



# The Crow's Nest

University of South Florida St. Petersburg Student Newspaper

## 2016-2017 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 prints weekly during both the fall and spring semesters with a yearly circulation of 29,000 papers. The Crow's Nest also publishes online at: [www.crowsneststpete.com](http://www.crowsneststpete.com)

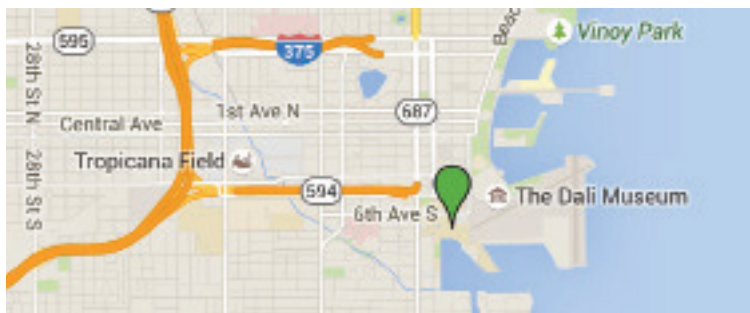
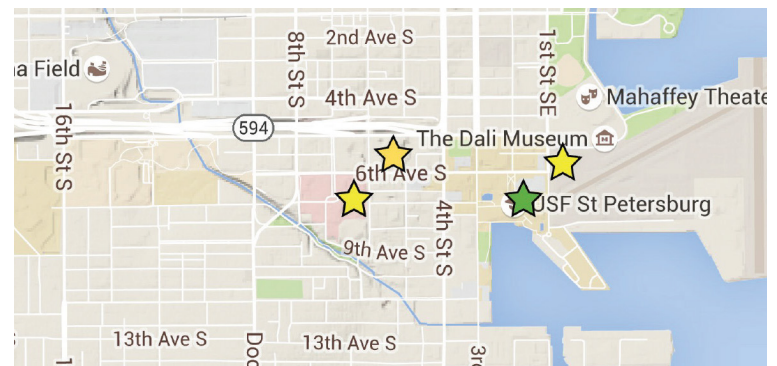
### Outreach

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!

### 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.

Over 600 USFSP Students live on campus. On-campus USFSP students live in downtown St. Petersburg for the majority of the year.



### Did You Know?

The total city population of St. Petersburg is estimated around 250,000 people. The city of St. Petersburg has an annual spending of over \$7 billion! The average household income is around \$62,365.

### Contact Us

**Alyssa Coburn**

Public Relations & Advertising Manager  
[agcoburn@mail.usf.edu](mailto:agcoburn@mail.usf.edu)

### Online

The Crow's Nest publishes online at:  
[www.crowsneststpete.com](http://www.crowsneststpete.com).  
Our website gets 2,500-3,200 views per month.

The Crow's Nest also holds a presence on social media:  
Facebook: @USFCrowsNest  
Twitter: @CrowsNestStPete  
Instagram: @USFCrowsNest

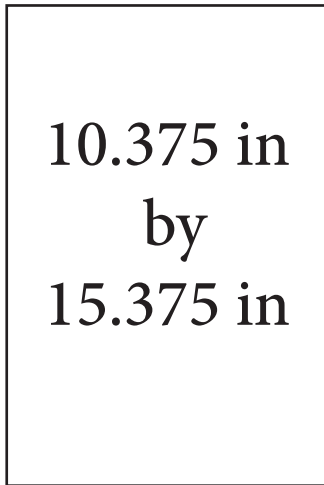
# ADVERTISING INFORMATION

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

## P R I C I N G

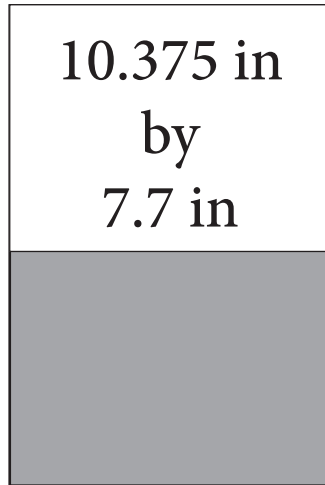
### Full Page Ad

Color: \$300  
Black & White: \$240



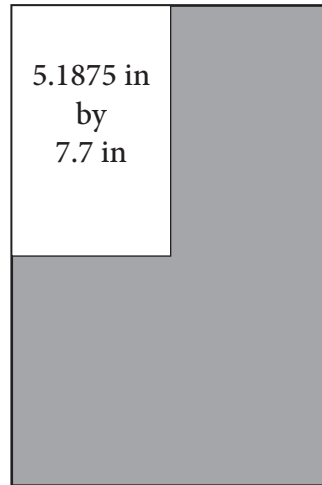
### Half Page Ad

Color: \$180  
Black & White: \$120



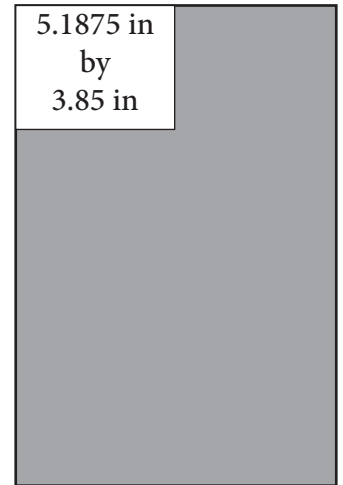
### 1/4 Page Ad

Color: \$90  
Black & White: \$60



### 1/8 Page Ad

Color: \$45  
Black & White: \$30



All payments must be paid in full with a check. Payments must be received by 5p.m. the Friday prior to advertisement date.

## DISCOUNTS

Purchase 2 advertisements:  
10% off of total price

Purchase 3 advertisements:  
15% off of total price

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



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

## Ready to place an ad?

Contact Alyssa Coburn  
Public Relations & Advertising Manager  
[agcoburn@mail.usf.edu](mailto:agcoburn@mail.usf.edu)