2021-2022 MEDIA KIT
TEXAS STUDENT MEDIA & BEYOND

The University of Texas at Austin
Texas Student Media
Moody College of Communication
WHO WE ARE

Texas Student Media (TSM) is the uncensored voice of The University of Texas at Austin, including The Daily Texan newspaper, the Texas Travesty humor magazine, the Cactus Yearbook, KVRX Radio 91.7 FM, BurntX.com, Texas Student Television (TSTV), Bevo Video Productions and UTexas.rent. TSM also publishes Texas Connect, a magazine for and about UT Austin staff and faculty, in partnership with UT’s Office of the President. No other media organization in Austin delivers the 18-24 demographic or university community as effectively as TSM.

Experienced sales and marketing professionals, along with current UT students, work with our advertising partners to provide strategic consultation, multi-platform media schedules, experiential event opportunities, and ongoing help navigating the university. Approximately 1,000 students participate at TSM every semester, gaining hands-on real-world experience producing content as editors, reporters, photographers, DJs, TV and radio producers, podcaster, on-air talent, publicists, and more.

THE UNIVERSITY OF TEXAS AT AUSTIN

UT Austin is one of the most recognized brands in the country and consistently ranks among the best of the best.

#7 of U.S. Public Colleges
Business First 2020

#8 Best Value Public Colleges
Kiplinger 2018

#14 Top Public National Universities
U.S. News & World Report 2020

#38 Best Global Universities
U.S. News & World Report 2021

#33 World University Rankings
Center for World University Rankings 2020-2021

49 Top 10 Graduate Programs in Nation
CITY OF AUSTIN

Austin, Texas is a highly coveted market, topping the charts in fastest growing, affordability, job prospects and quality of life.

#1 BEST PLACE TO LIVE
U.S. News & World Report 2019

#1 BEST CITY IN AMERICA
Forbes 2019

#1 FASTEST GROWING BIG METRO
KVUE 2021, U.S. Census Bureau

#7 MOST DYNAMIC METRO AREA IN U.S.
Walton Family Foundation Report 2019

#2 MAJOR METRO AREA IN U.S.
Walton Family Foundation Report 2019

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WHO WE ARE

THE DAILY TEXAN

TSTV

{burntx}

UT MARKETPLACE

Texas Connect

RE:FUEL

College Explorer Survey

97% OF STUDENTS have ever read the print version

93% OF STUDENTS have ever read the print or online edition of their school paper

47% OF STUDENTS have ever read the online version

70% OF READERS have taken action after reading the print version

69% OF READERS have taken action after viewing the online version

WHAT TYPES OF ADS DO PEOPLE VIEW?

DISPLAY 72%

SPONSORED CONTENT 37%

INSERT 31%

FRONT PAGE AD 23%

OTHER 12%

FACTS & FIGURES

“The talent pipeline supplied by the University of Texas [and] UT’s critical role in the area’s entrepreneurial ecosystem are key pluses for the Austin area.”

– Walton Family Foundation Report 2019, CultureMap Austin
AUDIENCE

STUDENT STATS

STUDENT ENROLLMENT
50,476

STUDENT GENDER
54% Female
46% Male

STUDENT AGES
UNDER 21 52%
21+ 48%

STUDENT CLASSIFICATION
UNDERGRADUATE 79.3%
GRADUATE 20.7%

STUDENT RESIDENCE
79.3% Texas
10.6% Out of State
10.1% International

On-Campus 14%
Off-Campus 86%

STUDENT ETHNICITY
23.4% Hispanic
38.9% White
20.2% Asian
10.1% International
4.1% Other/Unknown

PROFESSIONAL ADMINISTRATORS, FACULTY & STAFF STATS
UNIVERSITY OF TEXAS PROFESSIONALS

20,000+ EMPLOYEES
46 AVERAGE AGE
$60,000 = MEDIAN SALARY

Want to extend your college market reach beyond the UT audience?
See PAGE 12 for new TEXAS A&M UNIVERSITY options.
DIGITAL

DAILY TEXAN WEBSITE
Our websites receive approximately 100,000 pageviews per week from students, faculty, staff, parents and alumni. Our student staff keep TheDailyTexan.com updated year-round, even when we are not printing daily papers.

