

CUINDEPENDENT

CU BOULDER'S STUDENT NEWS

ADVERTISING KIT

cuindependent.com

tips@cuindependent.com



Mengchen Gong/CU Independent

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!



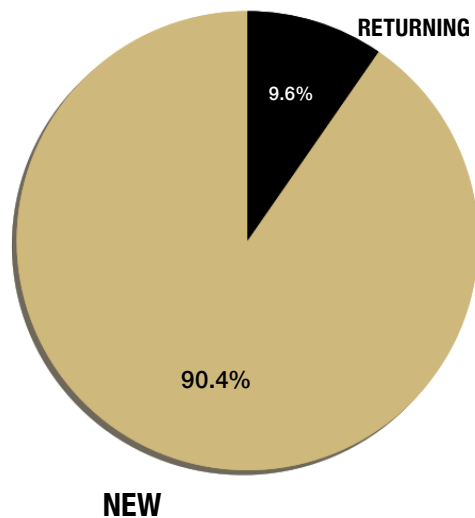
Casey Paul/CU Independent

READERSHIP

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



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

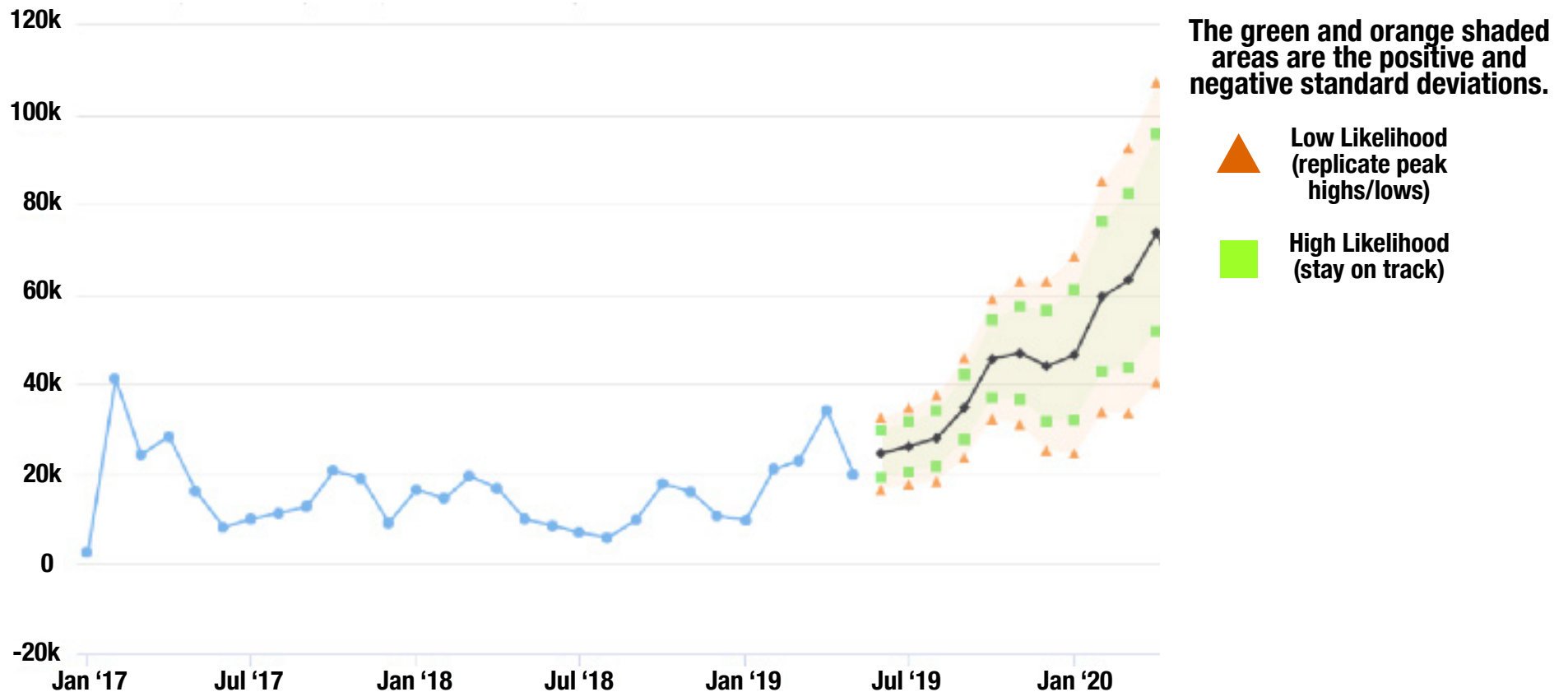
14,250
average users per month

27,955
users in our highest month

420,024
pageviews from our users

Based on Aug. 1, 2018-May 31, 2019 data

PROJECTED GROWTH



*Based on January 2017 - May 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

