

BROADCAST/DIGITAL/AUDIO
EVENTS/CREATIVE SERVICES
PRINT/DIGITAL/AUDIO/PRINT



The University of Texas at Austin
Texas Student Media
Moody College of Communication

2023-2024

MEDIA KIT

TEXAS STUDENT MEDIA & BEYOND

PRINT/DIGITAL/AUDIO/PRINT
BROADCAST/DIGITAL/AUDIO
EVENTS/CREATIVE SERVICES
PRINT/DIGITAL/AUDIO/PRINT
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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, The Drag Audio, 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. We also serve as an agency for Texas A&M Student Media, so we can help you reach the university audience in College Station, too.**

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, podcasters, on-air talent, publicists, and more.

Email us at advertise@texasstudentmedia.com for advertising questions, rate information and to start sharing your message with the UT community. Special rates are available for official UT Student Organizations.

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 2019

#10

TOP PUBLIC NATIONAL
UNIVERSITIES

*U.S. News & World
Report 2022*

#43

BEST GLOBAL
UNIVERSITIES

*U.S. News & World
Report 2022*

#33

WORLD UNIVERSITY
RANKINGS

*Center for World University
Rankings 2020-2021*

48

TOP 10 GRADUATE
PROGRAMS IN NATION

*U.S. News & World
Report 2020-2021*

WHO WE ARE

CITY OF AUSTIN

Austin, Texas is a highly coveted market, topping the charts in fastest growing, 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*

#2

**MAJOR METRO AREA
IN U.S.**

*Walton Family
Foundation Report 2019*

#7

**MOST DYNAMIC
METRO AREA IN U.S.**

*Walton Family
Foundation Report 2019*

MORE AUSTIN FACTS:

The Capital of Texas

“The Live Music Capital of the World”

11th most populous city in the U.S.

World headquarters to Dell, Oracle, Tesla, Tito's Vodka,
SXSW, Whole Foods Market, Yeti and more!

