



Guide To Growing Your Student Media Business

WHAT IS THIS?

flytedesk's mission is to help student media build the tools and products they need to continue to survive, thrive, and educate the next generation of journalists, salespeople, and citizens.

Use this guide to help your team refine and develop products that will be most attractive to brands. These are the products that we've seen brands most excited to buy, and that student media is best equipped to deliver.

We also include standardized price and size recommendations. One of the most challenging parts of our sale is to explain why two seemingly similar publications charge vastly different prices. The second challenge is asking brands to create dozens of sizes for a single ad placement. This guide is intended to help bring us all in line for a more cohesive experience for the companies spending the most money with student media.

At the end of the guide, you will find a few resources, like examples of stellar media kits from some of our student media partners and a media kit template to help kickstart the design process.

Once you've read through this guide and updated your media kit, please send the most up-to-date version to your [flytedesk Account Manager](#).

Our team often has less than 24 hours to turn around proposals, which can include dozens of products and hundreds of student media organizations. We need your information at our fingertips to bring you as much revenue as possible.

Don't forget to update your primary contact and billing information in the platform too!

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WEBSITE

Digital remains the largest and fastest-growing category of advertising, both locally and nationally. The digital advertising industry has grown in sophistication and relevance. It is a way for your buyers to meet your audience where they are.

Most national brands require real-time reporting, tracking tags, viewability requirements, etc. If that sounds like gibberish, fear not! The flytedesk digital script tag does all of that work for you.

For flytedesk to book national website ads, you must have flytedesk’s digital script tag installed and at least one of our four premium digital units. Learn how to install them here.

Click here to schedule a meeting with your account manager for local website advertising support.



Masthead

2000x500px

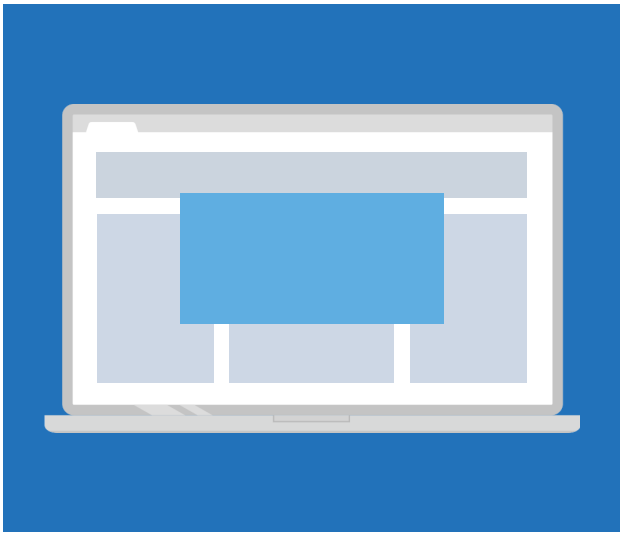
Sits at the very top of the website.



Sticky Bottom Banner

800x100px

Sits in the bottom left of the screen and scrolls with the reader.



Interstitial

size varies

Pop up ad that serves the first time a user is on the site.



In-content 1 & 2

480x270px

In-article unit that can display static or video ads.

Pricing

All premium digital ads have a premium, post-commission rate of \$15 CPM. That means you will receive \$15 for every 1,000 impressions that are served.

EMAIL

E-newsletters serve as a powerful avenue to enhance your organization’s campus presence and draw in advertisers. Regardless of your organization’s scale, we recommend incorporating an advertising space within your newsletter.

Dozens of student media organizations started an email newsletter last year. Across student media, over 100 email newsletters reach over 1.3m subscribers! If you don’t already have an email newsletter, learn more about how to create one [here](#) - and click [here](#) for support elevating your already existing email newsletter.

