



**product & pricing guide for your  
student media business**

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# WHAT IS THIS?

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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 local and national advertisers. These are the products that we've seen brands most excited to buy, and that student media is best equipped to deliver.

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. You can also reach out for help with your advertising policy, local advertising sales, and more!

## our methodology

To build these pricing recommendations, we audit hundreds of media kits across the student media landscape.

- **Dataset:** 3,400+ ad units across 600+ student media organizations
- **Standard sizing:** Identified the most common high-performing units & their most commonly listed sizes as “standard sizing”
- **Formula:** Plotted pricing against circulation and campus size for data-backed recommendations
- **Advertiser alignment:** Benchmarked these units & their pricing against what national brands are most excited to buy from student media

***The Fine Print:** We've done the math, but we know every campus is different. Factors like specializations, location and brand awareness, as well as other market conditions, all can impact the rates you charge.*

# WEBSITE

Digital ads are no longer just an option – it's industry standard. Advertisers spend large budgets on digital ads to not only meet your audience where they are, but also to track the impact and engagement from their advertisements.

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.

## Setting up national ads with flytedesk digital

1. Let your account manager know you're interested in flytedesk digital! Your account manager will help you set up your custom flytedesk digital script tag.
2. Choose which national ad units you would like to activate.
3. Approve website ads on the flytedesk platform. Flytedesk will never place ads on your site without your approval.
4. Watch the ads go live.

## flytedesk digital national ad units:



### Masthead

*2000x500px*

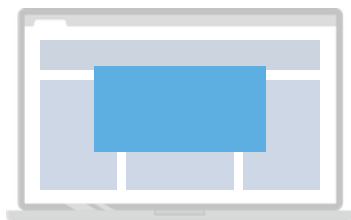
Sits at the very top of the website.



### 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.

## National pricing

All flytedesk digital ads have a premium, post-commission rate of \$15 CPM, meaning you will receive \$15 for every 1,000 impressions. For comparison, programmatic ads, like those run through Google AdSense, typically pay about \$2 CPM.

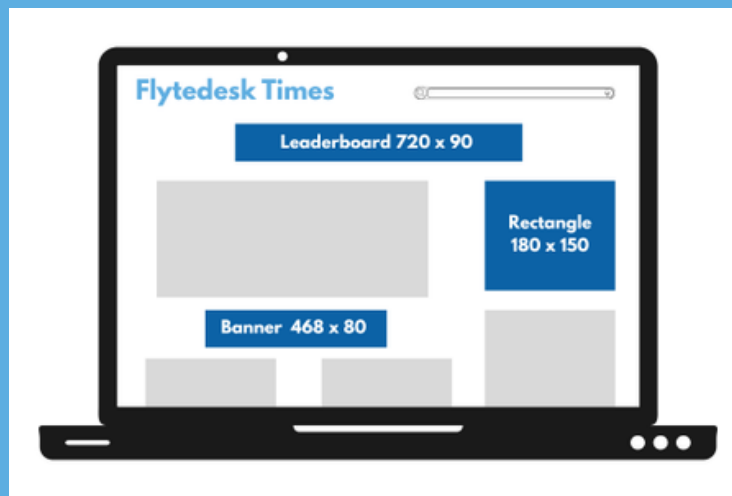
# WEBSITE

## Local pricing & units

For local advertisers, we recommend simplifying your pitch with flat monthly pricing that creates a predictable revenue stream and certainty for local buyers. For larger sites that see over 100k monthly site viewers, you can start using impression guarantees or CPM-based tiers.

### Recommended local placements:

- **Leaderboard 720 x 90:** Located centered below your logo.
- **Banners 468 x 80:** Placement centered between articles, or in-text.
- **Rectangle 180 x 150:** Placement is located on the sidebars of your website.



## Local pricing

| Monthly page views | Homepage leaderboard (728x90px) | Suggested sidebar banner (180x150) | Banner (468x80) |
|--------------------|---------------------------------|------------------------------------|-----------------|
| <10,000            | \$100-150/mo                    | \$50-100/mo                        | \$75-100/mo     |
| 10,000-25,000      | \$200-300/mo                    | \$100-200/mo                       | \$150-200/mo    |
| 25,000-50,000      | \$300-500/mo                    | \$150-300/mo                       | \$200-300/mo    |
| 50,000-100,000     | \$400-800/mo                    | \$250-400/mo                       | \$300-400/mo    |
| 100,000+           | \$700-1,200/mo                  | \$400-600/mo                       | \$500-600/mo    |

# EMAIL

Email 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 advertising space within your newsletter.

