

MEDIA KIT

The Tulane Hullabaloo | BUSINESS

ABOUT US

The Tulane Hullabaloo is Tulane University's student-run news source. We provide clients with the best solutions in reaching the Tulane community to boost your campaign results.

Your business might struggle to reach the Tulane community, but lucky for you, *The Tulane Hullabaloo* can easily find the Tulane community. Unlike most newspapers, *The Hullabaloo's* staff is your audience, so asking for our input is always helpful.

DIGITAL ADVERTISING

Online advertising
Sponsored content
Social advertising
Email advertising

CAMPUS ADVERTISING

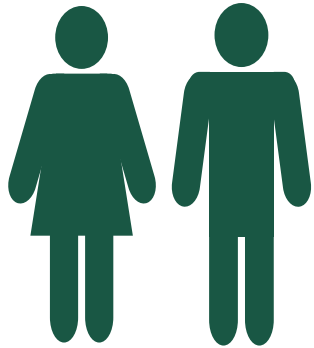
Newspaper advertising
Street team
News rack displays

SHIPPING Attn: The Tulane Hullabaloo
31 McAlister Drive
G06 Lavin-Bernick Center
New Orleans, LA 70118

INSERTS Attn: The Tulane Hullabaloo
Baton Rouge Press
2621 East Perdue Dr.
Baton Rouge, LA 70814



DEMOGRAPHICS



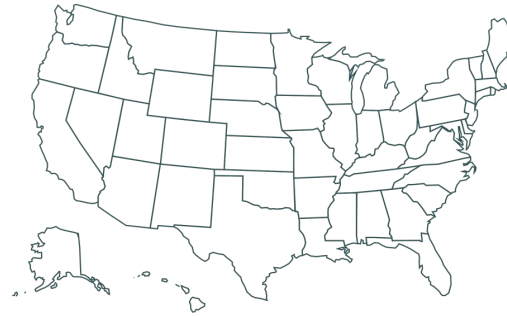
STUDENT BODY

43.8% male | 56.2% female

26% greek male | 40% greek female

25 is average age

10% have cars on campus



STUDENT STATISTICS

27% in-state

73% out-of-state

TUITION

\$46,930 (tuition + fees)

Location: *New Orleans, LA*

School Type: *Medium-Sized, 4-year, Private University*

MEDIA FIGURES

4,000 print circulation

4,200 e-newsletter subscribers

8 news rack panels

32,000 monthly website visitors

25 is average age

10% have cars on campus

ETHNICITY

71% Caucasian | 9% Black | 4% Asian | 6% Hispanic



OF STUDENTS
LIVING ON CAMPUS

3,594



AVERAGE YEARLY
STUDENT EXPENDITURE

\$15,622



UNDERGRADUATES

8,352

GRADUATES

5,110

FACULTY / STAFF

4,205

STUDENT ORGANIZATIONS

250+

NEWSPAPER ADVERTISING

Double Page†	Back Page†	Full Page	Half Page
22" x 12.5"	9.5" x 12.5"	9.5" x 12"	9.5" x 6"
\$1,100.00*	\$501.60*	\$456.00*	\$228.00*
\$1,320.00**	\$601.92**	\$547.20**	\$273.60**

Front Page†	Inserts†	Quarter Page	Eighth Page
9.5" x 1,333"	8.5" x 12"	4.75" x 6"	9.5" x 6"
\$228.00*	Visit flytedesk	\$114.00*	\$57.00*
\$273.60**	for pricing info.	\$136.80**	\$68.40**

INFORMATION

Dimensions are measured as **width x height**

All campaigns include:

- Installation (where necessary)
 - Reserved space
 - Proof of performance image(s)
 - Personal account representative
 - Buyer's account on flytedesk
- *

