

# 2017 MEDIA KIT





# CampusLATELY Media

**CampusLATELY, an influential and innovative media company specializing in global advertising and modern marketing solutions**

We are the authority on all things “Black Collegiate” connecting targeted brands to the African American college market.

**Our mission** is to provide college students with the platform, tools, and resources needed to achieve success.

We truly believe in developing and informing students with an effective multi platform approach.

## Relevant Research Findings

- 3.7 Million **African Americans** Enrolled in College
- College students spend 14.4 hours/day (**60% of their day**) on digital devices.
- **African Americans** are influenced by internet advertising more than any other consumers.
- More users purchase a product **advertised on a media site** they frequent than on a social-media site or a general web portal.
- **African Americans** are more likely to search for products and services online, than the general population.
- **African Americans** spend almost twice as much time online than the general market.
- 9.7 percent of **Black Women** are enrolled in college making them the leading group enrolled in a College/University of all groups of people.

**Source: US Census Bureau, Wall Street Journal**

**MEDIA KIT**

**2017**

# CampusLATELY

IS DEDICATED TO BRINGING READERS THE LATEST IN

## College News

HBCU News  
College Sports News  
National News  
Entertainment News

## Campus Life

Social Life  
Relationships  
College Living  
Greek Life

## Entertainment

College Life  
Music  
Pop Culture  
Film & Arts

## Style

Fashion  
Beauty  
What's Trending!  
Health & Fitness

## Career

Academics  
Finances  
Jobs  
Internships

## Scholarships



# MEDIA KIT

# 2017

# Marketing Opportunities

## CampusLATELY.com

The #1 Collegiate News and Entertainment site, we work with leading brands to develop engaging and relevant content on CampusLATELY.com via sponsored editorials, homepage and section takeovers, custom content posts, and display media on desktop, tablet, and mobile.

“We offer custom solutions through our strategic and creative advertising opportunities.”

### Brand Ambassadors

Take advantage of our expertise in strategically developing marketing & brand campaigns that effectively reach African American collegiates.

We develop plans that help our clients accomplish specific goals and objectives.

### CampusLATELY Blogger Network

A network comprised of established and up-and-coming journalists, bloggers and digital and social influencers, we provide opportunities for sponsored blog and social media posts, product review and testimonials, event coordination and brand ambassadors.

### Social Media

Social Media has become the driving force in connecting with brands and sharing products and information.

We incorporate a smart social strategy across Facebook, Twitter, Instagram, & Pinterest to strengthen marketing capabilities for brands.

### Collegiate Promotional Kits

Essential products influential collegiates will love.

The Collegiate Promotional Kits give brands an opportunity to place their product or service directly into the hands of college students.

### On-Campus Reps

With CampusLATELY collegiate reps we offer an organic connection and direct access to Universities and African American collegiate consumers providing an intimate Peer-To-Peer Marketing platform giving your brand an opportunity to reach an influential market with a strong buying power.

# MEDIA KIT

# 2017



## CampusLATELY.com Website Traffic Statistics

<b>Page Views Per Year</b> <b>285,932</b>	<b>Unique Visitors Per Year</b> <b>36,280</b>	<b>Avg. Pages Per Visit - 10 pgs.</b> <b>Avg. Minutes Per Visit - 15 mins.</b>	<b>Audience Demographics</b> <b>Age 18 -25</b> <b>Female 55%</b> <b>Male 45%</b>
--	--	---	---