More and more student news organizations offer email newsletters, and more add this product each year. Across student media, more than 230 email newsletters reach over 3.6m subscribers (as of 2026).

**Below are the ad sizes that we recommend you offer within your newsletter:**



**Masthead**  
*800x400 px*  
Sits above the newsletters’ masthead



**Banner**  
*728x90 px, 600x200 px, 300x250px*  
Sits at the top, middle, or bottom of the newsletter

Learn more about how to maximize your newsletter’s revenue and reach on flytedesk’s [Resource Hub](#).

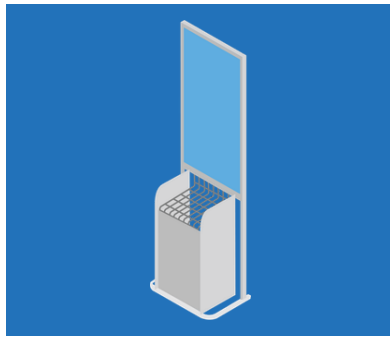
## Pricing

| Subscribers     | Masthead Price                  | Top Banner | Middle Banner | Bottom Banner |
|-----------------|---------------------------------|------------|---------------|---------------|
| Less than 1,000 | \$30                            | \$25       | \$20          | \$20          |
| 1,000-4,999     | \$150                           | \$100      | \$80          | \$80          |
| 5,000-14,999    | \$225                           | \$175      | \$150         | \$150         |
| 15,000-24,999   | \$300                           | \$250      | \$200         | \$200         |
| 25,000+         | +\$50 for every 10k subscribers |            |               |               |

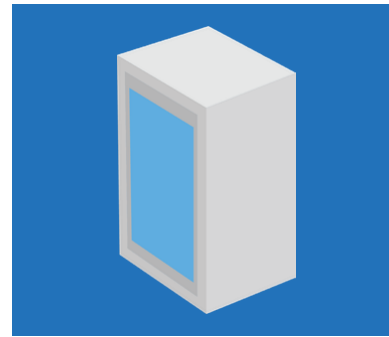
# OUT-OF-HOME

**Out-of-Home** (OOH) advertising is the second fastest-growing media category, encompassing ads on highway billboards and subway stations. On campus, it includes billboard space on newsracks, providing advertisers a physical presence on your campus.

**Below are the types of OOH ads that flytedesk sells to national buyers:**



**Flytedesk News Racks**  
*24x48"*  
Indoor Racks



**Student Media-Owned News Racks**

*We can sell ad space on your news racks, provided it looks professional and is well-maintained.*

## Newsrack Initiative

Flytedesk is committed to helping student media grow their OOH offering on campus. You can learn more about our newsrack initiative here, which will send you new racks (at no cost) equipped with premium ad space. Even if you already have newsrack billboards on campus, consider upgrading to flytedesk units.

***Apply for the flytedesk newsrack initiative [here](#).***

## 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                 |

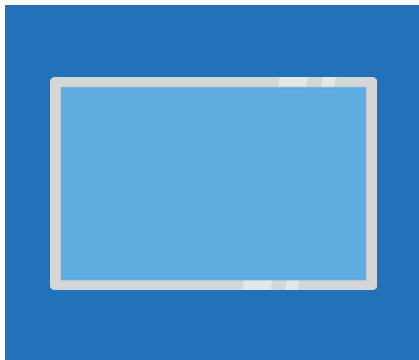
\*Max production costs refer to the maximum flytedesk will reimburse a publisher if they choose to print/produce their own materials in-house vs. us shipping them the materials

# DIGITAL OUT OF HOME

Many student media organizations are beginning to offer access to digital screens on campus, we call this **Digital Out-of-Home** (DOOH). DOOH units have many variations but here are some common arrangements:

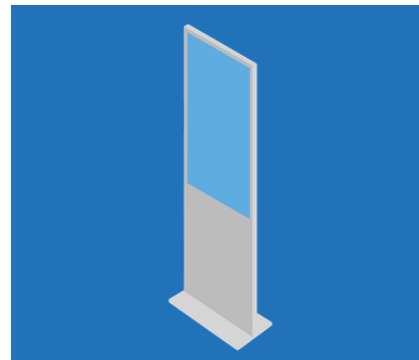
These screens can either be standalone or attached to your news racks. In some cases, screens are owned by the student media organization, and sometimes the university owns them and shares access with the student media organization for content sharing and ad space utilization.