**

†
- Black and White

Full Color

Premium Product

THE TULANE HULLABALOO

AD

ONLINE ADVERTISING

Leaderboard

728x90 pixels

\$5.25*

\$4.75**

Box

300x250 pixels

\$5.25*

\$3.75**

Sidebar Half Page

300x600 pixels

\$5.25*

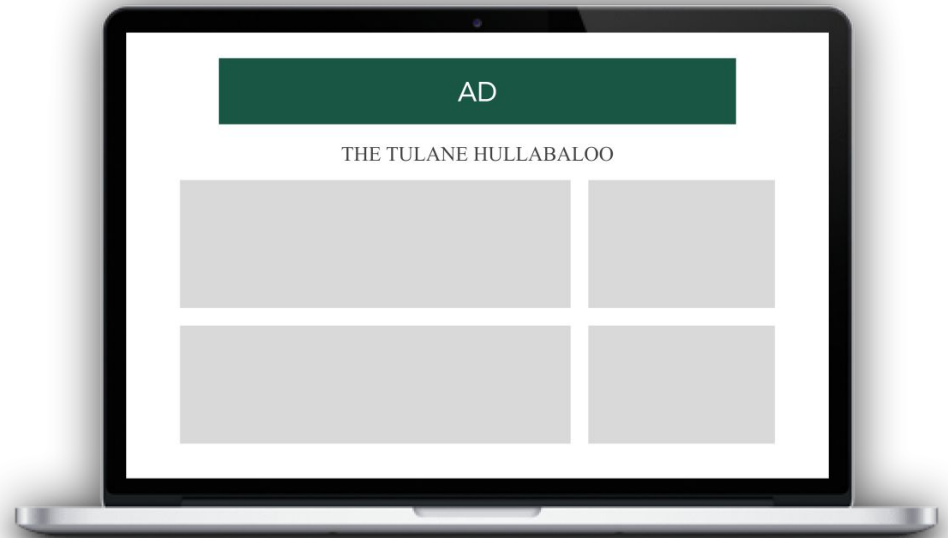
\$4.75**

INFORMATION

- Dimensions are measured as **width x height**.
- Online advertising has the option to include a click through link.
- Daily tracking of click through rates and impression analytics are provided in your buyer account.
- All campaigns include:
 - Reserved space
 - Proof of performance image(s)
 - Personal account representative
 - Buyer's account on flytedesk

* Cost Per Impression (CPM)

** Cost Per Day (CPD)



EMAIL & SOCIAL ADVERTISING

Facebook Post

\$60.00

Instagram Post

\$45.00

Twitter Post

\$55.00

Top Banner

\$70.00

Bottom Banner

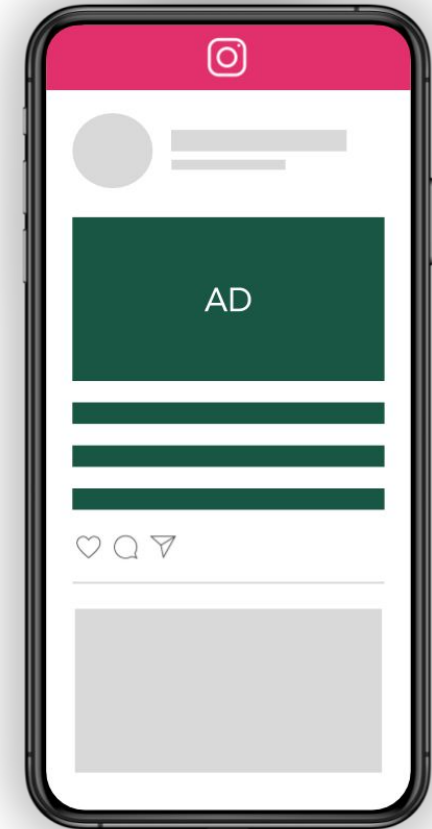
\$60.00

Box

\$55.00

INFORMATION

- Dimensions are measured as **width x height**.
- Social posts must adhere to the specific platform's character requirements if applicable.
- All campaigns include:
 - Reserved space
 - Proof of performance image(s)
 - Personal account representative
 - Buyer's account on flytedesk