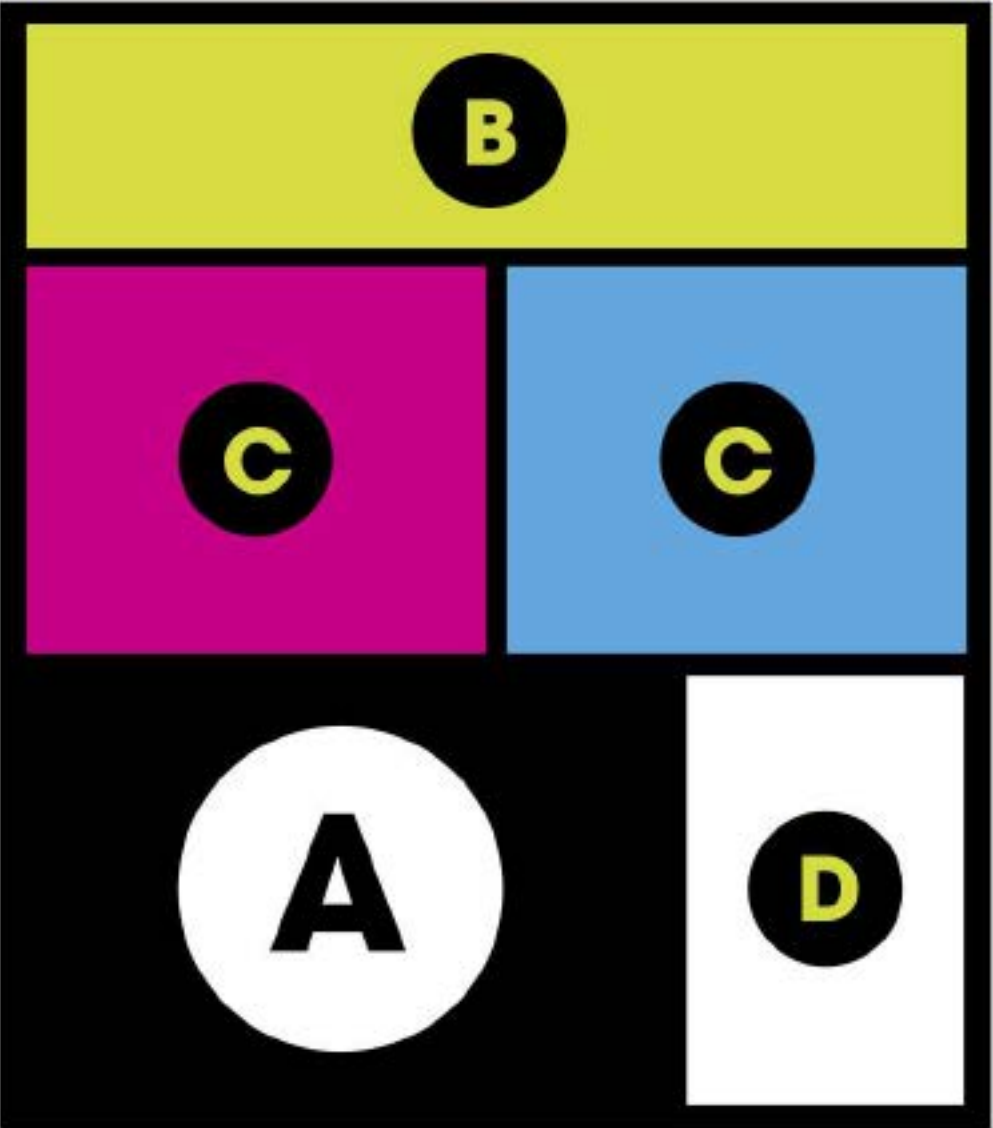
**A Complete Social Reach of 40.5K Recipients**



**MEDIA KIT**

**2017**

# Advertising Opportunities



## Full Page Advertising Rates

\$100 for one month  
\$250 for three months  
\$480 for six months  
\$840 for one (1) year  
Additional pages (\$10 Per Page)  
Additional Design Fee (\$45)



## Header Advertising Rate (728 x 90)

\$50 for one month  
\$125 for three months  
\$240 for six months  
\$420 for one (1) year  
Additional pages (\$10 Per Page)  
Additional Design Fee (\$45)



## Right Sidebar Advertising Rate (300 x 250)

\$45 for one month  
\$120 for three months  
\$210 for six months  
\$360 for one (1) year  
Additional pages (\$10 Per Page)  
Additional Design Fee (\$45)



## Wide Skyscraper Advertising Rates (160 x 600)

\$35 for one month  
\$90 for three months  
\$150 for six months  
\$240 for one (1) year  
Additional pages (\$10 Per Page)  
Additional Design Fee (\$45)



# Sales/Advertising Contacts

**Janelle Singleton**

(832) 215-5918

[jsingleton@campuslately.com](mailto:jsingleton@campuslately.com)

**La'Shawn Chambers**

(832) 262-7222

[lichambers@campuslately.com](mailto:lichambers@campuslately.com)

**CampusLATELY Office Location**

Houston, Texas

**MEDIA KIT**

**2017**

