



UNIVERSITY OF
DENVER

2020-21

MEDIA KIT

DU CLARION



SOCIAL MEDIA AD RATES

FACEBOOK: \$100/POST

- 50,000 people reached per month
- 2,700 + likes

TWITTER: \$80/POST

- 50,000 people reached per month
- 1,900 + followers

INSTAGRAM: \$70/POST

- 1,300 + followers

For an additional \$50, we will design your advertisement(s) for you.

WEBSITE ADVERTISEMENTS

AD OPTIONS:

1. Front page banner

Rates:

\$200 upfront, plus \$20/per additional day

2. Article banner

Rates:

\$150 upfront, plus \$15/per additional day

When the coronavirus halted daily life, gyms were forced to close their doors. The outcome? Sold out fitness equipment on countless retailers' websites, a lonely one-pound weight stranded on the shelf. As Americans shift to home workouts, the demand for gyms will likely lessen once the economy is up and running.

[ADVERTISE](#)

Weightlifting items are out of stock, and good luck buying a cruiser bike to meander around the neighborhood. To avoid cabin fever, many people have opted for home workouts.

3. Embedded link

Rates:

\$125 upfront, plus \$10/per additional day

There are many more tips for hiking with your dog, but in my opinion, these were the most important. I think Otto would agree as well. Hopefully by next weekend my cold will have improved enough to take him on a good hike. With these tip, I now know how to properly hike with him as well.

Sponsored link: Find more dog hiking gear at [MyPetNeedsThat](#).

WEBSITE STATS:

- 28,000+ monthly page views
- 10,000+ monthly page sessions
- 87% of visitors are new each month
- 365 people are referred from FB, monthly

For an additional \$50, we will design your advertisement(s) for you.

PACKAGES

SOCIAL MEDIA PACKAGE: \$200

Save \$50

- 1 Facebook post
- 1 Twitter post
- 1 Instagram post

WEBSITE PACKAGE: \$500

Save \$60

- 1 front-page banner ad for 7 days
- 1 article banner ad for 7 days

SOCIAL MEDIA & WEBSITE PACKAGE: \$700

Save \$110

- 1 front-page banner ad for 7 days
- 1 article banner ad for 7 days
- 1 Facebook post
- 1 Twitter post
- 1 Instagram post

For an additional \$50, we will design your advertisement(s) for you.