



# 2012 Media Kit Print & Online Rates



**UTSA<sup>®</sup>**  
**VISITOR'S**  
**GUIDE**

[www.utsa.edu](http://www.utsa.edu)

To Reserve Advertising Space Call:

**(800) 807-1013**

**[sales@campuspublishers.com](mailto:sales@campuspublishers.com)**

**<http://utsa.universityvisitorsnetwork.com>**

THE UNIVERSITY OF TEXAS AT SAN ANTONIO

April 2011

Dear Area Business Owner/Manager:

The University of Texas at San Antonio has contracted with Campus Publishers to produce the annual Campus Visitor's Guide. It is written and designed with participation of UTSA Communications and features highlights of the University of Texas at San Antonio campus and community. Maps, directories, tour information and quick facts help to facilitate travels around the campus.

The guide is published by Campus Publishers and distributed free of charge to prospective students and their parents as well as to others who visit the UTSA campus and support the university. It is a four-color, glossy publication embellished with attractive photography. The University of Texas at San Antonio has approved this guide to be used as described.

The UTSA Institute for Economic Development has released a study measuring the impact of UTSA on the San Antonio area economy at more than \$600 million each year and the impact of UTSA on the Texas economy at more than \$1.25 billion each year. Obviously UTSA students and visitors rely on local companies for their products and services, so this is an excellent opportunity for you to generate awareness for your business.

We hope you'll be able to participate in the Campus Visitor's Guide.

Thank You.

Sincerely,



George Norton, Asst. VP  
Admissions, Orientation & Transition Svcs.



David Gabler, Asst. VP  
University Communications

# Advertise in the Official 2012 Visitor's Guide & Business Directory

*Reach Over 80,000 Students, Parents, Faculty, Staff & Visitors*

## FOUR-COLOR GLOSSY MAGAZINE

- Publish Date: Winter 2011
- Total Readership: 80,000

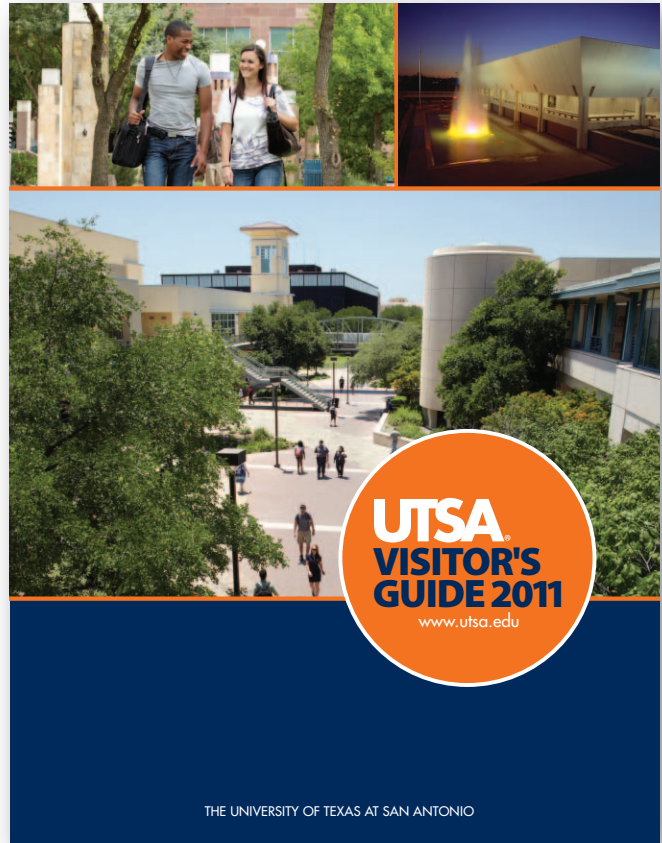
## COMPANION WEBSITE

[utsa.universityvisitorsnetwork.com](http://utsa.universityvisitorsnetwork.com)

## BOTH INCLUDE

- Welcome Information
- Visiting the University
- About UTSA University
- Admissions
- Mission, Goals & Values
- Important Phone Numbers
- Points of Pride
- Orientation Dates
- Academic Calendars
- Student Services
- Buildings & Sights
- Sports Schedules
- Campus Maps
- Parking Map
- Transit Routes
- About the Greater San Antonio Area
- Business Listings & Index

**A MUST BUY for  
your Business!**



The UTSA community is a major driver of spending and growth in San Antonio. Each year, thousands of students, parents, faculty, staff, alumni and visitors support the local economy. **And the Visitor's Guide is one of the most requested publications on campus!**

If your success depends on the UTSA community, you need to be in the Guide. Students, faculty and visitors rely on local businesses for all of their needs. The Guide is an invaluable, cost-effective way to reach your target market. It is also your first opportunity to make an impression on prospective students and their parents.

