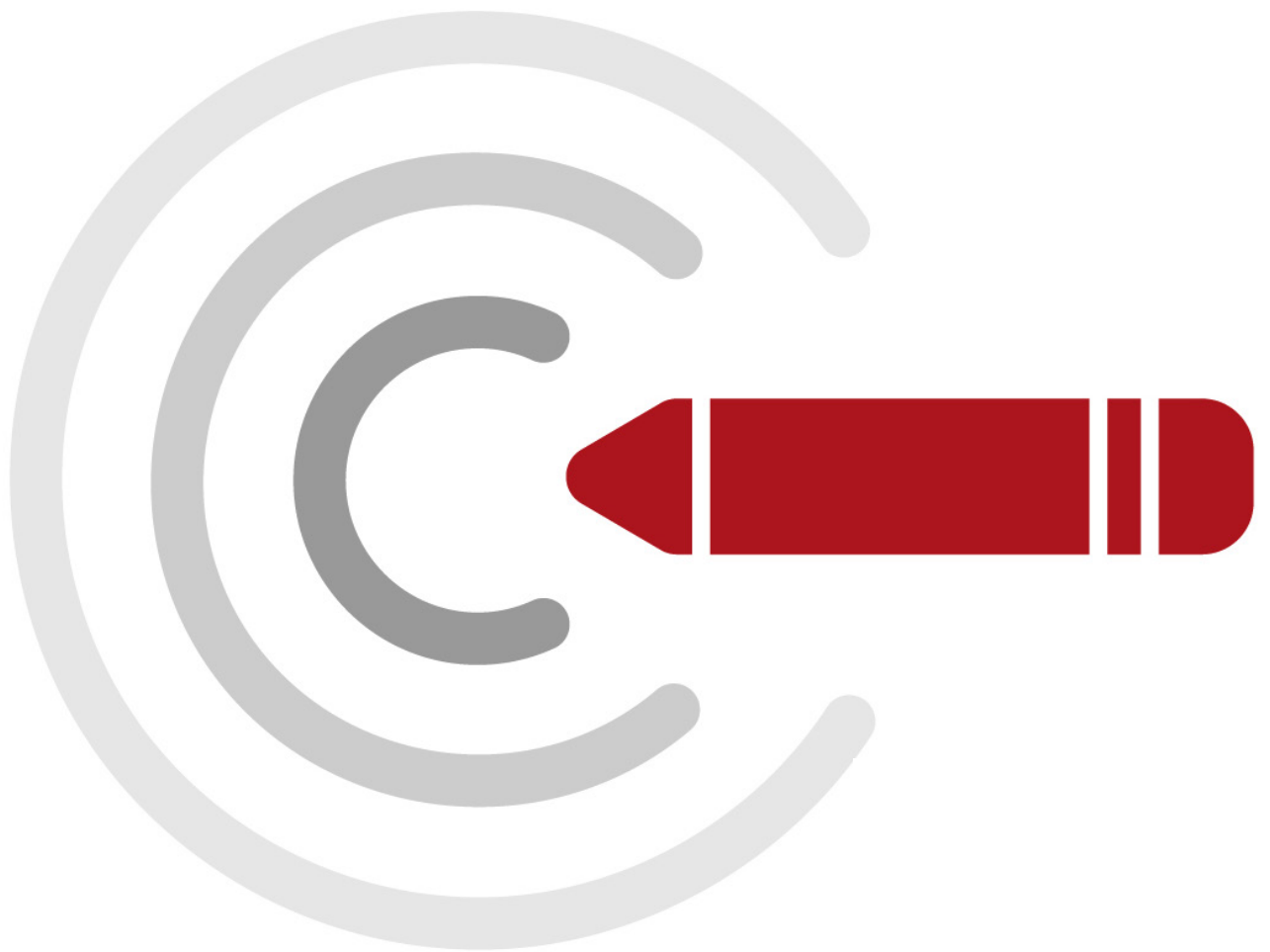


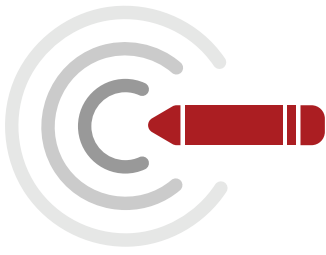
# COLONEL

MEDIA GROUP



**2020-2021**

**Advertising and Underwriting Rates**



# ABOUT COLONEL MEDIA GROUP

Welcome to Colonel Media Group, the Nicholls State University Student Media hub, and the ideal way to reach the entire Colonel community. At Nicholls, we have embraced a converged model of student media operations. This means that various traditional platforms (such as the campus newspaper and radio station) and developing outlets (like webpages) operate jointly. So now, The Nicholls Worth, La Pirogue, KNSU Radio, and KNSU TV are one big happy family!