Our site is fully responsive, and we offer billboard, leaderboard, in-story and rectangle ad spaces. On smaller views and screens our mobile banner appears and remains fixed as users scroll through the site. The latest edition of The Daily Texan is also featured as a digital flipbook, including all ads and links to advertiser websites.

DAILY DIGEST
Our Daily Digest email newsletter reaches over 6500 loyal opt-in subscribers. It includes the day’s top stories from The Daily Texan, Burnt X, and other TSM entities, allowing readers easy access to our most popular content. It is emailed every day The Daily Texan print edition is published.

UTEXAS.RENT
Austin’s Best Housing for Students. Reach the UT student body as they are searching for the right place to live. The site features lead generating forms, happy tenant reviews and comprehensive resources along with the best housing listings.

GRADUATESOFTEXAS.COM
This site provides students with promoted content from graduate schools year-round. An interest form can be submitted directly to recruiters to request additional information.

BURNT X
BurntX is The University of Texas at Austin students’ guide to Longhorn Life. The digital news site, burntx.com, shines the spotlight on unique ways to explore and enjoy Austin and UT. The website content is updated throughout the year, featuring food and drink, pop culture, nightlife, shopping, film, gaming, fitness, inclusivity and more.

TEXAD
Serve ads on a large network of popular mobile apps.

TARGET BY LOCATION AND BEHAVIOR
- Proximity to your business
- Competitors’ locations
- Points of interest
- Retarget later
- Activities
- Relevant Interests
- Past Visits
- Demographics
The Daily Texan is the university’s daily newspaper. The TSM flagship, since 1900, is one of the most honored student-produced newspapers in the country. The Daily Texan was awarded the 2016 Texas Associated Press Managing Editors College Newspaper of the Year (Daily). Our alumni have won 25 Pulitzer Prizes. Students, scholars, business leaders and other members of the community favor The Daily Texan as the best source for UT news. The Daily Texan will print Tuesdays and Fridays this semester, with the latest edition also featured as a digital flipbook online at dailytexan.com.

Texas Connect is the magazine for and about staff and faculty at UT Austin. Connect with 20,000+ employees and showcase your products and services. Publishing 3 times a year, this upscale, glossy magazine features stories of the people who power the university, new programs and events on campus, and important Longhorn milestones. Staff from Texas Student Media and the Office of the President work alongside student designers and writers to produce the content.

Texas Travesty is the largest college humor publication in the nation. The loud, lewd and utterly uncensored Texas Travesty started in 1997, the Travesty is a 6 time winner of the Austin Chronicle’s Best Local Non-Chronicle Publication. Hand-delivered and distributed to campus-area newsstands. Readers can also enjoy Travesty online at texastravesty.com.

The Cactus Yearbook has been known for excellence since 1894, and consistently wins honors in state, regional and national contests. The cherished keepsake serves as a time capsule for the graduating class, featuring the biggest stories and best photography of the year.

SPECIAL EDITIONS

DOUBLE COVERAGE
FALL PUBLICATION
The Daily Texan’s football publication, Double Coverage is THE source for Longhorn football coverage throughout the season. It is inserted into the Daily Texan and delivered to Longhorn fans at the alumni center and local hotels.

GRADUATES OF TEXAS
FALL PUBLICATION
Looking to reach students and staff pursuing another degree? Graduates of Texas is an annual tabloid that includes sponsored content from graduate programs across the country. It runs in the Daily Texan with a special extra run of 3,000 copies.

UT MARKETPLACE
FALL & SPRING PUBLICATION
UT Marketplace is the companion publication to our biannual UT Marketplace event. It includes articles about housing, employment, and other opportunities that exhibitors provide. It allows businesses to communicate their messages with ads and sponsored content.
**KVRX 91.7 FM** stands as the consummate source for indie music in Austin for over 23 years. The UT student-produced programming airs on the FM dial between 7 p.m. and 9 a.m. during the week and between 10 p.m. and 9 a.m. on weekends. KVRX also streams live online 24/7 and on-air around the clock on HD2. Full programming schedule available at KVRX.org.

KVRX maintains a substantial repository of new music, including genres such as hip-hop, blues, jazz, folk, country, techno and metal, as well as several talk shows. Listeners enjoy at least five different genres and at least two Texas bands each hour. The Austin Chronicle has recognized KVRX’s programming as the best in Austin.

