



2023-24

# MEDIA PLANNER

**StateCollege.com** and **OnwardState.com** are invaluable resources to the Centre Region, serving the on- and off-campus communities with impactful and informative content that keeps readers—local and distant—coming back for more.

Our sites offer content for every demographic and receive more than 750,000 visits every month. Each visit is an opportunity to promote your business or organization to local consumers, including permanent residents, students, tourists, and everyone with a connection to Happy Valley.



# INDEX

## 1. State college | 03

AUDIENCE BREAKDOWN | 03

ADVERTISING OPPORTUNITIES | 04

ADVERTISING PACKAGES | 05

ADS SPECS | 09

## 2. Onward State | 10

AUDIENCE BREAKDOWN | 10

ADVERTISING OPPORTUNITIES | 11

NATIVE ADVERTISING OPTIONS | 12

ADS SPECS | 13

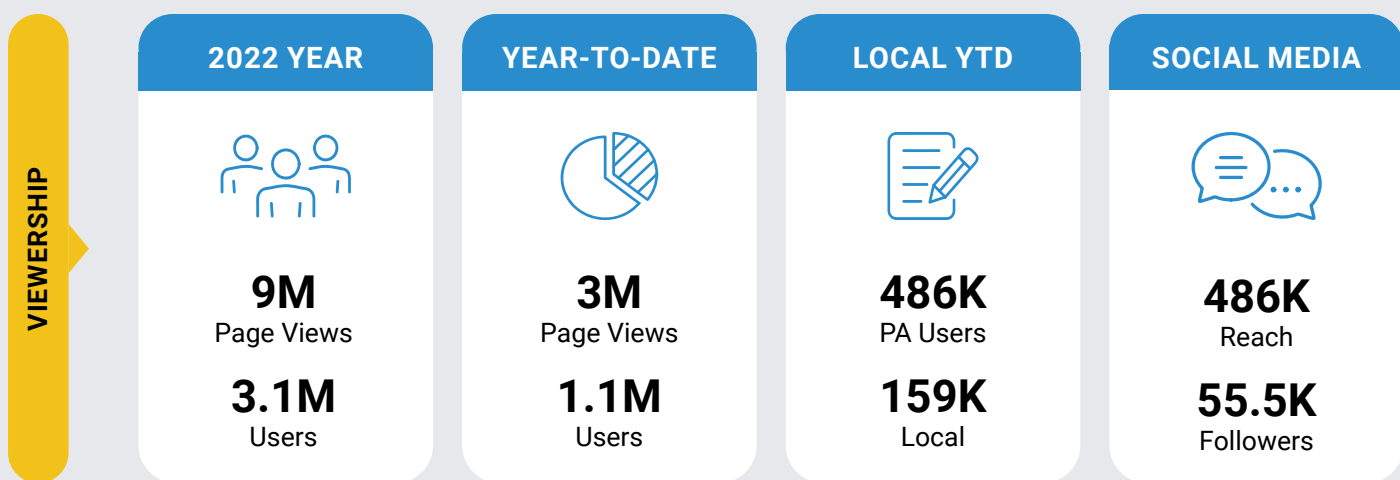
## 3. Contact | 14

# State College

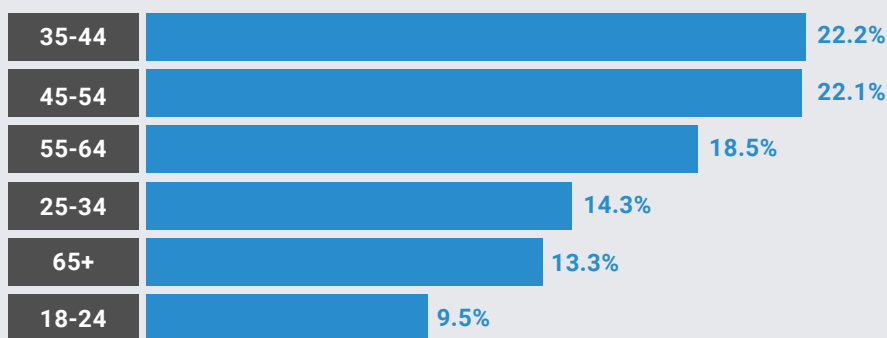
## | AUDIENCE BREAKDOWN

StateCollege.com is the source for everything State College. More than 3 million annual visitors rely on our timely news and sports reporting, informative and thought-provoking features, comprehensive local business

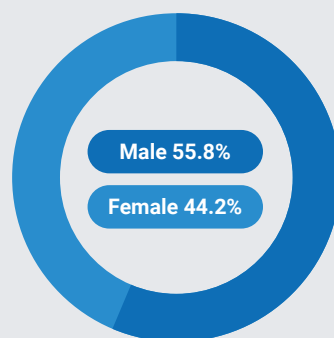
directory, and the best coverage of local activities and events. And StateCollege.com is the only local news organization that provides all content free of charge.