CONTACT US

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Austin, TX 78713

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Austin, TX 78712

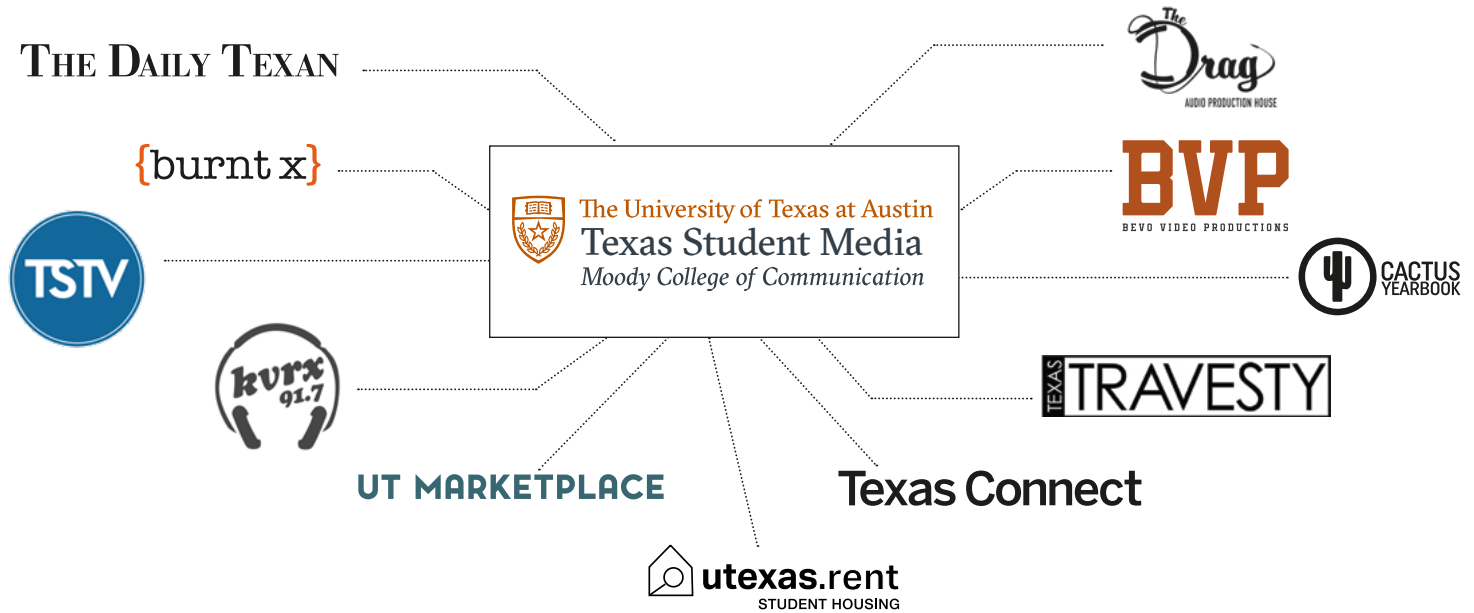
Advertising

F: 512.232.5793

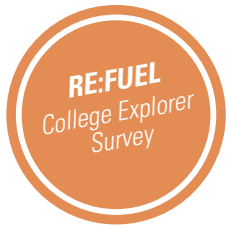
advertise@texasstudentmedia.com

texasstudentmedia.com

WHO WE ARE



FACTS & FIGURES



97%

OF STUDENTS
have ever read the
print version

70%

OF READERS
have taken action
after reading the
print version

93%

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

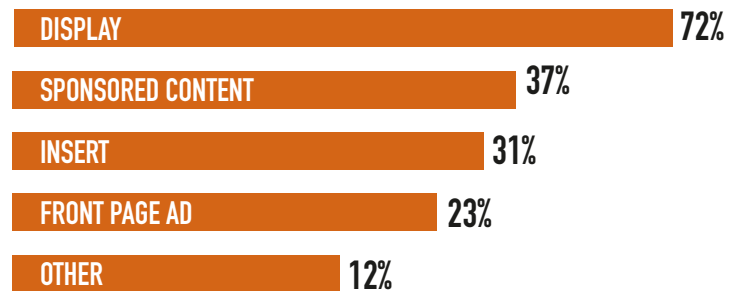
47%

OF STUDENTS
have ever read
the online version

69%

OF READERS
have taken action
after viewing the
online version

WHAT TYPES OF ADS DO PEOPLE VIEW?



“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

Want to extend
your college market reach
beyond the UT audience?

See **PAGE 11** for
TEXAS A&M UNIVERSITY
options.