**Call (800) 807-1013 or email [sales@campuspublishers.com](mailto:sales@campuspublishers.com) for rates and integrated marketing opportunities**

# Advertise in the 2012 Visitor's Guide

*All advertising is good for the entire year.  
The Visitor's Guide will be FREE to all.*

## UTSA

### DISTRIBUTED TO

- New Students
- Visitors
- Parents
- Student Body
- Campus Tour Groups
- Faculty & Staff
- Alumni
- Advertisers

### DISTRIBUTED AT

- Orientation & Admissions
- Bookstore
- University Relations
- Campus Tours
- Human Resources
- Parent Association
- Student Housing
- Student Union & Rec Center
- Visitor's Center



### *Grow Your Business By Increasing Sales to the UTSA Community!*

- UTSA has an annual impact of more than **\$1.25 billion** on the Texas economy.
- The UTSA community has more than **30,000** students, faculty and staff.
- Your ad reaches its target market year-round; the Guides are saved, and also distributed throughout the year at key events and occasions.
- Market your business in the Guide and on its accompanying website to make sure you reach the entire community. Special pricing is available for integrated advertising packages!
- The University of Texas uses the Guide to market itself to new and existing students; it is the first and best way to grow sales to these important consumers.

***Don't Wait! Premium Positions Go Fast!***  
***Call (800) 807-1013 or email [sales@campuspublishers.com](mailto:sales@campuspublishers.com)***  
***for rates and integrated marketing opportunities.***

# Visitor's Guide Advertising Rates<sup>1</sup>

## Full Page Ad \$3,995 4-Color

7 3/8" x 9 3/4" • Includes 1 Bold Listing

### PREMIUM POSITION RATES

OUTSIDE BACK COVER		INSIDE BACK COVER or INSIDE FRONT COVER	
	4-color		4-color
Full Page	\$10,995	Full Page	\$9,995
Half Page	\$ 8,995	Half Page	\$5,495
Quarter Page	\$ 5,995	Quarter Page	\$3,999

### SPREAD POSITION (TWO FULL PAGES)

\$8,995 4-color

## Half Page Ad \$2,995 4-Color

7 3/8" x 4 3/4" • Includes 1 Bold Listing

## Rates cover the entire Academic Year<sup>2</sup>

All Display Ads include **One Bold Listing**.

**Bold Listing Only:** \$275 for the year.

Additional **Bold Listing:** \$250

Extra line (fax, e-mail, website, etc.): \$95

**Bold Listing in Red \$295**

<sup>1</sup> All rates are net, and include ad creation if required. Restrictions may apply. <sup>2</sup> Flexible billing available.

Call to advertise 800.807.1013 or email [sales@campuspublishers.com](mailto:sales@campuspublishers.com)

<http://utsa.universityvisitorsnetwork.com>

# Visitor's Guide Advertising Rates<sup>1</sup>

**1/4 Page Vertical**  
**\$1,395 4-Color**

3 1/2" x 4 3/4"  
Includes **1 Bold Listing**

**1/5 Page**  
**\$1,195 4-Color**

3 1/2" x 3 5/8"  
Includes **1 Bold Listing**

**1/8 Page**  
**\$795 4-Color**

3 1/2" x 2"  
Includes **1 Bold Listing**

**1/16 Page**  
**\$695 4-Color**

3 1/2" x 1" • Includes **1 Bold Listing**

**1/4 Page Horizontal**  
**\$1,395 4-Color**

7 3/8" x 2 1/4"  
Includes **1 Bold Listing**

<sup>1</sup> All rates are net, and include ad creation if required. Restrictions may apply.

Call to advertise 800.807.1013 or email [sales@campuspublishers.com](mailto:sales@campuspublishers.com)

<http://utsa.universityvisitorsnetwork.com>



# Online Visitor's Guide Rates<sup>1</sup>

## Leaderboard

728 x 90 pixels

1 page: \$40

2 pages: \$75

4 pages: \$140

8 pages: \$260

## Big Box

300 x 250 pixels

1 page: \$25

2 pages: \$46

4 pages: \$84

8 pages: \$152

## Tile

120 x 90 pixels

1 page: \$15

2 pages: \$28

4 pages: \$52

8 pages: \$96

## Sky-scraper

160 x 600 pixels

1 page: \$25

2 pages: \$46

4 pages: \$84

8 pages: \$152

## Ask Your Sales Rep for More Details!

All Online Ads include a **hyperlink** to your website.

Online ads may appear on the Visitor's Guide home page and select subpages.

<sup>1</sup> All rates are net, and only available to print advertisers. Ad creation included if necessary (restrictions may apply).

Call to advertise 800.807.1013 or email [sales@campuspublishers.com](mailto:sales@campuspublishers.com)

<http://utsa.universityvisitorsnetwork.com>

**2012 VISITOR'S GUIDE RATES & MEDIA KIT**