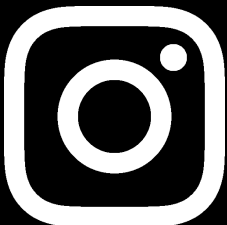


Sessions
3,237

Pageviews
7,771



Instagram: @thecuindependent*



Sessions
593

Pageviews
1,328

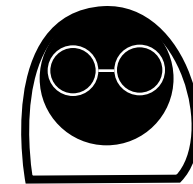
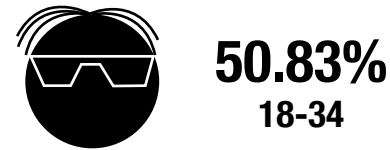


*active since January 2019

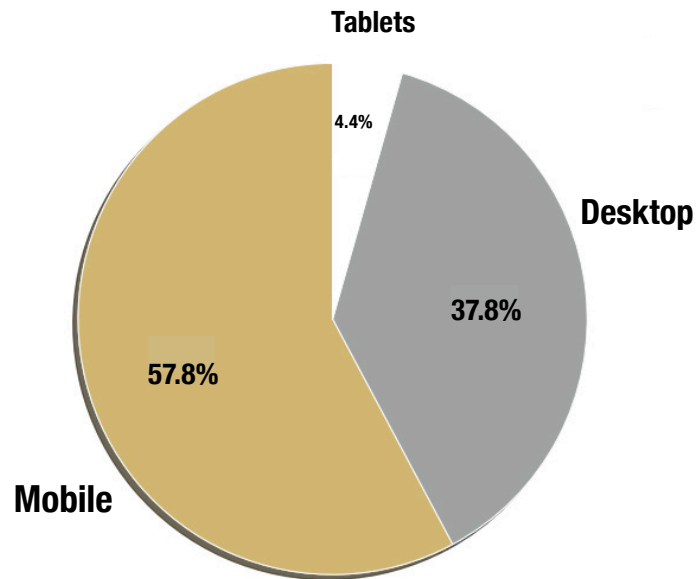
Data based on Aug. 15, 2018-May 22, 2019

AUDIENCE

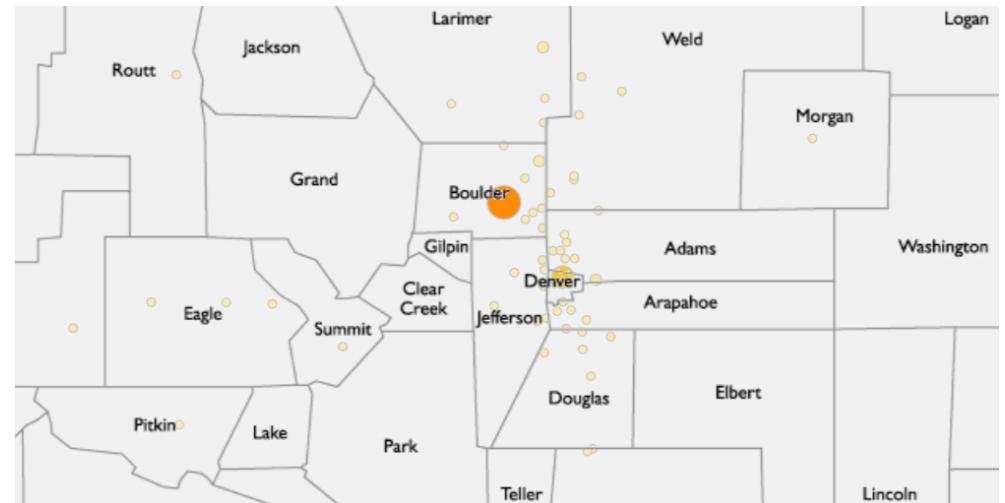
We bring in a huge demographic of young people from **18-34** and we usually acquire people **organically** or from **social posts**. A lot of the time, people are searching for our site specifically.



