

The Massachusetts Daily Collegian

Advertising Guide

Spring 2023

6900+
Facebook Followers

5695+
Twitter Followers

2085+
Instagram Followers

1002+
Newsletter Subscribers
with a 60% open rate

Average of 100,000
homepage views per month

Reach an audience of ~30,000
undergraduate students at UMass.

Website Rates

YOUR AD HERE

30% Discount

40% Discount

50% Discount

Top Banner (728 x 90px)	\$18/day	\$88/week	\$300/month	\$819/semester
Bottom Banner (728 x 90px)	\$14/day	\$68/week	\$235/month	\$637/semester

**YOUR
AD
HERE**

30% Discount

40% Discount

50% Discount

Upper Side Tile (300 x 250px)	\$16/day			
Middle Side Tile (300 x 250px)	\$16/day	\$78/week	\$269/month	\$728/semester
Lower Side Tile (300 x 250px)	\$16/day			

**YOUR
AD
HERE**

30% Discount

40% Discount

50% Discount

Web Homepage (640 x 250px)	\$16/day	\$78/week	\$269/month	\$728/semester
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Social Media Rates



1 Twitter Post
(1024 x 512px)
280 characters of text



1 Facebook Post
(1200 x 630px)
280 characters of text



1 Instagram Post
(612 x 612px)
140 characters of text



1 Post
\$25

4 Posts
\$75

Social Media Bundle
(one post on all three platforms)
\$65 (20% off)

E-Newsletter Rates



Leaderboard (738 x 90px)



or (600 x 200px) | \$25/day



Medium Rectangle (300 x 250px)

\$25/day



Newsletter Masthead (800 x 400px)

\$25/day

In-House Graphics

Any Graphic (any size)

\$5/design

Any 5 Graphics (any size)

\$15/5 graphics 20% discount

Discounts!

25% off total purchase for UMass Student Organizations

Additional 10% off new advertising clients

We're flexible with our pricing! Tell us your budget and we'd love to make something work for you

Business & Advertising Team



Leigh Appelstein
Business Manager
Senior Marketing and
Journalism Double Major



Julia Benedetto
Finance Manager
Senior Finance Major



Cecelia Cappello
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Junior communications
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