User by Age



User by Gender



User by Location



DEMOGRAPHICS (YTD 2023)

# State College

## | ADVERTISING OPPORTUNITIES

Statecollege.com is a leading provider of local news in the Centre County region, averaging more than 225,000 unique users per month for over a decade. And our breadth of local content keeps readers coming back for more:

Community Calendar

Bar Tour

Classified Ads

Events & Holiday Guides

High School & College Sports

Apartment Listings

Movie Schedules

Business Directory

Obituaries

### And much more!

StateCollege.com also offers special interest content—highly targeted advertising opportunities—focused on Penn State sports and local events, the Central PA Festival of the Arts, 4thFest, State College Spikes baseball, and others.

You can promote your business or organization through highly visible and targeted display ads across our online portal, in our daily and weekly [E-newsletters](#) that have more than 18,000 opt-in subscribers, or by sponsoring specific content categories. We will work with you to develop a custom ad package that meets your needs and budget:

	STANDARD RATE	ANNUAL RATE (Most popular!)
Run of Site (ROS)	\$359/month	\$299/month
Leaderboard/Footer	\$459/month	\$399/month
ROS/Leaderboard Combo	\$759/month	\$699/month
Site Takeover	\$1499/wk	
Daily Newsletter	\$250/wk	\$200/wk
Calendar Leader Section	\$299/month	\$225/wk
Featured Business Listing	\$49/mo	\$25/mo
ROS/Listing Combo	20,000 ad impr./mo	\$379/month
Native Content	\$999/article	

# NEW BUSINESS

## ADVERTISING PACKAGE

**StateCollege.com** is a truly local business. Created and maintained by long-time locals. We know how hard it is starting up a new business and trying to get your message out there. This is why we are offering a special limited time offer to all new businesses. Nobody can reach the local market like **StateCollege.com**! Leverage our reach to let people in the Centre Region that you are Open and Ready for business!

### WHAT'S INCLUDED

6 MTHS FEATURED Business Listing	\$300
3 MTHS ROS Banner	\$1200
1 Week Newsletter banner	\$250
Advertorial Article	\$750
	<del>\$2500</del>

Investment:

**\$599/TOTAL**

SPECIAL DEAL!

# WEBCAM SPONSORSHIP

| ADVERTISING PACKAGE

## OPTIONS

**6 MONTH Leaderboard** - BOTH Camera pages (MOB/Desk) \$279/month

**6 MONTH Sidebar** - BOTH Camera pages (MOB/Desk) \$199/month

**12 MONTH Leaderboard** - BOTH Camera pages (MOB/Desk) \$239/month

**12 MONTH Sidebar** - BOTH Camera pages (MOB/Desk) \$159/month

**100% SOV WITH ANY PACKAGE**

# SPRING INTO SAVINGS

## | ADVERTISING PACKAGES

### SPRING IS JUST AROUND THE CORNER!

(NO MATTER WHAT PUNXSUTAWNEY PHIL SAYS). NOW IS THE TIME TO PLANT SOME SEEDS TO MAKE YOUR BUSINESS GROW. THE TOWN AND SURROUNDING AREA WILL SOON BE BUZZING WITH EXCITEMENT AND ACTIVITY. SPRING FESTIVALS, BLUE-WHITE GAME, AND MORE. PEOPLE TURN TO STATECOLLEGE.COM TO FIND THE LATEST NEWS, ACTIVITIES, SPORTS REPORTING AND MORE. YOU CAN REACH THEM BY HAVING YOUR AD RUN THROUGHOUT OUR SITE WITH OUR RUN-OF-SITE PACKAGE. RIGHT NOW WE ARE OFFERING IT FOR A SPECIAL PRICE AND THROWING IN A 6 MONTH FEATURED LISTING IN OUR BUSINESS GUIDE.

#### WHAT'S INCLUDED

ROS BANNER THRU JUN 1      \$125/WK

6 Mn Bus Directory Listing      \$300

**Total**

~~\$2650~~

Investment:

**\$699/total**

**SPECIAL DEAL!**

**BONUS OFFER:** ADD ON NATIVE ARTICLE FOR ONLY **\$399**.

WE WILL WORK WITH YOU TO CRAFT AN ARTICLE TO REACH THE STATE-COLLEGE.COM AUDIENCE. WITH PURCHASE OF "SPRING INTO SAVINGS" PACKAGE.