NEWS RACK DISPLAYS

News rack display panel

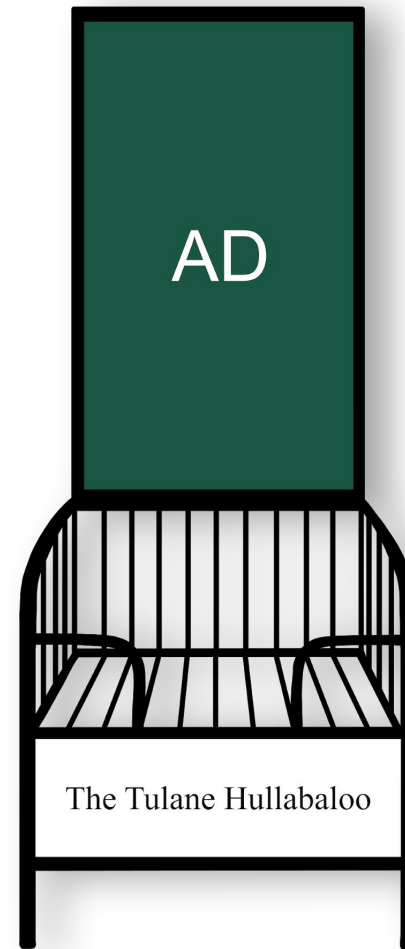
24" x 48"

