THE STUDENT LIFE
MEDIA KIT 2021-2022
2021 - 2022 media kit

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The Student Life is the oldest college newspaper in Southern California. Founded in 1889, it serves as the newspaper for the Claremont Colleges, a consortium of five liberal art colleges and two graduate schools. The Student Life has garnered various journalism and design awards and has been recognized by multiple institutions like the California News Publishers Association and the Los Angeles Press Club. With a prominent and active readership, TSL provides news coverage all year round.

The thousands of Claremont students, faculty, and staff represent a diverse, educated community that is highly desirable to advertisers. There is no better place to advertise than TSL.

About The Student Life

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DISTRIBUTION & REACH

THE STUDENT LIFE BY THE NUMBERS

AUDIENCE

6,067 UNDERGRADUATE STUDENTS

2,646 GRADUATE STUDENTS

3,270 FACULTY MEMBERS AND STAFF

MEDIA REACH

3,800+ followers
fb.com/thestudentlife

2,600+ followers
@TSLnews

4,300+ followers
@tslnews

15,000+ weekly visits
tsl.news

HISTORY

133 YEARS OF JOURNALISM
(EST. 1889)

7 COLLEGES IN THE CLAREMONT CONSORTIUM

1,000 PRINT CIRCULATION ACROSS THE COLLEGES
2021-22 ad options

**print advertisement**
We offer color and black & white options in our popular, widely-read print edition released each Friday across the consortium.

*Prices and sizes vary*

**web advertisement**
Place your brand on our website beside today's top stories. Your ad would be visible on every post and page, clickable to your website if you prefer.

*Ad size: 340 x 340 pixels*

**newsletter advertisement**
Every Friday, TSL lands in over 1,000 inboxes. Your ad could land with it.

*Banner size: 340 x 340 pixels*

**sponsored content**
The Student Life is happy to provide a platform for our partners to tell the story of your business on our site.

**social media**
Promote your content directly to TSL's engaged social media followers.
Print ad pricing

Every Friday morning during the semester, The Student Life circulates 1,000 copies of our print edition across the Claremont Colleges, and mails the newspaper to subscribers (parents, alumni, etc.) across the country.

<table>
<thead>
<tr>
<th>Size</th>
<th>Black &amp; white rate</th>
<th>Color rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full page (21.5&quot; x 10&quot;)</td>
<td>$500</td>
<td>$750</td>
</tr>
<tr>
<td>Half page (10.75&quot; x 10&quot;)</td>
<td>$350</td>
<td>$525</td>
</tr>
<tr>
<td>Quarter page (10.75&quot; x 5.75&quot;)</td>
<td>$180</td>
<td>$270</td>
</tr>
<tr>
<td>Eighth page (5.75&quot; x 5.5&quot;)</td>
<td>$100</td>
<td>$150</td>
</tr>
<tr>
<td>Business card (4&quot; x 2&quot;)</td>
<td>$35</td>
<td>$50</td>
</tr>
</tbody>
</table>

On-campus groups receive discounted rates — visit tsl.news/advertise for more details.

TSL reserves the right to refuse ads at editors’ discretion. Accepted ads may be lightly edited for style.
Online ad pricing

Our website typically generates more than 15,000 views a week during the semester, with many viewers coming from the Claremont Colleges.

<table>
<thead>
<tr>
<th>Views (duration not guaranteed)</th>
<th>Price for web ad on tsl.news only</th>
<th>Price for web ad + ad feature in weekly newsletters</th>
</tr>
</thead>
<tbody>
<tr>
<td>10,000 (less than 1 week)</td>
<td>$150</td>
<td>$200 (one feature)</td>
</tr>
<tr>
<td>25,000 (around 2-3 weeks)</td>
<td>$325</td>
<td>$400 (two features)</td>
</tr>
<tr>
<td>50,000 (about 3 weeks)</td>
<td>$600</td>
<td>$700 (three features)</td>
</tr>
<tr>
<td>100,000 (5-6 weeks)</td>
<td>$1,000</td>
<td>$1,150 (five features)</td>
</tr>
</tbody>
</table>

Newsletter features are $70 if purchased separately.

*TSL reserves the right to refuse ads at editors’ discretion. Accepted ads may be lightly edited for style.*
One sponsored article on TSL's website is $1000 and will remain on the site for three months, clearly labeled as a paid, advertised post. Each additional sponsored article is $900.

Stories must be emailed at least 24 hours in advance and not exceed 800 words.

*TSL reserves the right to refuse sponsored content, and to edit sponsored content for style.*
Social media ad pricing

**INSTAGRAM STORIES**

One Instagram story is $60, and lasts 24 hours. Each additional story afterwards is $30 each.

One Instagram story created by a member of our design talent is $90, and lasts 24 hours. Each additional story afterwards is $50 each.

Images must be emailed at least 24 hours in advance and be **1080px by 1920px (aspect ratio of 9:16)**.
FACEBOOK POSTS

Facebook posts are written by you, cost $200 and stay up for 3 months. Posts can include a link and up to one image.

You will be able to review any content before it is published.

TWITTER TWEETS

Twitter tweets are $50 each and stay up for up to 3 months. Tweets are renewable, and cost $40 to be reposted thereafter. Tweets are up to 280 characters and can include up to one link and one photo.

You will be able to review any content before it is published.
Questions? Interested in placing an ad?

Email us at business@tsl.news or fill out the form at tsl.news/advertise. We'd love to work with you.