For us in Student Media, this means we can share resources more easily. For our audience members, it means that we have improved content that can be accessed more easily. For our advertisers who have an important message they would like to get out to a Nicholls audience, it means you no longer have to reach out to multiple platform representatives. Our promotions staff members can help you best promote your business or organization across any or all of our product lines. More importantly, we can offer cross-platform packages that help you maximize your dollar's reach.

## ABOUT OUR AUDIENCE

**4,665** Full-time Nicholls Students      **1,052** Part-time Nicholls Students

**613** Full-time Nicholls Faculty/Staff

**75** Percentage of Nicholls Students from the Surrounding Eight Parishes      **65** Percentage of Female Students

**78** Percentage of Students 24 years old or younger

**13,000+** Monthly Impressions Across Product Lines

## ABOUT GENERATION Z

(Traditional college students - born after 1999 - are part of Generation Z.)

**73** Percentage Connected Online Within One Hour of Waking

**72** Percentage Wanting Connection to Personalized Content Across Devices

**100+** Texts Sent Per Day

**\$100 BILLION** Annual Spending Nationally

\*Sources: Nicholls State University and Ologie Inc 2020

# OUR PRODUCT LINES



## The Radio Station

The campus alternative-rock radio station broadcasts on 91.5 FM 24-hours a day, with a coverage area of about 15 miles around the campus. Some of the most popular shows are the sports-talk programs focusing on Nicholls athletics. Listeners tune in from across the Bayou Region, including Thibodaux, Raceland, Houma, Vacherie, St. James, Labadieville and Napoleonville.



## The Online Newspaper

The staff for this outlet provides daily news and entertainment content to the Nicholls community and beyond. Content reaches nearly 10,000 people monthly across multiple platforms, including thenichollsworth.com, Facebook and Twitter. It is the place to find breaking news of interest to the campus community.



## The Magazine

This full-color, glossy publication comes out at least once per month during each regular semester, with special editions for events like Homecoming. Almost 5,000 copies are printed and distributed around campus in high traffic areas, such as the Student Union and the Campus Recreation Center.

**COMING SOON!**



## The Streaming Service

Content for this brand new platform will include live-streaming of public affairs and entertainment content, as well as archived programming housed on a Youtube channel. Cable casting will also soon be available in northern Laffourche Parish.

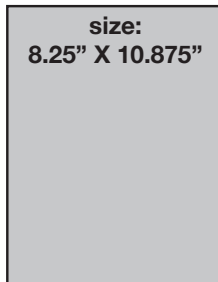


# MAGAZINE ADVERTISING RATES

effective August 2017

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## back and inside covers



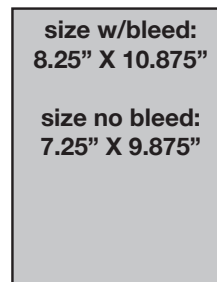
**size:**  
**8.25" X 10.875"**

monthly \$600

semester \$2,000  
(\$500 per month)

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## full page



**size w/bleed:**  
**8.25" X 10.875"**

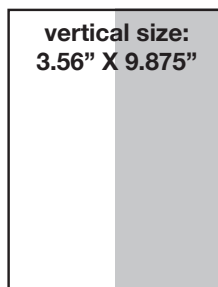
monthly \$500

semester \$1,600  
(\$400 per month)

**size no bleed:**  
**7.25" X 9.875"**

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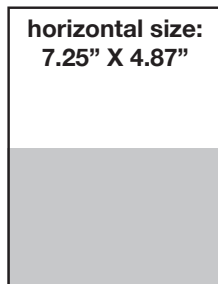
## half page