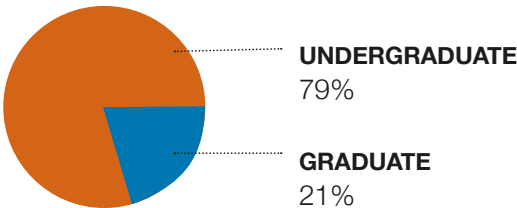
STUDENT STATS

STUDENT ENROLLMENT
52,384

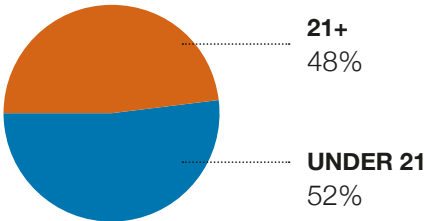
STUDENT GENDER



STUDENT CLASSIFICATION

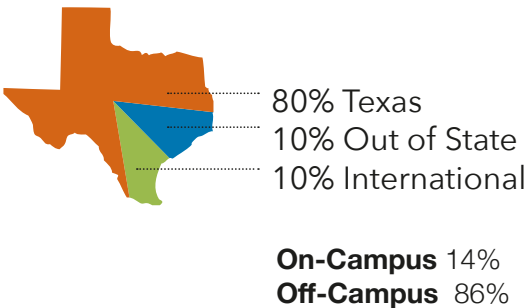


STUDENT AGES

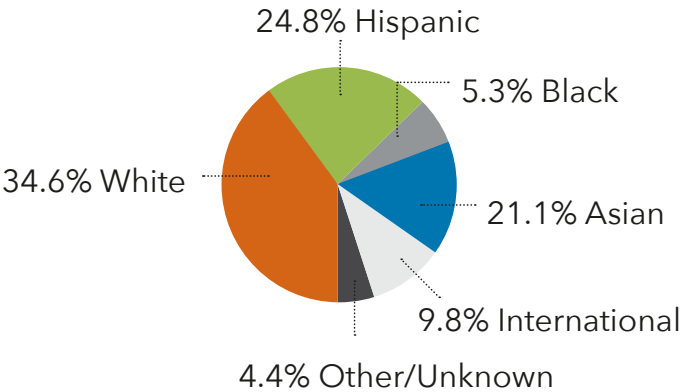


SUMMER ENROLLMENT
15,569

STUDENT RESIDENCE

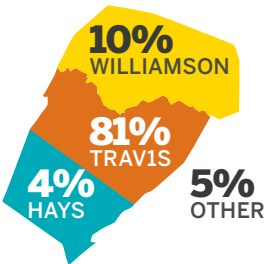


STUDENT ETHNICITY



**PROFESSIONAL ADMINISTRATORS,
FACULTY & STAFF STATS**

UNIVERSITY OF TEXAS PROFESSIONALS



20,000+ EMPLOYEES

46 AVERAGE AGE

\$60,000 = MEDIAN SALARY

DIGITAL

DAILY TEXAN WEBSITE

Our website receives approximately 125,000 pageviews per month 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, pop-up 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 25,000+ 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 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 UT Austin students' guide to Longhorn life. The digital news site, burntx.com, shines the spotlight on ways to explore and enjoy Austin and UT. The website content features food and drink, pop culture, nightlife, shopping, film, gaming, fitness, inclusivity and more.



SOCIAL MEDIA STUDENT INFLUENCER MARKETING

Engage with UT's student body through the authentic voice of their fellow Longhorns. Choose between Nano (1500 minimum followers) and Advanced (3000 minimum followers) campaigns for posts about your products, events and other initiatives.

TEXAD

Serve ads on a large network of popular mobile apps.

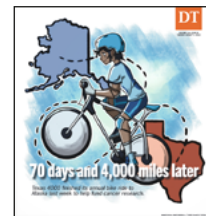
TARGET BY LOCATION AND BEHAVIOR

- Proximity to your business
- Competitors' locations
- Points of interest
- Retarget later
- Activities
- Relevant Interests
- Past Visits
- Demographics

PRINT

THE DAILY TEXAN

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 26 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

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

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.

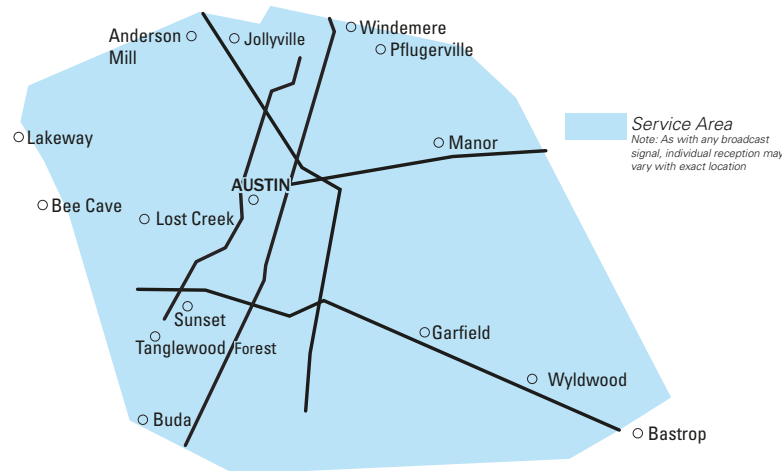
BROADCAST

365 days a year, 24 hrs, on campus, cable, digital antenna and streaming

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.



watchtstv.com



60,000 weekly listeners on 91.7 FM
200,000+ listeners on digital antenna 32.2
Now in HD

“None of the hits, all of the time.”

KVRX 91.7 FM stands as the consummate source for indie music in Austin for over 29 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.

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, and also available in campus newspaper racks. Clients who participate in the section are eligible to add-on their logo to the envelope in which the editions are mailed home.



Sponsorships are available for the inaugural conference, coming Summer 2024. This dynamic conference will bring together more than 400 professional podcasters, journalists, hobbyists and students to focus on education and professional development, networking and conversations about podcast content, production, distribution, marketing and monetization.

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 PODCASTS



The Drag is a full-scale audio production house built by students, professors and staff in the Moody College of Communication, and is the first and only of its kind on a college campus.

Underwriting of The Drag podcasts will allow your brand to engage with a dedicated audience in a unique and personal way, while also supporting the next generation of podcasters and empowering them to tell their stories.

The programming ranges from long-form podcasts that guide listeners through a complex narrative to conversational podcasts bringing insights, humor and need-to-know information, to oral history projects ensuring important stories live on. The podcasts are written, reported, hosted, mixed and edited by students and available for free on all major listening platforms.

The audio stories range from the true crime series "Darkness" to a documentary series about the life and legacy of Lady Bird Johnson, to a look at climate change, natural disasters and hope for the future in "Planet Texas," as well as recurring podcasts like "The Drag: Stories."



