

The Massachusetts Daily Collegian

Advertisement Guide
Spring 2024

6,900+

Facebook followers

5,700+

Twitter followers

2,500+

Instagram followers

1,000+

Newsletter followers

100,000

Homepage views per
month on average

~30,000

UMass students
are reached

WEBSITE RATES

Item	Daily	Weekly (30% off)	Monthly (40% off)	Semester (50% off)	Size
Top banner	\$18/day	\$88/week	\$300/month	\$819/semester	728 x 90 px
Bottom banner	\$14/day	\$68/week	\$235/month	\$637/semester	728 x 90 px
Upper/ middle/ lower side tile	\$16/day	\$78/week	\$269/month	\$728/semester	300 x 250 px
Web home page	\$16/day	\$78/week	\$269/month	\$728/semester	640 x 250 px

DISCOUNTS

25% off total purchase for UMass Student Organizations

We are flexible with our pricing! Tell us your budget and we would love to make something work for you!

E-NEWSLETTER RATES

Item	Daily	Size
Leaderboard	\$25/day	738 x 90 px OR 600 x 200 px
Medium rectangle	\$14/day	300 x 250 px
Newsletter masthead	\$16/day	800 x 400 px

IN-HOUSE GRAPHICS

Any graphic (any size)	\$5/design
Any 5 graphic (any size)	\$15/5 design (20% discount)

SOCIAL MEDIA RATES



Twitter
 (1024 x 512 px)
 280 characters
 of text
 1 post = \$25
 4 post = 75



Facebook
 (1200 x 630 px)
 280 characters
 of text
 1 post = \$25
 4 post = 75



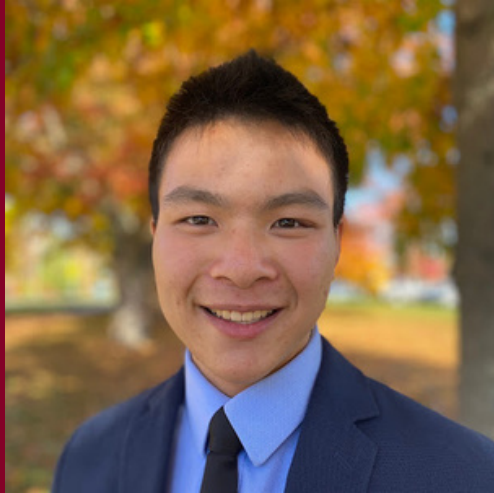
Instagram
 (612 x 612 px)
 140 characters
 of text
 1 post = \$25
 4 post = 75



Social media bundle
 1 post on all three
 platforms: twitter,
 facebook, and
 instagram = \$65
 (20% off!)

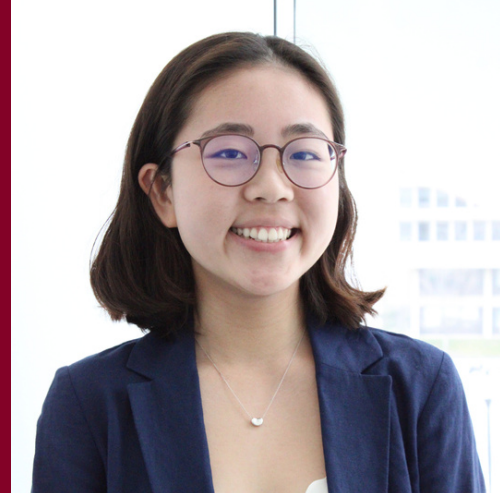
Business & Advertising Team

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