Below are the sizes that we recommend you place within your e-newsletter to maximize revenue:



Masthead
800x400 px
Sits above the newsletters’
masthead



Banner
728x90 px, 300x600 px
Sits at the top, middle, or bottom of
the newsletter

Note: If you attend a public university, consider submitting a FOIA request for campus directory data. Subscribing the entire student body at once is the best way to grow your email list. Other organizations that have done this see meager unsubscribe rates. Contact your Account Manager to explore other options if you cannot access this information via FERPA.

Pricing

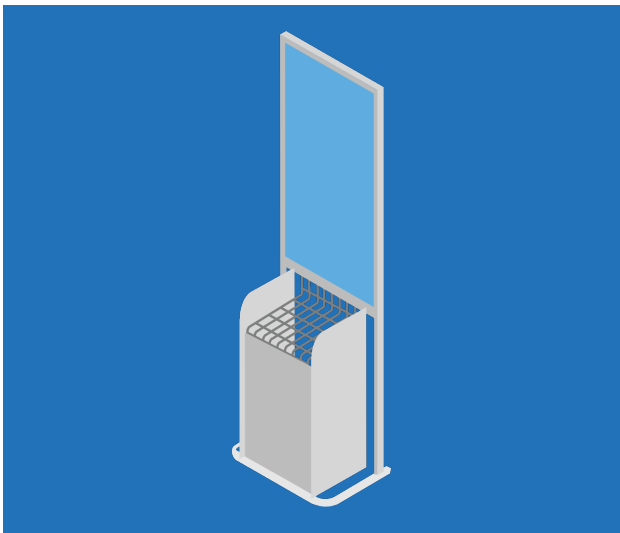
Subscribers	Price per day
0 - 999	\$25
1,000 - 4,999	\$155
5,000 - 14,999	\$225
15,000 - 24,999	\$275
25,000+	add \$50 for every 10,000 additional subscribers

OUT OF HOME

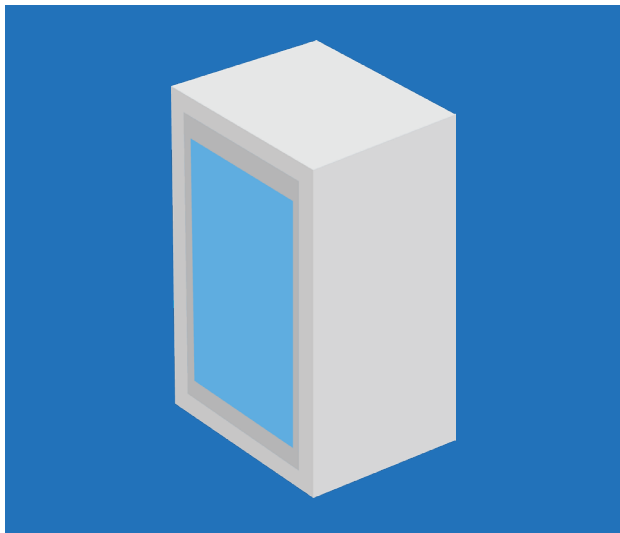
This media type (called “Out of Home” or “OOH”) is the second fastest-growing category of media nationwide. Generally, “OOH” refers to the ads you see on highway billboards or subway stations. On campus, “OOH” can mean the billboard space attached to your news racks.

Flytedesk is committed to helping student media grow their OOH offering on campus. You can learn more about our news rack initiative [here](#), which will send you new racks (at no cost) equipped with standard-sized ad space. Even if you already have news rack billboards on campus, consider upgrading to flytedesk units. Student media organizations that offer the premium, standard size are more frequently included in national ad campaigns, and in 2021-2022, 80% of the top 10 publishers that we sent the most money to offered OOH as a product.

