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**HAWKEYE**

THE STUDENT-RUN NEWSPAPER AT THE UNIVERSITY OF LOUISIANA MONROE



Photo by Katherine Babin

**2024 - 2025**

# ADVERTISE WITH US

*The Hawkeye*, ULM's student-run newspaper since 1932, serves ULM students, faculty, staff, and community with news, opinions, art & entertainment, sports and features. Award-winning student reporters and photographers work to capture ULM's unique campus life across 20 issues each year: 8 full-color print issues and 10 digital issues published at <https://ulmhawkeyeonline.com>.

Reach our audience with your camera-ready designs or work with our student graphic designers to create something new. Advertise student and faculty discounts or seasonal specials built around ULM activities and themed issues. We discount purchase of multiple, consecutive advertisements 10%. **Whatever your advertising budget or need, increase your impact with *The Hawkeye*.**

## PRINT AD SIZES

## COST

- 1/4 page  
5" x 8.55" \$150
- 1/2 page  
5" x 8.55" or  
8.55" x 5" \$350
- Full Page  
10.125" x 10" \$500

## WEBSITE ADVERTISING

### Side Bar Box

300 x 250 pixels

\$150/2 consecutive weeks

\$500/semester

*\*included at no charge  
with purchase of print ad  
if ad supplied by you*

### Footer

728 x 90 pixels

\$150/2 consecutive weeks

**ACCEPTED FORMATS:** digital/website ads--jpg, png, gif; print ads--pdf, jpg, png, gif, tiff

**AD DESIGN SERVICE:** \$50--\$100 depending on size and complexity

**RSOs** 50% Discount ● **Nonprofit Organizations** 20% Discount

● 10% frequency discount~discounts cannot be stacked

**\*website side bar box at no charge with purchase of print ad; design service fee extra**

## FALL 2024 PUBLICATION DATES

- 9/9—digital
- 9/16—digital
- 9/23—digital
- 9/30—print & digital
- 10/07—digital
- 10/14—print & digital
- 10/28—digital
- 11/04—digital
- 11/11—print & digital
- 11/18—print & digital

## CONTACT

COURTNEY COLLINS ● [ccollins@ulm.edu](mailto:ccollins@ulm.edu) ● 318.342.5450  
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# P R O M O T I O N A L O P T I O N S

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In addition to traditional advertisements in the printed newspaper and digitally on <https://ulmhawkeyeonline.com>, we offer the following options for increasing the visibility of your business.

## NEWSTAND DISPLAY POSTERS

*Freestanding newspaper racks in 8 high-traffic locations around campus create visual interest for students, faculty, and campus visitors. Academic year rate can be prorated if purchasing one semester only.*

### 17" x 22" display stands locations:

- HUB
- Library at Admin Entrance
- Kitty DeGree Nursing Building
- Activity Center
- Walker Hall
- Strauss Hall

Monthly

Cost

Academic Year  
mid-August~mid-May

\$210

\$1344

### 24" x 48" display stands locations:

- Walker Hall Entrance
- Hemphill Hall

\$80

\$512  
(20% discount off rack rate)

### All 8 display stands

\$290

\$1624  
(30% discount off rack rate)

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## CONTEST and STUDENT SPOTLIGHTS SPONSORSHIP

*Each semester, both The Hawkeye and Chacahoula (yearbook) host contests to encourage student engagement. Recent past contests include Spring Fever Photo Contest and The Hawkeye Logo Design Contest. Examples of student features include the long-running Coke Corner in which a photograph of students on campus enjoyed Coca-Colas.*

### COST to SPONSOR CONTEST

- \$100 for print/website/social media recognition throughout the contest's duration.
- Winner's Prize. This can be cash, Warhawk merchandise, or gift cards/merchandise/services from your business. \$100 cash/retail value required.
- 1st and 2nd Runners-up Prizes. This can be cash, Warhawk merchandise, or gift cards/merchandise/services from your business. \$25 cash/retail value required.

Please contact us to discuss sponsoring Student Spotlights.