**vertical size:**  
**3.56" X 9.875"**

monthly \$350

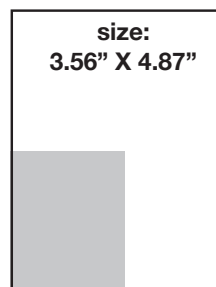
semester \$1,200  
(\$300 per month)



**horizontal size:**  
**7.25" X 4.87"**

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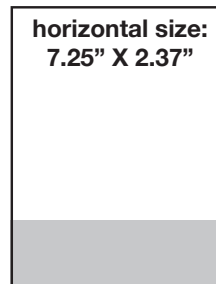
## quarter page



**size:**  
**3.56" X 4.87"**

monthly \$225

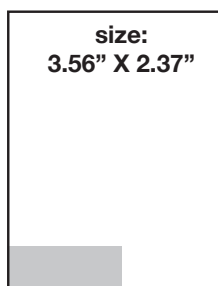
semester \$700  
(\$175 per month)



**horizontal size:**  
**7.25" X 2.37"**

---

## eighth page



**size:**  
**3.56" X 2.37"**

monthly \$110

semester \$380  
(\$95 per month)

# nw

## ONLINE ADVERTISING RATES

**TOP BANNER AD**  
\$50/WEEK | \$175/MONTH

728 X 90  
LIVE LINKS  
MOBILE RESPONSIVE

**TOP CORNER** \$10/WEEK  
\$40/MONTH  
205 X 90 | LIVE LINKS  
NO MOBILE

nw THE WEBSITE

Search



News ▾ Sports ▾ Lagniappe ▾ Columns ▾ Online Application ▾ Archive ▾



## Nicholls students share the importance of funding for higher education

June 1, 2018

With cuts to higher education at the forefront of Louisiana's budget crisis once again, students are left with uncertainty surrounding both TOPS and crucial funding for Nicholls. We asked current and former Nicholls students on social media to share their testimonies regarding the importance of TOPS and higher education to them. Here are their responses: Jae'Veric



### News

#### Manning Passing Academy partners with Girls on the Run for first ever women and girls clinic

Keely Diebold, News Editor

June 18, 2018

The Manning Passing Academy (MPA) has reserved 100 free spots for Girls on the Run Bayou Region at its inaugural MPA Women and Girls Football 101 Clinic & Camp and donated autographed...



#### Greenhouse renovations to bring farm-to-table movement to campus

Keely Diebold, News Editor

June 14, 2018

Renovations to Nicholls' vacant greenhouse are set to combine the efforts of culinary students and Bridge to Independence students to incorporate the modern farm-to-table movement...



#### Nicholls students share the importance of funding for higher education

June 1, 2018

With cuts to higher education at the forefront of Louisiana's budget crisis once again, students are left with uncertainty surrounding both TOPS and crucial funding for Nicholls....

[VIEW ALL](#)

**FEATURE AD**  
(2 AVAILABLE)

728 X 180  
LIVE LINKS  
MOBILE RESPONSIVE

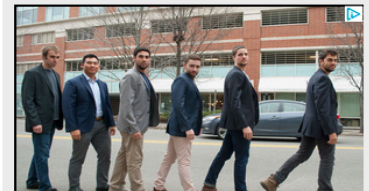
\$30/WEEK  
\$100/MONTH

### Sports

**FOOTER AD** \$15/WEEK | \$50/MONTH

728 X 90  
LIVE LINKS  
MOBILE RESPONSIVE

Advertisement



Thibodaux, LA: This Unbelievable, Tiny Company Is Disrupting A \$200 Billion Industry

EVERQUOTE

### Editorial



#### Personal Opinion: On Women's History Month

Kathleen Rodriguez, Staff Writer

March 19, 2018

Organizations at Nicholls hosted a plethora of events this week in honor of National Women's Month. While attending these events, I began reflecting on how far we, as women,...



Personal Opinion: What students will get from the referendum  
March 13, 2018



Editorial: A lot can be learned from NFL protests  
September 29, 2017

Editorial: Students must be informed about administrative changes  
September 18, 2017

**BOTTOM CORNER**

205 X 90 | LIVE LINKS  
NO MOBILE

\$10/WEEK | \$40/MONTH



## UNDERWRITING RATES

Spots up to 30 seconds and include business name, address and a sentence or two about the products/services offered.