**Texas Student Television** is the nation’s only student-run, student-produced FCC-licensed television station. TSTV has an estimated 250,000+ viewers in the service area through its two primary channels. It’s available on-campus through an exclusive cable channel, and to the greater Austin community via digital antenna. TSTV is available on West Campus through Apogee Cable in many student housing properties. Live streams, new episodes, and archives are available any time on watchtstv.com. Featured programming includes original shows spanning news, sports and entertainment.

60,000 weekly listeners on 91.7 FM
200,000+ listeners on digital antenna 29.2

**Now in HD**

“None of the hits, all of the time.”

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EVENTS

Email advertise@texasstudentmedia.com for more info.

UT MARKETPLACE

Twice a year, UT Marketplace allows companies and organizations to distribute information about their products, services, job and internship opportunities directly to students, faculty and staff. Austin businesses and organizations are welcomed to The University of Texas at Austin campus to display and distribute free samples, promotional items and printed informational materials. Participants receive additional marketing support in the guide to the event that publishes inside the Daily Texan.

THE DAILY TEXAN

ORIENTATION EDITION

Each summer, seven freshman orientation sessions are held on campus. The Daily Texan Orientation editions are mailed home to new students and family members, as well as handed out in bags during all of the student orientation fairs. Clients who participate in the section are eligible for an add-on to supply promotional items that are inserted into the bags.

GRADUATES OF TEXAS

Put your programs in the hands and on the screens of students at UT! Graduates of Texas shares your message about graduate programs with the full circulation of The Daily Texan in print, via the web at graduatesoftexas.com, and additional distribution throughout the school year including targeted stand-alone racks, fraternal organizations and campus handouts. The section also serves as a guide to the Graduate Coordinator Network’s Graduate School Fair at UT.

Texas Student Media trains future journalists, editors, radio producers, showrunners, podcasters and sales people through our award-winning student-run media entities. Support Student Voices is our annual pledge drive, when we ask readers, listeners, and viewers to help us magnify UT’s student voices through charitable gifts. Sponsors are able to co-brand our campaign, including their logos along with our Support Student Voices messaging across our print pages, websites, and social media posts.
The Drag is an audio production house built by students, professors and staff in the Moody College of Communication.

Sponsorship of The Drag podcasts through :30 second pre-roll and mid-roll ads will allow your brand to engage with a dedicated audience in a unique and personal way, while also supporting the next generation of podcasters.

The long-form podcasts guide listeners through complex, investigative audio stories. Each highly produced episode is presented with journalistic integrity and sensitivity, engaging the audience throughout the series. The shows are written, reported and hosted by students and available for free on all major listening platforms.

The Orange Tree, Season One of the Darkness true-crime podcast series, has received over 4.5 million plays and topped podcast charts. The audio documentary tells the story of the 2005 murder of 21-year-old Jennifer Cave at the Orange Tree condos near the UT Austin campus. The reporters delve deep into court documents, and interview key characters associated with the case over seven episodes.

Season Two of Darkness will be about the Austin serial bomber of 2018 and will be six episodes long. It includes interviews with victims, their family members, the bomber’s roommate, lead FBI and ATF investigators, and the former APD police chief.

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The Drag Listeners

- **82%** of listeners in the U.S.
- **4.5 million** all-time plays
- **42,725** estimated audience
- **53 & 55** minutes average listen time

**Gender**

- 74% Female
- 23% Male
- 1% Non-binary
- 2% Not specified

**Age**

- 25% in the 28-34 age group
- 20% in the 18-22 age group
- 15% in the 23-27 age group
- 10% in the 35-44 age group
- 5% in the 45-50 age group
- 5% in the 50+ age group
Jordan Nixon wills A&M to third consecutive Sweet 16 appearance and clinched the win for the Aggies to send them to now partner with Texas A&M University Student Media to help extend your college market reach in the Lone Star State.

**PRINT**

The Battalion has served the Aggie community since 1893. It publishes in print on Thursdays and online throughout the week. The broadsheet-format newspaper is distributed to students, faculty and staff on campus and at businesses throughout College Station.