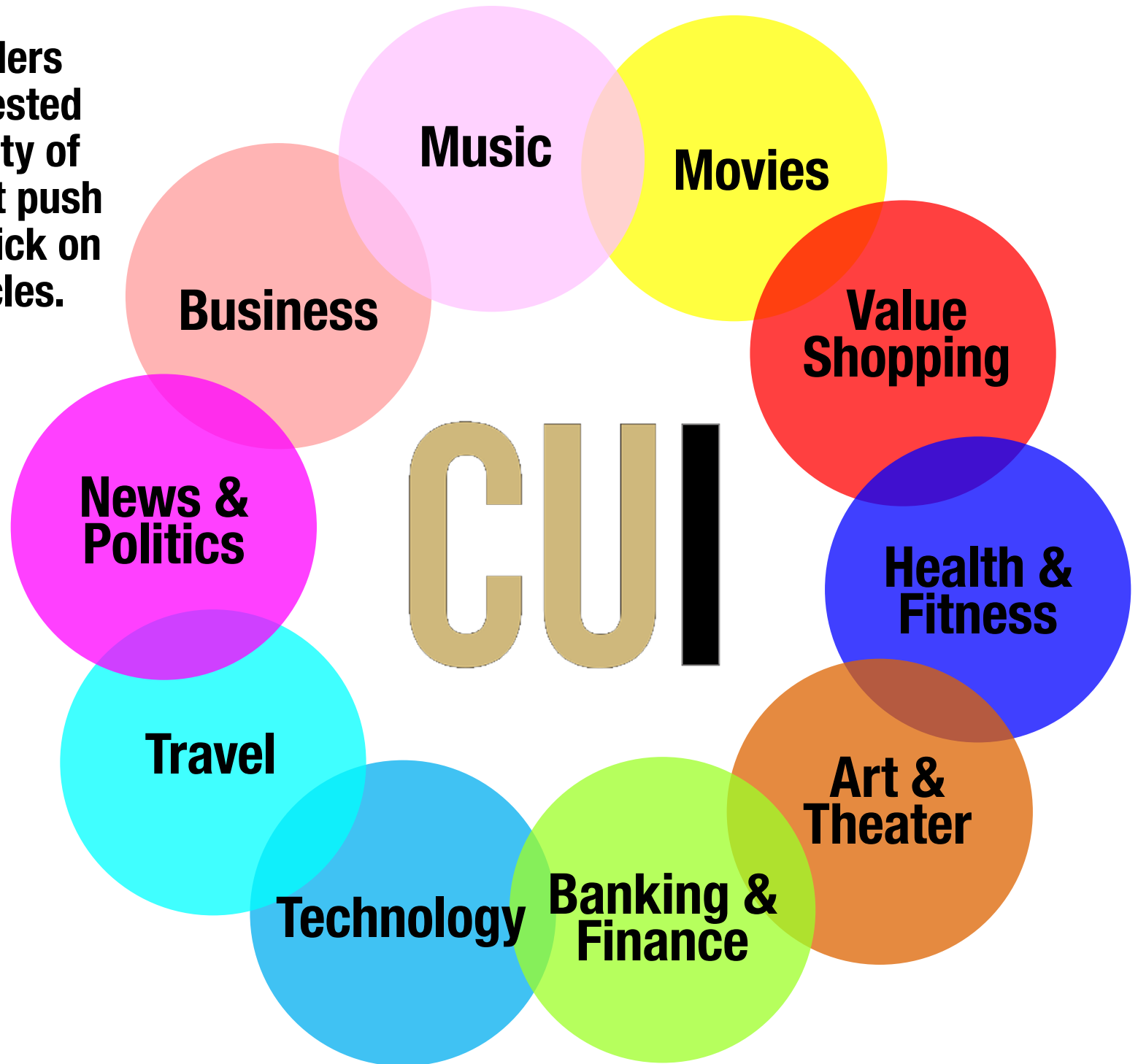
Device Use of Our Readers



Geographic Location of Users

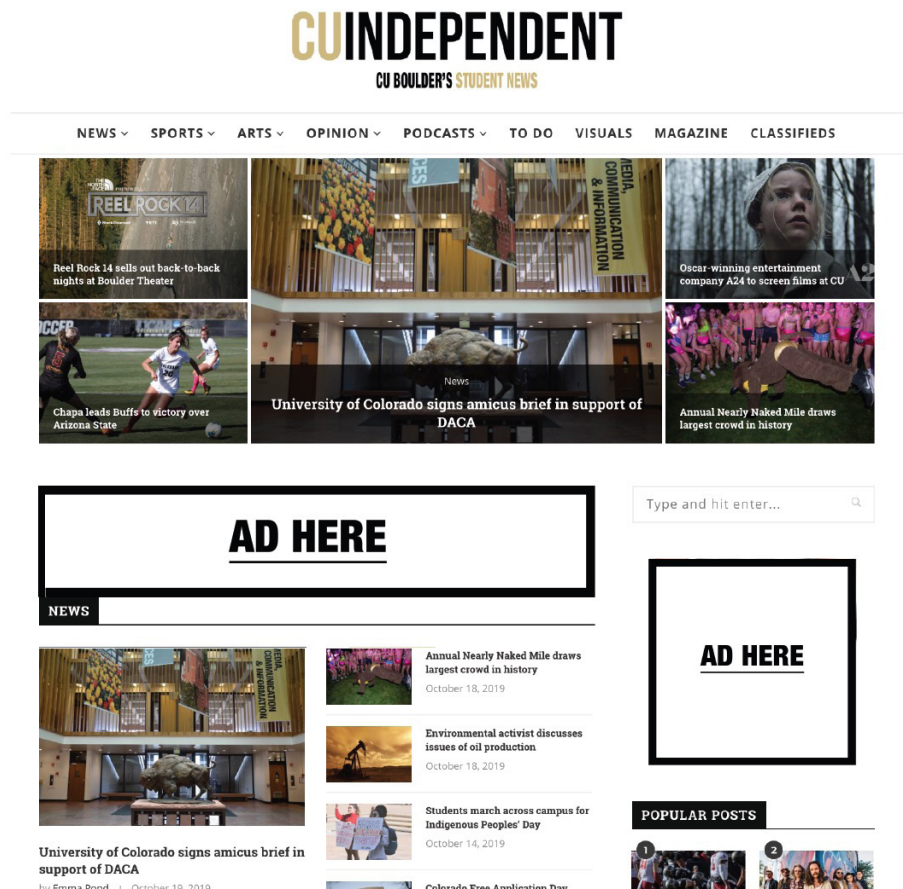


**Our readers
are interested
in a variety of
things that push
them to click on
our articles.**



DIGITAL ADVERTISING

Digital Ad Rates*



Top Banner	728x90 pixels (up to 900x100px)	\$175/week	\$560/month
Side Square	290x290 pixels (up to 300x300px)	\$140/week	\$420/month
Top Banner or Side Banner in Article		\$70/week extra	\$210/month extra

*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.

PRINT ADVERTISING

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