**Below are the types of DOOH ads that we sell:**



## Screens

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



## Digital Billboards

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

## Pricing

We recommend pricing per screen on your campus. Make it clear on your rate card if the ad is static, or if it rotates with editorial or other advertising content.

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 – but print still comprises over 20 percent of all revenue flytedesk sends to student media organizations each year. Currently, flytedesk only books premium, full-color placements for national advertisers.

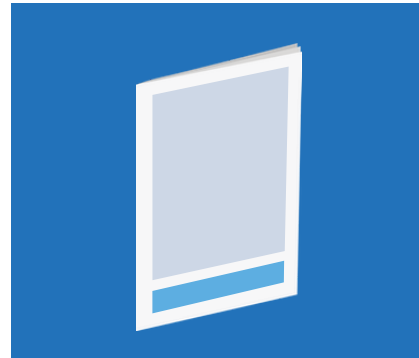
*Please note: flytedesk does not consider the inside back page a premium placement.*

**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.



### **Front Page Ribbon**

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



### **Inserts**

Typically, a 4.25" x 5.5" loose flyer inserted into the newspaper



### **Double Truck / Center Spread**

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

## Pricing

Use this formula to price your regular full-page ad: ***Circulation x .2 + 200***

### For example:

500 circulation = \$300

1,000 circulation = \$400

5,000 circulation = \$1,200

10,000 circulation = \$2,200

Divide in half for your ½ page rate, and again for your ¼ 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.

The diagram illustrates five different advertising placements, each with a specific pricing rule:

- 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.

## Considerations:

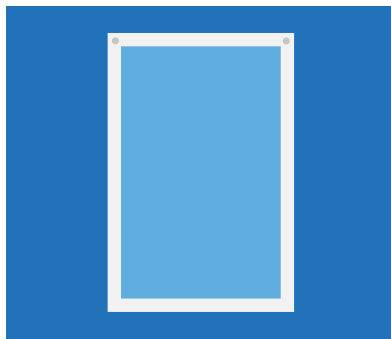
- **COLOR:** Color costs should be included in all ads. Black and white ads are not as effective and can drag down the visual appeal of the advertisements. Flytedesk only sells color advertisements to national brands.
- **COST:** Student media is very expensive compared to other advertising options. This pricing is based on your potential reach, but for reference, this is still twice as expensive as the New York Times.
- **CAMPUS SIZE:** We recommend capping back-page pricing at 10% of your total campus enrollment, regardless of circulation. National advertisers see print value as the ability to reach your entire student body, not just your circulation.
- **CAMPUS SPECIFIC:** 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).

# 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 will mail you all the materials.

Click [here](#) for Street Team best practices.

## Street team services include:



### Posters

*8.5x11", 11x17", 24x36"*

Your team hangs posters on and around campus in high-traffic spots.



### Product Distribution

Your team distributes materials like flyers, coasters or stickers hand-to-hand to students on-campus.

## 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                |

\***Max production costs** refer to the maximum flytedesk will reimburse a publisher if they choose to print/produce their own materials in-house vs. us shipping them the materials

# ADDITIONAL RESOURCES

We offer other resources to support your student media business and your relationship with flytedesk.

- Explore our [resource hub](#) for practical guidance, research, and tools built for student media organizations.
- Our [support pages](#) answer the most frequently asked questions about our partnership and how to utilize the platform.

## Next Steps

- Review the products and pricing in your media kit
- Think about products you might want to add to your student media organization
- [Reach out to your account manager](#) with your updated media kit and to discuss expanding your advertising offerings to local and national buyers!

Onwards!

The Flytedesk Publisher Team