**60% OF A&M STUDENTS READ THE BATTALION OVER OTHER LOCAL PRINT PUBLICATIONS.** – Fall 2018 Readership Study

Maroon Life magazine spotlights a different subject in each edition, including Fall Sports Preview, Best of Aggieland, Spring Sports Preview, Housing Guide and New Student Conference.

Back to School editions publish every fall and spring as the TAMU community returns to campus for the semester.

Inserts in The Battalion provide an effective way to deliver your pre-printed flyers to the newspaper’s readers.

**DIGITAL**

TheBatt.com is the website for the student newspaper. Content is updated throughout the week, and averages 36,580 pageviews per week. The site offers above masthead billboard, leaderboard, rail rectangle, slideshow, and mobile positions, as well as e-newsletter ads.

@thebattonline.com offers a presence on social media with sponsored posts featuring your business. Reach up to 49,000 followers on The Battalion Facebook and Twitter pages.

**STREET TEAM**

Put your coupons or flyers directly into the hands of TAMU students, faculty and staff with the Battalion Street Team.

**SPORTS SPONSORSHIP**

The Battalion Sports Sponsorship is an exclusive opportunity to feature your business on all athletics media coverage. As the sponsor, your digital ad will be adjacent to all online and mobile sports content on the batt.com, and your print ad will appear in every Gameday Edition in 3 articles, including Around the SEC, Staff Pics, and 5 Things to Lookout for.
TERMS OF PAYMENT

All rates are net, and all advertising must be pre-paid unless credit has been established with Texas Student Media and the advertiser’s account is current. Billed clients are subject to credit authorization and 10% administrative surcharge. All major credit cards and checks are acceptable methods of payment.

GENERAL POLICY

Texas Student Media is a student based media organization that is primarily funded by advertising sales. The advertising department strives to build partnerships locally and nationally by presenting advertising opportunities available through Texas Student Media outlets to help clients achieve their advertising and marketing needs.

All advertising is subject to approval by Texas Student Media.

TSM reserves the right to reject any advertising that can be considered to contain attacks on a person’s gender, sexual orientation, race, religion, or any other personal trait.

Advertisements running in Texas Student Media print publications that resemble the appearance of editorial or news content must be bordered, and the word “ADVERTISEMENT” must appear in the ad space. Advertising of this nature is subject to editorial review. Promoted content must be labeled as such for clarity and is only accepted in select publications.

In consideration of Texas Student Media acceptance of advertising copy for publication, the agency and the advertiser will indemnify and hold harmless Texas Student Media, its officers, employees and agents against all loss, damage and expense of whatever nature arising out of the copying, printing or publishing of advertising copy including, without limitation, reasonable attorney’s fees resulting from claims of suits for libel, violation of right to privacy, plagiarism and trademark and copyright infringement.

AGREEMENTS AND COPY POLICIES

Agreements: Advertising agreements are not subject to hiatus or early termination. Unfulfilled agreements will result in additional charges for rate differential using non-contract rates.

All weekly agreements require consecutive weekly insertions, at least one insertion per week. All monthly agreements require two insertions within a four-week period. Rates are not transferable.

Errors and Corrections: Advertising deadlines, as published herein, are strictly observed. Although advertising may, rarely, be accepted later than deadline, late copy is accepted with the understanding that print publications of Texas Student Media will assume no responsibility for any errors in published advertising.

Texas Student Media’s print publications will not be responsible for errors in published copy if a proof has been furnished to the advertiser or advertiser’s agent, or if “camera-ready” copy containing errors has been supplied by the advertiser.

In no case will print publications of Texas Student Media liability exceed the cost of the advertising space occupied by the erroneous copy.

Texas Student Media assumes no liability for failure to publish advertising on the date or in the edition ordered. Advertising position is not guaranteed. However, position requests are gladly met when possible.

IN HOUSE DESIGN

All design work created by our in house creative team will be limited to 2 proofs. Beyond 2 proofs advertiser will be subject to creative service charges. Design services are available for both print and online.

CANCELLATIONS AND PENALTIES

Advertiser will be responsible for full cost of ad if art is not submitted by art deadline for previously reserved space. Cancellations made after space reservation deadline but before art deadline will receive a 50% advertising credit for a future date. No penalty will be exercised if notice of cancellation is submitted by space reservation deadline. Advertising rates based on frequency or volume discounts may be backcharged if originally agreed upon terms are not met.