LIST PRICE: \$1000

# State College

## | ADS SPECS

StateCollege.com			
AD TYPE	SIZE	PERFORMANCE	TECHNICAL SPECIFICATIONS
Run of Site	300 x 250px banner	10.000 impressions per week guaranteed or 10.000/20.000 per month with ROS/Listing Combo Package	JPG, GIF, ANIMATED GIF, HTML5
Leaderboard	728 x 90px banner 320 x 50px banner	10% SOV	
Site Takeover	1024 x 90px banner 320 x 50px banner	100% SOV	
Native Content	500-750 words One image Two links	100% SOV	

“78% of local mobile searches result in an in-store purchase!”

WebFX.com

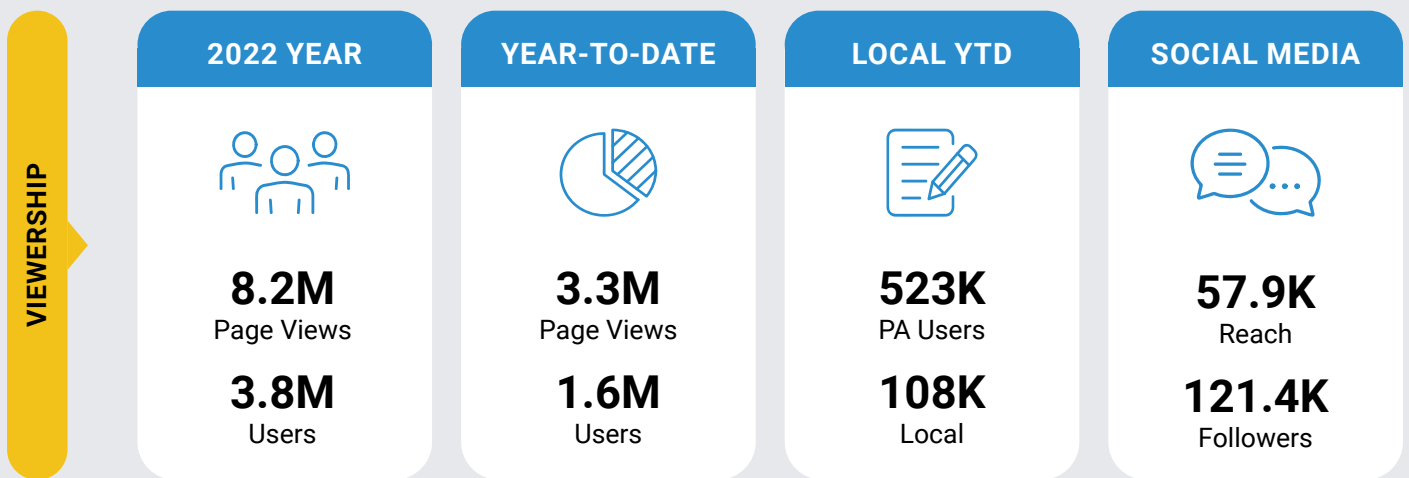


# Onward State

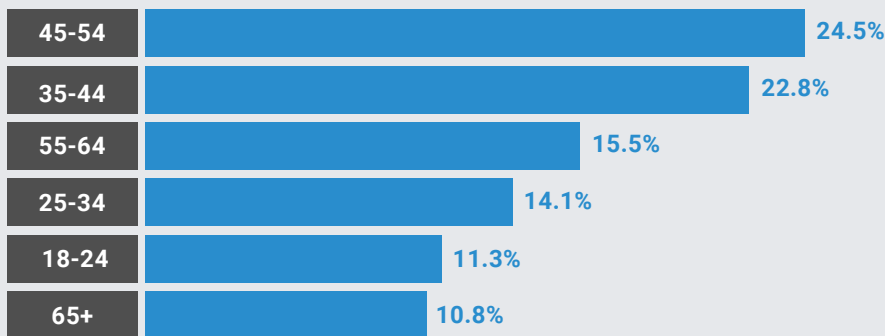
## | AUDIENCE BREAKDOWN

**Onward State** is an independent, alternative Penn State blog that fosters the student voice through the combination of commentary that is fair, authentic, and often humorous; analysis that is critical and irreverent; and news that is relevant and accurate.

