

# Advertise with The Independent Collegian

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Pricing: Local Rates and National Rates



## Why advertise with The Independent Collegian?

Whether you're a local business, an on-campus organization, or anyone else who needs to deliver a message to University of Toledo students, faculty and staff, we have a solution for you! Written by students, for students, and packed with relevant content, the IC is your #1 avenue for reaching the University of Toledo community.

We distribute 6,500 copies every Wednesday during the school year to over 100 locations on and around UT's Main Campus and the Scott Park and Health Sciences campuses. Our marketing staff also passes out papers by hand at athletic events and high-traffic spots around campus.

[Local Advertising Rates](#)

[National Advertising Rates](#)

## **Weekly print publication**

Here are some of the print features we offer.

- Ads available in a wide range of sizes, both color and black-and-white, including limited-availability premium spots like our front-page banner.
- UT 101 special summer edition, distributed by hand to thousands of incoming freshmen and inserted in the first print issue of the school year.
- Game Day editions for major football home games, with extra distribution at the game to reach an expanded audience of UT alumni and friends.
- A spring Housing Guide (great for apartment complexes, furniture stores and more).
- Regular advertising features built around themes like Health & Wellness.

## **Online advertising**

Interested in reaching students online as well? Try a banner ad on our website. (We recommend pairing online campaigns with print ads for maximum impact.) Month-to-month contracts are available, but book your space for a full year to get maximum savings.

## **The sky's the limit**

Want to sponsor a contest? Promote your deals to our followers on social media? We love to get creative! One of our advertising consultants will be happy to sit down with you and work out a plan that fits your needs.