THE DRAG — BY THE NUMBERS

7
MILLION
ALL TIME PLAYS

67K
AVERAGE
MONTHLY PLAYS

53+
MINUTES AVERAGE
LISTEN TIME

30+
HOURS OF NEW ORIGINAL
CONTENT RELEASED IN 2023
twice as much as the year prior

43+
NEW EPISODES
RELEASED IN 2023

TOP 20
"DARKNESS" CHARTED
IN APPLE PODCASTS

25+
STUDENT
STAFFERS

75%
of US Households
are expected to own
at least one smart
speaker by 2025

WHO IS LISTENING
TO ONLINE AUDIO?

75% of Americans 12 & up

89% of 12-34 year-olds

85% of 35-54 year-olds

AUDIO AD
RECALL

11% increase in memorability

24% increase in positive
emotional response

PODCAST ADS
DELIVER AVERAGE
RETURN ON AD
SPEND (ROAS) OF

\$2.42



THE BATTALION
@THEBATONLINE | THEBAT.COM

HOW SWEET IT IS

Jordan Nixon wins A&M to third consecutive Sweet 16



With a huge win over opponent, sophomore guard Jordan Nixon (10) Texas A&M to an 88-62 win over Iowa State on March 26, finishing the night with a career-high 20 points.

By Hannah Underwood

As the popular Aggie cheerleader "The Aggie" sang, "The Aggie don't lose, they fight 'em all day long," the Aggie cheerleaders were in high spirits, celebrating the Aggie's victory over Iowa State. The Aggie's victory was a testament to the Aggie's resilience and determination. The Aggie's victory was a testament to the Aggie's resilience and determination. The Aggie's victory was a testament to the Aggie's resilience and determination.

As the cheerleaders sang, the Aggie's victory was a testament to the Aggie's resilience and determination. The Aggie's victory was a testament to the Aggie's resilience and determination. The Aggie's victory was a testament to the Aggie's resilience and determination.

620,000 ALUMNI
\$70.8K

average graduate salary

74,829 STUDENTS
\$130K

average student family income

4,867 FACULTY
\$116K

average faculty salary

Texas Student Media at The University of Texas at Austin is pleased to 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**, **Fashion Guide**, **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 **28,485** pageviews per week. The site offers above masthead billboard, leaderboard, rail rectangle, slideshow, and mobile positions, as well as e-newsletter ads.

@thebatonline.com offers a presence on social media with sponsored posts featuring your business. Reach up to **56,000** followers on The Battalion Facebook and Twitter pages.

TAMU.rent features the best student housing in College Station. The site features lead generating forms that send future tenants directly to property managers, comprehensive resources, and robust housing listings.

PODCASTS

The Battalion produces weekly podcasts, allowing your brand to engage with a dedicated audience while helping the next generation of podcasters. The **Batt Signal** news podcast features staff covering the top stories from news, life & arts and opinions. The **Home Turf** sports podcast discusses all things Texas A&M sports. The Battalion sports desk gives weekly insider information covering the latest news regarding Aggieland athletics.



The Vaccine Clinic in Bryan is open as a vaccine distribution center.

All Texans 18+ to be eligible for COVID-19 vaccination

Effective March 20, Texas opens vaccine registration to all adults.

By Julia Potts

Aggielanders can health officials, at 18 and up in Texas will be eligible for the COVID-19 vaccine, effective March 20.



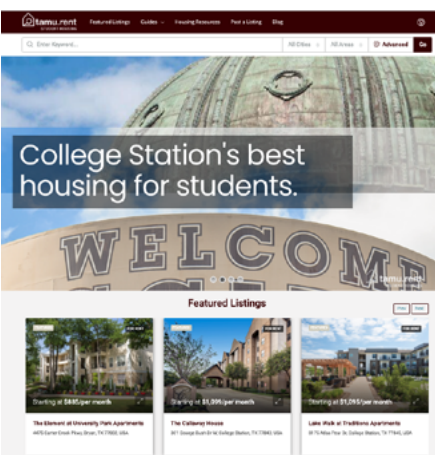
Aggielanders on March 22 took a moment to listen to a presentation on COVID-19.

Returning to the classroom

Aggielanders planning to resume in-person learning for upcoming fall semester.

By Dan Morris

With vaccine becoming more widely distributed across Texas and beyond, Aggie students planning to return to campus for the fall semester.



POLICIES

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 whatsoever 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-negotiated 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.

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.

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.

