



UNIVERSITY OF  
DENVER

2023-24

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# MEDIA KIT

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DU CLARION



## SOCIAL MEDIA AD RATES

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### FACEBOOK: \$100/POST

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

### X (Formerly known as 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

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## 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

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# PACKAGES

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## 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

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