\$8.93 per day per panel

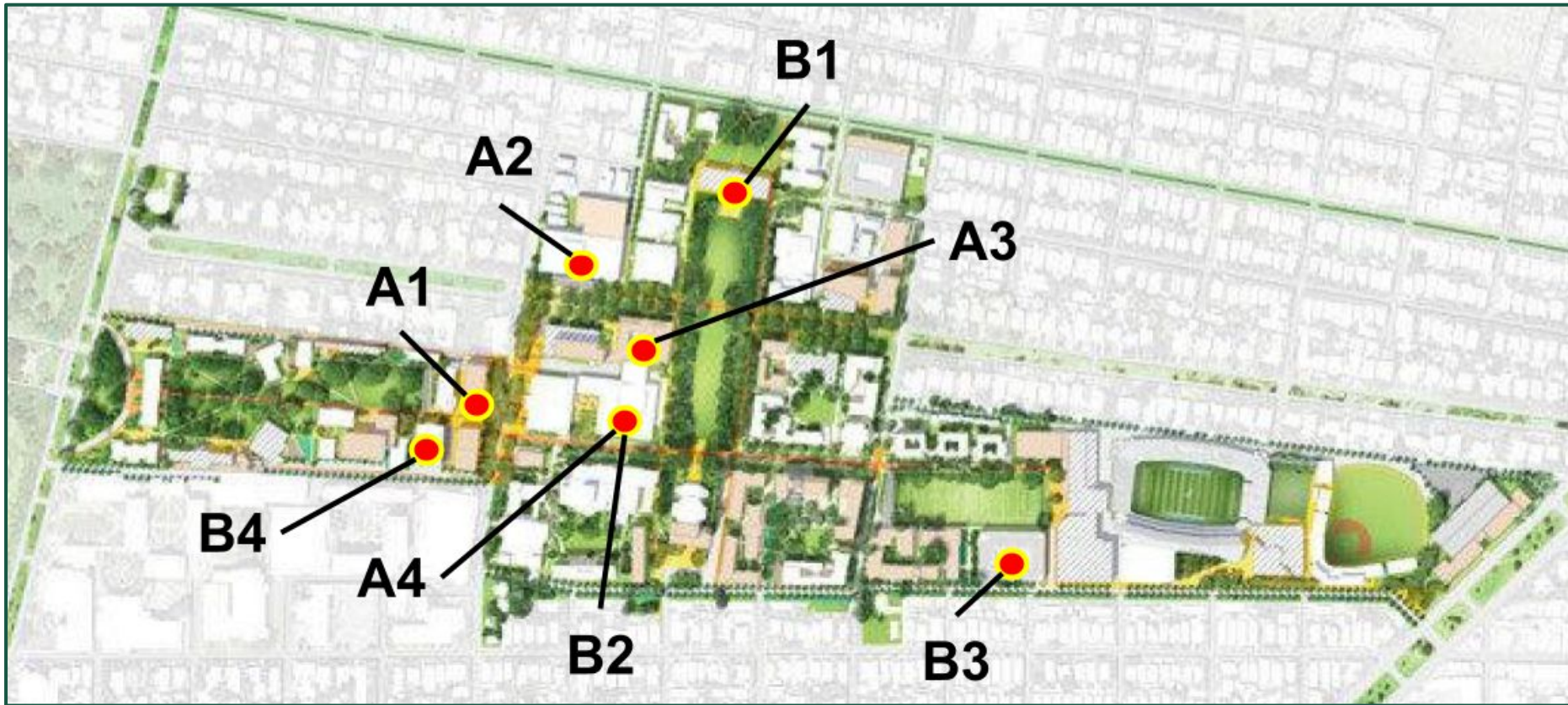
\$250.00 per month per panel

INFORMATION

- Dimensions are measured as **width x height**.
- News rack displays are most effective when the run time is three or more weeks.
- Materials must be mailed to our shipping address prior to the run date unless are purchased through *The Tulane Hullabaloo*.
- Representatives from *The Tulane Hullabaloo* will install the advertising displays provided by the advertiser.
- All campaigns include:
 - Reserved space
 - Proof of performance image(s)
 - Personal account representative
 - Buyer's account on flytedesk



NEWS RACK LOCATIONS



LOCATION NAME	LOCATION DESCRIPTION	LOCATION NAME	LOCATION DESCRIPTION
A1	PJ's Coffee underneath Stern Hall	B1	Newcomb Hall
A2	Howard-Tilton Memorial Library	B2	Lavin-Bernick Center**
A3	The Commons	B3	Diboll Parking Garage
A4	Lavin-Bernick Center*	B4	Boggs Academic Building

* Food Court

** Student Mail and Package Pickup Center

SPONSORED CONTENT

0 - 250 words

22" x 12.5"

\$225.00*

251 - 500 words

9.5" x 12.5"

\$375.00*

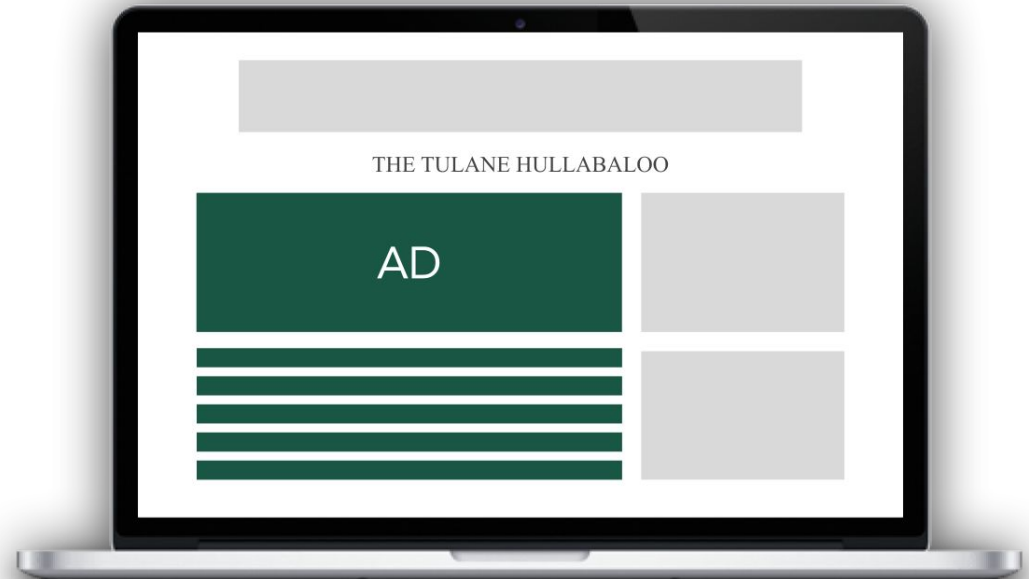
501 - 1000 words

9.5" x 12"

\$650.00*

INFORMATION

- Sponsored Content is one article published on tulanehullabaloo.com on a preferred date underneath our "Sponsored" category.
- Content must be provided by the buyer.
- As with any advertisement, *The Tulane Hullabaloo* has the right to reject the Sponsored Content based on the written content.
- All campaigns include:
 - Reserved space
 - Proof of performance image(s)
 - Personal account representative
 - Buyer's account on flytedesk



STREET TEAM

Posting

8.5" x 11" or

11" x 17"