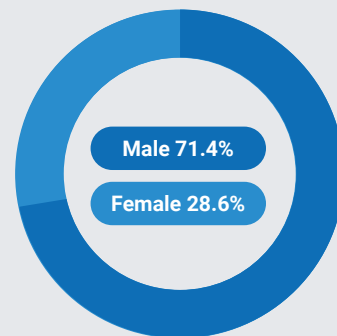
Since publishing our first post on November 17, 2008, Onward State has established itself as one of the quickest and most informative places for Penn State students, faculty, staff, and alumni to find the news and resources that matter most to them.



User by Age



User by Gender



DEMOGRAPHICS (YTD 2023)

Since 2016, we have reserved 100% our banner advertising on the site for Onward State partners, those who commit on an annual basis to supporting Penn State's largest student-run newsroom.

Onward State reaches up to half a million people a week on Facebook and more than 1,000,000 pageviews a month. Our partners get exclusive access to brand marketing opportunities in front of our audience – the Penn State nation!

# Onward State

## | ADVERTISING OPPORTUNITIES

Onward State has advertising options to fit any business need and budget. We reserve 100% of our banner advertising for Onward State partners, those who commit on an annual basis to supporting Penn State's largest student-run newsroom.

ANNUAL PARTNERSHIPS	RATE		
<p><b>Senior Sponsorship:</b></p> <ul style="list-style-type: none"> <li>- Estimated at 2.7+ million impressions/yr</li> <li>- Two partner stories</li> <li>- Two social media shoutouts</li> <li>- Partner page listing</li> <li>- Free job listings</li> <li>- Four press releases per month</li> </ul>			
<p><b>Junior Sponsorship:</b></p> <ul style="list-style-type: none"> <li>- Estimated at 2+ million impressions/yr</li> <li>- One partner story</li> <li>- One social media shoutout</li> <li>- Partner page listing</li> <li>- Free job listings</li> <li>- Three press releases per month</li> </ul>	<p style="text-align: center;"><a href="#">Email for current availability</a></p>	<p>Onward State reaches up to half a million people each week on Facebook and receives more than 1,000,000 pageviews a month.</p> <p>Our partners get exclusive access to brand marketing opportunities in front of our audience—the Penn State nation! Partners also get mentions when we do industry-specific content, like <a href="#">our popular off-campus housing resource</a>.</p>	
<p><b>Sophomore Sponsorship:</b></p> <ul style="list-style-type: none"> <li>- Estimated at 1.4+ million impressions/yr</li> <li>- One social media shoutout</li> <li>- Partner page listing</li> <li>- Free job listings</li> <li>- Two press releases per month</li> </ul>			
<p><b>Freshman Sponsorship:</b></p> <ul style="list-style-type: none"> <li>- Estimated 700+ thousand impressions/yr</li> <li>- Partner page listing</li> <li>- Free job listing</li> <li>- One press release per month</li> </ul>			

# Native Advertising Options

NATIVE ADVERTISING OPTIONS		
Sponsored Content	We're not just reporting the news, we're telling a multimedia story about your brand and what makes it special. The best way to launch your product or brand to the Penn State nation.	<a href="#">Email us</a>
Press Release	The best way to have your news heard in State College & by the Penn State Community. Non-profits save 25% at checkout and student groups save 50% at checkout. Your message on the Onward State front page. Reviewed by our newsroom & considered for additional coverage.	<a href="#">Post your press release now</a>
Featured Apartment	Promote a specific apartment or house to the Onward State audience. These units can drive hundreds of clicks to an apartment listing in a single day. Perfect for marketing a new apartment or getting something rented quickly!	<a href="#">Promote your apartment today.</a>

# Onward State

## | ADS SPECS

OnwardState.com		
AD TYPE	SIZE	TECHNICAL SPECIFICATIONS
Run of Site	320 x 50px banner 336 x 280px banner 360 x 50px banner 640 x 100px banner 720 x 100px banner	JPG, GIF, ANIMATED GIF, HTML5
Leaderboard	728 x 90px banner	
Press Releases	Front page display	- Up to 1,000 words - Up to four photos, one video - Logo - Considered for additional news coverage - <a href="#">Online submission</a>
Job Listing	30-day listing	<a href="#">Online submission</a>

# Seth Foresman

| YOUR ACCOUNT REPRESENTATIVE



## ADDRESS

220 Regent Court  
Suite B  
State College, PA 16801



## CELL NUMBER

(814) 644-1219



## EMAIL

sethforesman@statecollege.com

