WHO WE ARE

We are the award-winning online student news outlet for CU Boulder. We cover everything from breaking news, sports, arts, entertainment and more!
We track this data consistently and work to bring in more readership every day and to keep our readers interested. We bring in a lot of new users and had a total of 142,503 users from Aug. 1, 2018 to May 31, 2019.

New v. Returning Users
from Aug. 15, 2018- May 22, 2019

- 90.4% NEW
- 9.6% RETURNING

The great influx of new users allows for a lot of new potential eyes on your ads.

- 14,250 average users per month
- 27,955 users in our highest month
- 420,024 pageviews from our users

Based on Aug. 1, 2018-May 31, 2019 data
Our readership is projected to grow by 73% from now to 2020. This is a huge jump that provides a big opportunity for advertisers to reach new people.
SOCIAL MEDIA

We promote all of our stories across three platforms.

Facebook: @CUIndependent
Sessions 23,421
Pageviews 53,852

Twitter: @The_CUI
Sessions 3,237
Pageviews 7,771

Instagram: @thecuindependent*
Sessions 593
Pageviews 1,328

*active since January 2019

Data based on Aug. 15, 2018-May 22, 2019
AUDIENCE

We bring in a huge demographic of young people from 18-34 and we usually acquire people organically or from social posts. A lot of the time, people are searching for our site specifically.

Geographic Location of Users

- Male: 55%
- Female: 45%
- 18-34: 50.83%

Device Use of Our Readers

- Desktop: 37.8%
- Mobile: 57.8%
- Tablets: 4.4%
Our readers are interested in a variety of things that push them to click on our articles.
**Digital Ad Rates**

<table>
<thead>
<tr>
<th>Position</th>
<th>Size (pixels)</th>
<th>Weekly Cost</th>
<th>Monthly Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Top Banner</strong></td>
<td>728x90 (up to 900x100)</td>
<td>$175</td>
<td>$560</td>
</tr>
<tr>
<td><strong>Side Square</strong></td>
<td>290x290 (up to 300x300)</td>
<td>$140</td>
<td>$420</td>
</tr>
<tr>
<td><strong>Top Banner or Side Banner in Article</strong></td>
<td>$70 extra</td>
<td>$210 extra</td>
<td></td>
</tr>
</tbody>
</table>

*Contact us for discounted rates on semester-long or academic year ads.
Please note that these ad positions are not exclusive; exclusive rights for the positions are an extra 40% added to the cost of the ad. In the case of multiple ads sharing a position, they will be served in equal amounts.
Inside Front Page:
Full 8.5”x11”
Trim size $1,300

Standard Full:
Page 8.5”x11”
Trim size $1,000

Back Page: Full 8.5”x11” Trim size $1,600

Half Page Ad:
8.5”x5.5” Trim size $500

Quarter Page Ad: 4.25”x5.5” Trim size $300

Eighth Page Ad: 4.25”x2.75” Trim size $200

Past Advertisers Include:
MTV, Redbull, Boulder Police Department, Verande Sun Tanning Salon, ESPN, Elite Storage, Half Fast Subs, Renaissance Flatiron Boulder Hotel, Café Rio, CU Bookstore, Boulder County Clerk & Recorder, Jaipur Literary Festival, Navy ROTC, Radio 1190, Cosmos Pizza, Regional Transportation District, Massachusetts Institute of Technology (MIT) • And many more!
Interested?

Contact us at tips@cuindependent.com