/week, \$800/month



On-campus marketing solutions

The University Daily Kansan has exclusive access to certain types of on-campus marketing for off-campus customers.

Wescoe Beach tables

Our team will staff a table to communicate your message at the high-traffic pedestrian plaza outside Wescoe Hall, at the heart of campus. Pricing depends on timing and staffing, starting with one staffer for one hour.

Starts at \$250

Street team handoffs

Our team will hand out your literature or swag at Wescoe Beach or at another authorized location. Pricing starts at one staffer for one hour.

Starts at \$150

Sidewalk chalking

Send our team out to chalk up busy campus sidewalks with your message. Talk with our team to find the locations that match your potential customers. Best in good weather.

Discounted with volume.

\$50 per location

Poster blasts

Plaster campus bulletin boards with your message. With 75 posters, we can cover buildings on Jayhawk Boulevard at the heart of campus. Discounted if you print posters.

\$300 for 75 posters

Policies and terms

Our advertising agreement

Advertisers and advertisements are subject to approval by the University Daily Kansan. The Kansan reserves the right to reject or remove any advertisement at its sole discretion at any time. These guidelines apply to all advertisements appearing in the print publications of the University Daily Kansan as well as its digital properties, which include but are not limited to Kansan.com, Kansan-affiliated mobile apps and Kansan-controlled social media accounts (Facebook, Instagram, Twitter, et al.).

The advertiser or advertising agency assumes full liability for its advertisements and agrees to defend and indemnify the Kansan against any and all liability, loss or expenses arising from claims of libel, unfair competition, unfair trade practices, or infringement of trademarks, copyrights, trade dress, patents or proprietary rights of privacy resulting from the publication of the advertiser's ad. The University Daily Kansan is not liable for damages caused by the content of paid advertisements or inconsistent reproduction quality outside its control. Ads that look like editorial material must clearly indicate that they are PAID ADVERTISEMENT; the Kansan reserves the right to insert those words above any ad.

All advertising is subject to approval by the Kansan's acceptance committee. The committee reserves the right to refuse any advertising that does not meet its standards of acceptance. Any ad dealing with a politically or socially controversial issues will be subject to the approval by the committee. The committee shall be made up of the Kansan's business manager and sales manager. Only publication of an ad denotes acceptance by the Kansan.

Only the general manager and/or business manager have the authority to make adjustments to charges for advertisements or services. The University Daily Kansan is responsible for first-run errors only. The University Daily Kansan is not liable for typographical errors that do not lessen the material value of the advertisement, nor for any error that was visible on a customer-approved proof. Advertisement errors that are the fault of the University Daily Kansan will be credited or discounted at the discretion of the general manager and/or business manager. Claims must be made within 10 business days of publication error. After this period, the University Daily Kansan is exempt from liability due to error.

Payment

The University Daily Kansan reserves the right to require prepayment for any order, at its sole discretion. Payment is due prior to the publishing of the advertisement or delivery of any service unless credit is established. First-time clients are required to pay in advance. Accounts desiring credit must have an application approved before credit will be extended. The application is subject to approval by the general manager and business manager. Allow five to 10 business days for application review. A credit application must include contact information from three of the applicant's recent business vendors.

Payment terms for billable accounts are net 30 days. Accounts more than 30 days past due will incur an additional charge of 5% and will not be able to advertise again until that balance, including any late fee, is paid in full. Additional 5% late fees will be added for each additional 30 days that an account is past due, and such accounts may be referred to a collections agent for payment. Accounts past due for 60 or more days will have to re-establish credit and will revert to pay-in-advance until credit is re-established. All returned checks will be charged a \$50 processing fee. The University Daily Kansan reserves the right to amend these terms and add others at its sole discretion.

Materials and deadlines

Artwork and other materials must be received five calendar days before any advertisement is published or service is rendered. Materials handled after that deadline may cause the order to be canceled or a 25% charge for extraordinary handling to be added, at the Kansan's discretion. Cancellations by the advertiser must be received at least five days before advertisements or services are scheduled, or the order will be charged in full. The Kansan reserves the right to insist that any signed agreement be honored in full, despite cancellation.

Creative assets (artwork, video, text, etc.) created by the University Daily Kansan for any advertiser are the property of the Kansan, but advertisers may seek permission from the business manager and/or creative director to reuse such assets in other contexts.

***Ready to get started?
Contact us today!***

www.kansan.com • 785-864-4358 • sales@kansan.com



@KansanNews, @KansanSports



The University Daily Kansan



@universitydailykansan

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