

The Crow's Nest

University of South Florida St. Petersburg Student Newspaper

2015-2016 | Media Kit

Advertising Information

About Us



The Crow's Nest publishes 1,000 copies weekly and distributes throughout the USFSP campus and parts of downtown St. Petersburg, including select areas of Bayfront and All Children's medical centers.

The Crow's Nest also publishes online at:
www.crowsneststpete.com



The Crow's Nest prints weekly during both the fall and spring semesters with a yearly circulation of 29,000 papers.

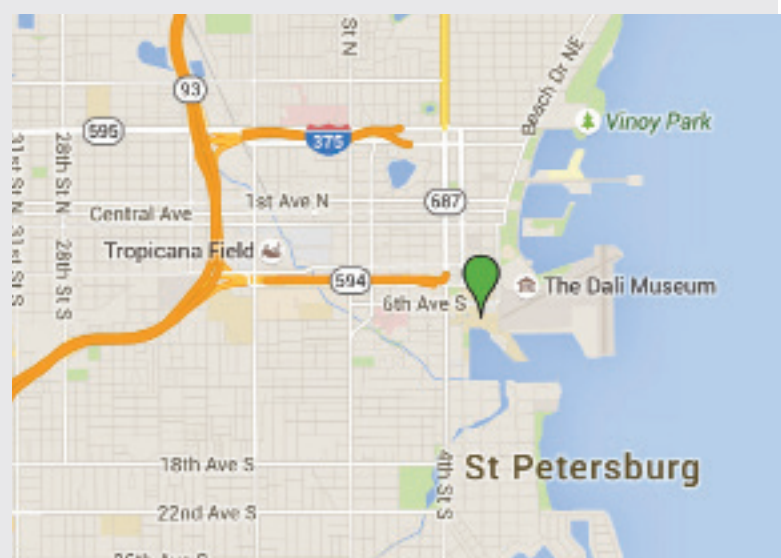
About USFSP

Over
6,000
people frequent
the USFSP
campus.

The Crow's Nest reaches students, USF staff, faculty and downtown visitors, residents and employees.

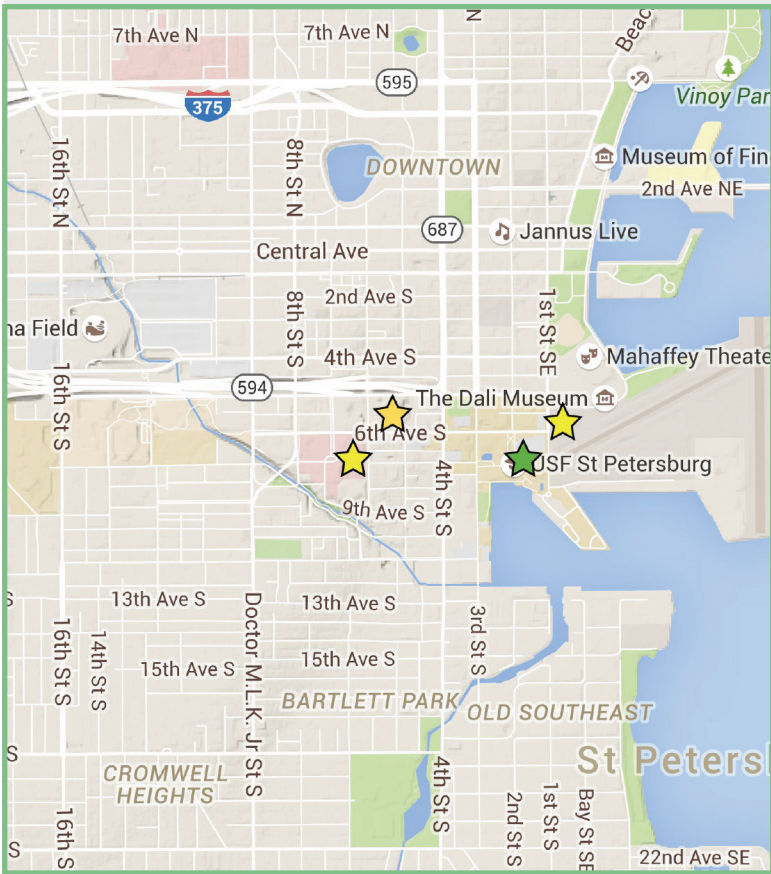
600
USFSP students
live on campus

On-campus USFSP students live in downtown St. Petersburg for the majority of the year.



Outreach

the
crow's
nest



Distribution

The Crow's Nest publishes weekly and distributes throughout the University of South Florida St. Petersburg campus as well as select locations in downtown St. Petersburg.

By advertising with The Crow's Nest you will be reaching out to a wide variety of consumers and be supporting an important part of our community by contributing to USF St. Petersburg!

Did you know?

The city of St. Petersburg has an annual spending of over **\$7 billion!**

The total city population of St. Petersburg is estimated around **250,000** people.

The average household income is around **\$62,365.**

Online

The Crow's Nest publishes online at:
www.crowneststpete.com



@USFCrowsNest



@CrowsNestStPete

The Crow's Nest holds a presence on social media.



Advertising Sizes






Full Page Ad
Dimensions:
10.4" x 14.6"

1/2 Ad
Dimensions:
10.4" x 6.7"

1/4 Page Ad
Dimensions:
5.1" x 6.7"

1/8 Page Ad
Dimensions:
5.1" x 3.3"

Online Banner Advertisement
Dimensions: 468 x 60px Two Weeks: \$90

Pick up the latest copy of *The Crow's Nest* for free on newstands throughout campus

search...

NEWS ▾ ARTS & LIFE ▾ SPORTS ▾ MUSIC & ENTERTAINMENT ▾ OPINION ▾ THINGS TO DO ▾

Advertising Prices

the
crow's
nest



The Crow's Nest offers competitive pricing starting at just \$30 a week!

<u>Full Page Ad</u>	<u>1/2 Page Ad</u>	<u>1/4 Page Ad</u>	<u>1/8 Page Ad</u>
Black & White: \$240 Color: \$360	Black & White: \$120 Color: \$180	Black & White: \$60 Color: \$90	Black & White: \$30 Color: \$45

All payments must be paid in full with a check,

Payments must be received by 5p.m. the Friday prior to advertisement date.

Ad Design:
10% Up-charge

Discounts

Purchase 2 advertisements: 10% off total price

Purchase 3 advertisements: 15% off total price

Purchase 4 advertisements: Receive FREE ad (\$90 value)



'Bulls in The Burg' members receive the same discount off of advertisements that they offer students!

Contact Us:

Advertising Manager

Jessica Jagodzinski

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