Below are the types of OOH ads that we sell:



Flytedesk News Racks
24x48"
Indoor Racks



Student Media-Owned News Racks
We can also sell ad space on any news racks that you own, granted that the advertising space looks professional and is in great condition

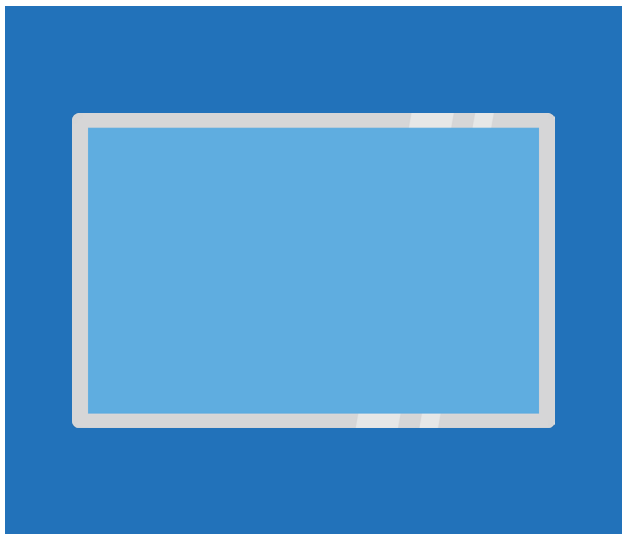
Pricing

Campus Size	Enrollment	Price per Panel per Month	Price after Flytedesk Commission	Max Production Costs
Small	0 - 5,000	\$125	\$100	\$100
Medium	5,001 - 15,000	\$250	\$200	\$100
Large	15,001 - 25,000	\$312.50	\$250	\$100
XL	25,001+	\$375	\$300	\$100

DIGITAL OUT OF HOME

Many student media organizations are beginning to offer access to digital screens on campus, we call this DOOH or Digital Out of Home. These screens can either be standalone or attached to your news racks. In some cases, screens are owned by the student media organization, and sometimes the university owns them and shares access with the student media organization for content sharing & ad space utilization.

Below are the types of DOOH ads that we sell:



Screens

A digital screen, typically a TV screen, that can display advertisements.



Screens

A digital billboard or news rack with a screen that can display advertisements.

Pricing

If you’re interested in exploring this option, contact your Account Manager to learn more about how you can access the screen network on your campus.

PRINT

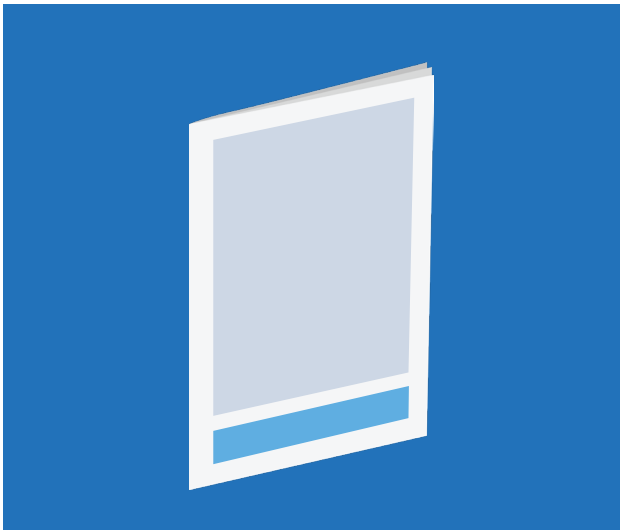
The value of print has evolved over the years, however, print still comprises over 20% of all revenue flytedesk sends to student media organizations. Currently, flytedesk is only interested in premium, full-color placements for national advertisers.

Below are the types of print ads that we sell:



Full Page, Full Color

The most premium full-page placement is the back page. We also accept page 2 (inside front cover) or page 3. Please note: flytedesk does not consider the inside back page to be a premium placement.



Front Page Ribbon

A 2” banner running across the bottom of the front page.



Inserts

Typically, a 4.25”x5.5” loose flyer inserted into the newspaper



Double Truck / Center Spread

Two full page ads in the center of the print product.