Spots Per Hour/Min	Spots A Week	Cost Per Week	Cost Per Month
Every 6 Hours	28	\$28	\$83
Every 2 Hours	84	\$84	\$250
Every Hour	168	\$168	\$500
Every 30 Mins.	336	\$336	\$1000

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## CROSS-PLATFORM PACKAGES

### **Tillou's Choice = \$925**

1. Full-Page Back or Inside Cover | NW The Magazine
2. Online Banner Ad for 4 Weeks | The Nicholls Worth Online
3. 336 Spots | KNSU Radio

### **The Colonel = \$650**

1. Half-Page Ad | NW The Magazine
2. Online Feature Ad for 4 Weeks | The Nicholls Worth Online
3. 336 Spots | KNSU Radio

### **All N = \$310**

1. Quarter Page Ad | NW The Magazine
2. Online Footer Ad for 4 Week | The Nicholls Worth Online
3. 112 Spots | KNSU Radio

# COLONEL MEDIA GROUP ADVERTISING AND UNDERWRITING CONTRACT

Advertising Manager Shaun Breaux | 225-276-0537 | nwads@nicholls.edu

## About the Client ☐ Campus Organization

CMG Sales Representative

Business Name

Contact Person

Business Address

Contact Phone

City

State

Zip

Contact Email

### NW Magazine

Print Ad Size

Requested Location

Run Date(s)

Cost per Month

Total Cost

☐ Part of Package

☐ Ad will be provided by client.

☐ Ad will be designed by Colonel Media Group.

Notes:

### NW Online

Digital Ad Size

Digital Ad Location

Run Date(s)

Cost per Week

Total Cost

☐ Part of Package

☐ Ad will be provided by client.

☐ Ad will be designed by Colonel Media Group.

Notes:

### KNSU Radio

Spot Frequency per Week

Number of Weeks

Run Date(s)

Cost per Week

Total Cost

☐ Part of Package

☐ Copy will be provided by client.

☐ Copy will be written by Colonel Media Group.

Notes:

## The Fine Print

Signature signifies advertiser's acceptance of terms and conditions as stated on Colonel Media Group rate card. Additionally, client's signature signifies guarantee that all material is truthful and permission has been obtained from appropriate parties. All copy, photos, artwork and payment, if required, must be in The Colonel Media Group office by 3:30 p.m. on the 19th of the month of publication for print reservations or the Thursday of the week prior to running for all other reservations. Weekly reservations run from Sunday to Saturday. Failure to follow these regulations will result in cancellation of the space reservation and the advertiser will still be billed. Magazine ads must be at least 300 dpi, CMYK, and saved as a PDF.

Package Name

Total Ad/UR Cost

Package Cost

(Less 8% Campus Discount if Applicable)

Advertiser

Date

Total Due by Client

Sales Representative

Date

☐ To Be Billed

☐ Paid by Check/Cash (#

)



# COLONEL

## MEDIA GROUP



**Shaun Breaux**  
Advertising Manager  
nwads@nicholls.edu  
225-276-0537  
Available Hours: 9 a.m. - 3:30 M-F



**Marnya Forbes**  
Business Manager  
marnya.forbes@nicholls.edu  
985-448-4586  
Available Hours: 9 a.m. to 3:30 M-F

**Cyndi Weydert**  
Sales Representative  
nwads@nicholls.edu

**Sarah Boudreaux**  
Sales Representative  
nwads@nicholls.edu

**Chelsea Worley**  
Sales Representative  
nwads@nicholls.edu

## COMING SOON!

As Colonel Media Group continues to grow and develop, we will have more diverse advertising opportunities that will help our clients reach the Nicholls State University community! Those opportunities will include:

**ADVERTISING ON THE NEW KNSU-TV**  
**EMAIL NEWSLETTER ADVERTISING**  
**SPONSORED PODCASTS**  
**SPONSORED SOCIAL MEDIA POSTS**  
**SPONSORED RADIO AND TV SHOWS**  
**EVENT SPONSORSHIP**  
**SPECIAL PUBLICATIONS**  
**LA PIROGUE YEARBOOK SPONSORSHIP**

Ask your Colonel Media Group Ad Rep for more information!