50 - 100 copies

\$300.00

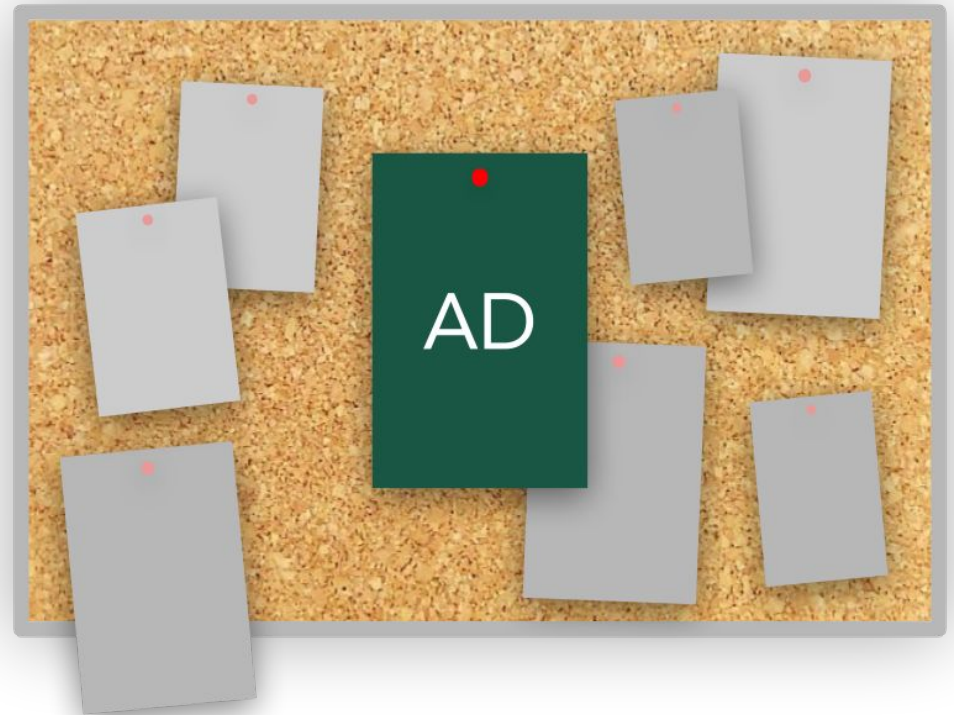
Branded Coasters

150 coasters

\$300.00

INFORMATION

- Dimensions are measured as **width x height**.
- Any purchases involving the street team the buyer must provide the production materials.
- Materials must be mailed to our shipping address prior to the run date.
- All campaigns include:
 - Reserved space
 - Proof of performance image(s)
 - Personal account representative
 - Buyer's account on flytedesk



POLICIES

ADVERTISING SERVICES

- *The Tulane Hullabaloo* shall install the advertising displays provided by the advertiser for Street Team or Out-Of-Home insertion orders.
- *The Tulane Hullabaloo* reserves the rights to reject or cancel any advertising which the editor deems inappropriate for publication.

CAMPAIGN INFORMATION

- Dimensions are measured as **width x height**.
- All campaigns include:
 - Reserved space
 - Proof of performance image(s)
 - Personal account representative
 - Buyer's account on flytedesk

PAYMENT

- All campaigns ordered from *The Tulane Hullabaloo* can be paid via credit card (preferred) or invoice.
- Advertisers paying via credit card are only charged once the run was successfully completed and verified with photo verifications.
- Invoices will be sent via email immediately following the placement of the insertion order, and then on the 1st of each month.
- Late invoices will be charged a 2.5% monthly fee.
- Compensations for errors made by *The Tulane Hullabaloo*, if any, will be at the discretion of *The Tulane Hullabaloo*. No cash refunds will be made.
- All advertising agencies are financially responsible for any advertising placed by them on their clients' behalf.

USE CODE BUNDLE19 FOR 15% OFF YOUR ENTIRE ORDER

WHEN THREE OR MORE MEDIUMS ARE PURCHASED IN AN INSERTION ORDER.

NEXT STEPS → ***bit.ly/Flytedesk***

PLACE YOUR INSERTION ORDER IN MINUTES

The Tulane Hullabaloo | BUSINESS