Pricing

You should use this formula to price your regular full-page ad:
Circulation x 3.1 / 1000 x 75

For example:
1,000 circulation = \$232.50
5,000 circulation = \$1,162.50
10,000 circulation = \$2,325.00

Divide in half for your 1/2 page rate, and again for your 1/4 page rate.
For a premium full-page ad, like a back-page ad, you can add 10% to the price of a regular full-page ad.

Lastly, for inserts, you can follow this pricing guide:

Circulation	Price	Price after Commission	Max Production Costs
1,000	\$100	\$80	\$100
5,000	\$500	\$400	\$100
10,000	\$1,000	\$800	\$100

BACK PAGE

Charge 10% more than a full page ad.

FRONT PAGE BANNER

Charge the same as a half page ad.

INSIDE COVER, PAGE 3, PAGE 4

Charge 5% more than a full page ad.

DOUBLE TRUCK/ CENTER SPREAD

Charge double the cost of a full page ad.

INSERTS

Charge \$100 per thousand.

Student media is very expensive compared to other advertising options. This pricing is based on your potential reach, but for reference, this is still twice as expensive as the New York Times.

Note: This is a recommended average across all student media. You may need to adjust these prices up or down based on local market conditions, or if your campus is unique (like if you’re representing a ‘name brand’ campus, or a particularly affluent student body).

A note about COLOR: Color costs should be included in all ads. Black and white ads simply don’t see the same results and can drag down the visual appeal of a page. For national brands, flytedesk no longer offers black-and-white advertising.

A NOTE ABOUT CUTTING PRINT

Many organizations are considering reducing or eliminating their print product. From a financial perspective this may be tempting, but it's critical to assess whether your audience and your organization is prepared to handle the change.

FACTORS TO CONSIDER:

- How do students hear about your organization? If you eliminate your print product (which is your physical footprint on campus), will anyone know you exist?
- How does your organization make money? For most, the print edition is still the primary revenue driver. Do you have an equally attractive product that your clients are willing to purchase?
- Are your operations driven by the print deadline? If so, how will you hold your team accountable without "production night."

Cutting print should be part of a multi-year strategy to grow other products and ensure the longevity of your organization. Start by reducing frequency and directing resources towards other products.

SPECIAL EDITIONS

Special editions offer a unique selling opportunity for print. Targeted advertising is becoming the norm, but print typically doesn’t allow for much targeting. Special editions are the exception. They allow for hyper-targeted opportunities. There are infinite possibilities for special editions, but there are a few key moments we see national brands most interested in. While we can’t commit to bringing you ads for any particular issue, these are the issues/ moments that our team focuses on. The more publications that offer each theme, the better chance we have of selling it.

Orientation & Back to School

This is the most sellable moment on campus, and often the most lucrative print issue of the whole year for many publications.

Spring & Fall Graduation

Perhaps the second most sellable moment on campus. Feature stories from graduating seniors, farewells, and advice for post-grad life.

Election Guide

Help your student body be informed on when and how to vote. From an advertising perspective, it’s important this issue runs before the election, not after. (Even if there is not a national election, there may be an important local race in your area!)

Career Guide

Feature content around tips for networking, resumes, and interviews.

Game Day & March Madness

The national sports spotlight turns to campus during football and basketball season. Print a game day preview in advance to attract new buyers.

Spanish/ Latinx Guide

Bonus points if you publish this in Spanish.

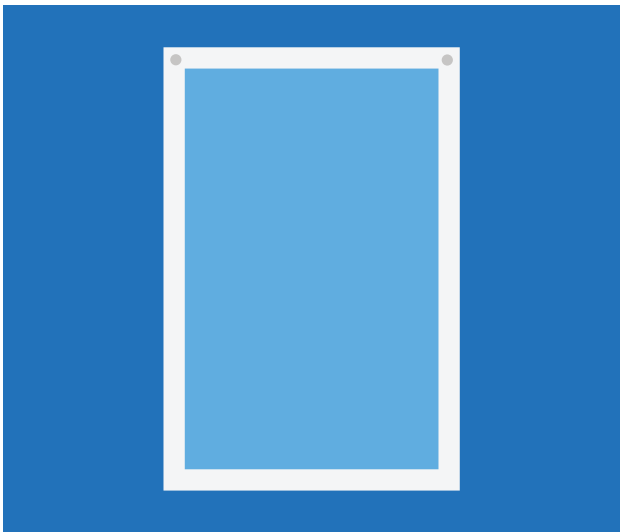
Homecoming

Feature stories about events, parades, and campus history. Great for targeting visitors, alumni, and Greek life.

