

[HTTPS://WWW.HIGHLANDERNEWS.ORG/](https://www.highlandernews.org/)



THE HIGHLANDER

2023 - 2024 Media Kit



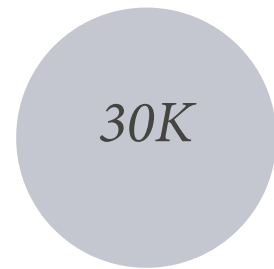
THE HIGHLANDER NEWSPAPER

The Highlander is committed to the pursuit of truth, the free exchange of information and ideas and maintaining a fair and independent student voice. The Highlander exists to serve its readership, comprised of the community at and around University of California, Riverside and the Inland Empire as a whole. In our pursuit of the truth, we will provide accurate information relevant to the experiences and interests of our readers. The Highlander seeks to foster an environment where student journalists learn the necessary skills to become probing, fair and critical in their writing and thought. We strive to go beyond basic reporting through vigorous investigation, analysis of the facts and creative thinking.

STATISTICS



weekly
papers printed



average website
views

SOCIAL MEDIA FOLLOWING



3.7 K



1.3 K

CONTACT US

highlanderadse@gmail.com

Phone: (951) 827- 3457

Fax: (951) 827- 7049

Highlander Union Building 101

900 University Ave

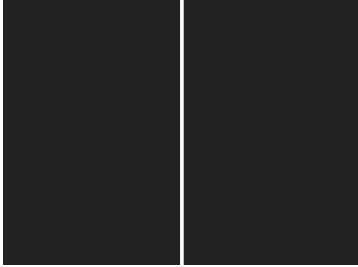
Riverside, CA 92507

PRINTED MEDIA KIT PRICES

Prices reflect a one time printed ad in our weekly newspaper. Ads are needed by Sunday to be printed & put out by Tuesday.

CENTER SPREAD

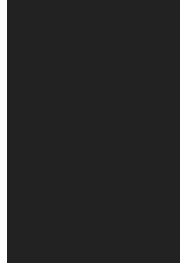
20.5" wide by 16" tall



\$1280

FULL PAGE

10.25" wide by 11" tall



\$640

2/3RD PAGE

10.25" wide by 11" tall



\$440

HALF PAGE OPTION 1

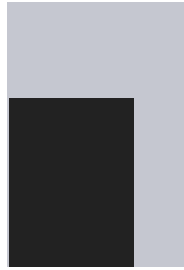
10.25" wide by 8" tall



\$320

HALF PAGE OPTION 2

8.2" wide by 10" tall



\$320

1/3RD PAGE OPTION 1

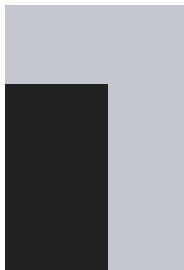
10.25" wide by 5.5" tall



\$210

1/3RD PAGE OPTION 2

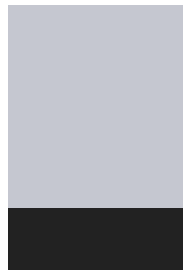
6" wide by 9" tall



\$210

1/4TH PAGE OPTION 1

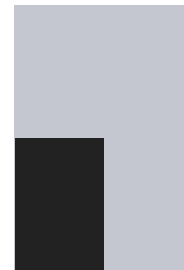
10.25" wide by 4" tall



\$160

1/4TH PAGE OPTION 2

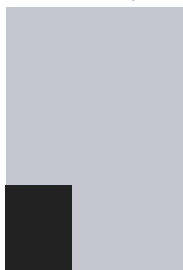
5" wide by 8" tall



\$160

1/8TH PAGE

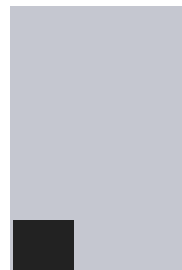
4.1" wide by 5" tall



\$80

BUSINESS CARD

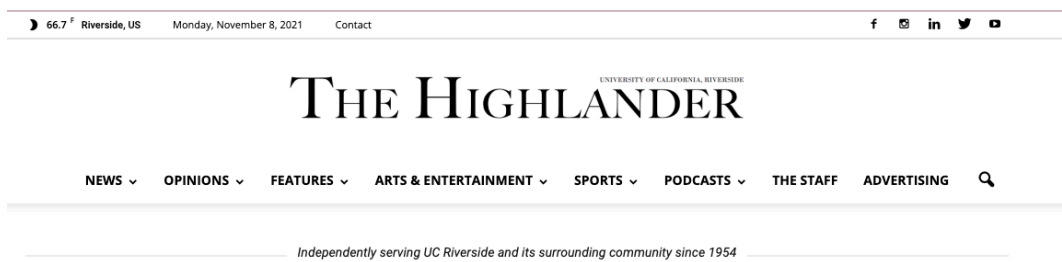
4.1" wide by 3" tall



\$45

ONLINE MEDIA KIT PRICES

Prices reflect a 30 day period. Ads will be seen on the homepage, along with the rest of the site. Ads will clickthrough to the advertiser's website.



BANNER
728p wide by 90p tall **\$400**

TRENDING NOW Women's volleyball lose in straight sets against UC Davis

NEWS

COLUMN A
250p wide by 400p tall
\$320

COLUMN B
250p wide by 200p tall
\$240

The fifth ASUCR meeting marked by two special elections and a...
Abhijit Rege - November 2, 2021

UCR listed as 25th Best Value College by The Princeton Review
Amaray Alvarez - November 2, 2021

The R'Professional Career Closet reopens for the fall quarter
November 2, 2021

Gov. Newsom Selects UCR Student for the Student Aid Commission
November 2, 2021

SOCIAL MEDIA AD PRICES

Prices reflect a 24 hour story post. If requested, ad will have a link attached to the post.



INSTAGRAM
\$48



TWITTER
\$48



FACEBOOK
\$48

BUNDLE ADVERTISEMENT
Advertise on all social media platforms
\$120

RECURRING POSTS
\$400 have an ad be posted on a story for a week
\$1000 have an ad be posted on a story for a month