STREET TEAM

National brands can't easily get boots on the ground at your campus, so street teams are an attractive product. Any student media organization, no matter the size, can offer street teams. It only takes an hour or two, and for national buyers, flytedesk can mail you all the materials. Click [here](#) for Street Team best practices.

Street Team services include:



Posters
8.5x11", 11x17", 24x36"
Have your team put up posters around campus.



Product Distribution
Have your team distribute flyers, coasters, stickers, or other promotional items.

Pricing

Campus Size	Enrollment	Price per Event	Price after Flytedesk Commission	Max Production Costs*	Quantity per Event
Small	0 - 5,000	\$93.75	\$75	\$100	50
Medium	5,001 - 15,000	\$156.25	\$125	\$100	75
Large	15,001 - 25,000	\$218.75	\$175	\$100	100
XL	25,001+	\$281.25	\$225	\$100	125

ADVERTISING POLICIES

flytedesk will always honor your editorial policy or discretion on any ad; however it's rare that an ad we send would be in violation of any policy.

There are certain types of ads we do tend to run into issues with. Please talk to your editorial team about these now, and let us know if you have a blanket ban on any of these.

- General Get-Out-The-Vote (non-partisan)
- Cause-based political ads (i.e. Everytown for Gun Safety)
- Candidate or cause-specific political ads (i.e. "Vote for Hillary," "No on Prop 7")
- Birth Control
- Condoms
- Alcohol
- Adult Toys
- Sperm/Egg Donation
- Marijuana (if it's legal in your state)
- CBD (if it's legal in your state)
- Vaping

Read more about creating a political advertising policy from our friends at Poynter [here](#).

flytedesk's Recommended Advertising Policy

Use the template below as guide to create your own advertising policy. We recommend you post this policy somewhere on your website for future buyers to reference.

Our organization reserves the right to reject any advertising at the sole discretion of the Business Manager. We do not accept any ads that are defamatory, promote academic dishonesty, violate any federal, state or local laws, contain false or misleading statements, or encourage discrimination against any individual or group on the basis of race, sex, sexual orientation, color, creed, religion, national origin, ancestry or disability.

All political and cause advertisements must include the information required by law (e.g., Paid by Committee for Jane Doe). Ads designed to look like news content must include "PAID ADVERTISEMENT" at the top of bottom (It can also be a good idea to include information about creative and payment deadlines here too!)

We don't take any membership fees or user fees from your organization. There is just a 20% commission share for every national ad that we sell on your behalf. Learn more about that [here](#).

Remember: You can always reject an ad from flytedesk for any reason. We ask advertisers to keep artwork tasteful and do not accept ads that are discriminatory in nature. We just need to know in advance if there are any categories that we should definitely not include you on for sales purposes.

Check out this [support page](#) to learn about how to create an ad policy that works for you and your buyers.

One of the most important policies you should think about is your [makegood policy](#). Our thesis is simple: if something goes wrong, just contact the campaign fulfillment team as soon as possible to resolve it.

ADDITIONAL RESOURCES

We offer other resources to support your flytedesk membership. Our [support pages](#) answer the most frequently asked questions about our partnership and how to utilize the platform.

The [Publisher Onboarding Guide](#) is useful for initiating and establishing your flytedesk account to best support your college media organization.

Explore our [free media kit template](#) to create or refresh your own media kit. The template also includes examples from our student media partners and how they are showcasing their offerings.

Onwards!

The Flytedesk Publisher Team