



MEDIA KIT

PRINT
DIGITAL
BROADCAST
COMMUNITY





PRINT • DIGITAL • BROADCAST • COMMUNITY

MEDIA KIT 2011



WHO WE ARE



As the "uncensored voice" of the University of Texas at Austin, Texas Student Media serves the UT and Austin communities with several student-run, student-produced media properties. TSM is made up of: The Daily Texan (the daily newspaper), KVRX 91.7 FM (the radio station), Texas Student Television (the TV station), Texas Travesty (the humor publication) and the Cactus yearbook.

THE DAILY TEXAN

91.7 FM
KVRX



TEXAS TRAVESTY

Cactus
YEARBOOK

TSM provides marketers a simple, powerful portfolio of award-winning media properties that influence the immense spending potential of the UT community and beyond. The TSM mix provides advertisers with a one-stop shop that anchors any strategy or budget's aimed to reach and influence one of the largest collegiate marketplaces in the country.

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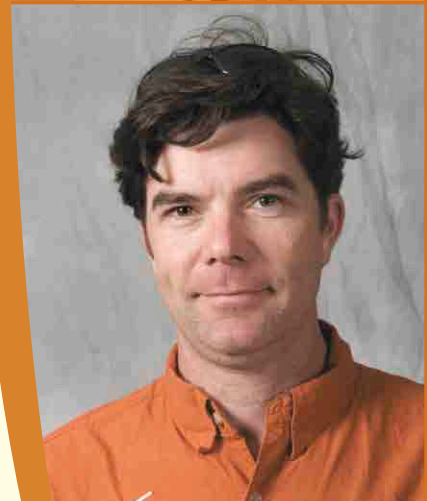
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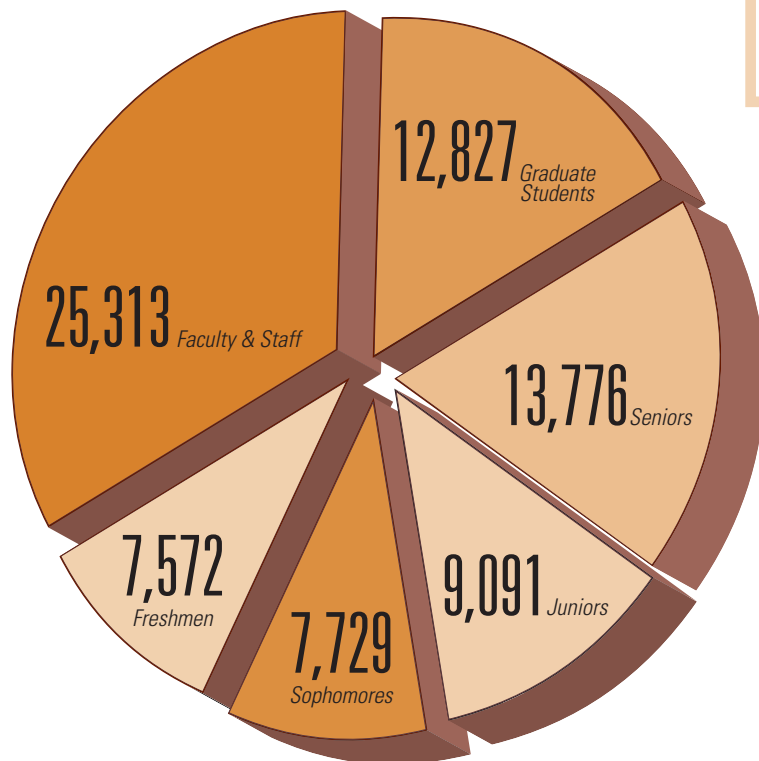
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FACTS & FIGURES

TOTAL UT MARKET
76,308



Source: Fall 2009 figures from Office of Information Management and Analysis 2009-2010 Statistical Handbook

50.7
PERCENT
are women

49.3
PERCENT
are men

\$8
BILLION
constitutes UT's total economic activity in Austin

\$900
MILLION
of that economic activity comes from UT students

83
PERCENT
of college students have tried a product or store after seeing it advertised

\$300
BILLION
spent annually by college students nationwide

2009
**ALLOY MEDIA & MARKETING/
HARRIS
INTERACTIVE**
College Explorer Survey



PRINT

THE DAILY TEXAN

The Daily Texan is the University's daily newspaper. The TSM flagship, marking its 111th year, is one of the most honored student-produced newspapers in the country. The Daily Texan has won more national, regional and state awards than any other college newspaper and counts among its alumni the winners of 18 Pulitzer Prizes.

The Daily Texan is seen by more than 40,000 daily readers from local UT and greater-Austin communities. Students, scholars, business leaders and other members of the community favor The Daily Texan as the best source for UT news.



SPECIAL EDITIONS

LONGHORN *life*

Longhorn Life is the UT students' guide to living, working, entertaining, eating and interacting in the University community. Longhorn Life provides readers convenient suggestions and unique ways to explore and enjoy Austin and UT.

ORIENTATION EDITION

The Orientation Edition is mailed home to incoming parents with The Daily Texan. The Orientation Edition of The Daily Texan serves as both a UT resource guide to new students and parents and as an introduction to The Daily Texan and TSM.

TEXAS TRAVESTY

The largest college humor publication in the nation, the Texas Travesty boasts a cult following of more than 90,000 readers. The loud, lewd and utterly uncensored Texas Travesty is published once in the summer and three times each spring and fall semester both in print and online at texastravesty.com. Started in 1997, the Travesty has consistently been awarded the Austin Chronicle's Best Local Non-Chronicle Publication (2003, 2004, 2005, 2006, 2009, 2010).

DOUBLE COVERAGE

The Daily Texan's football publication, Double Coverage is THE source for Longhorn football coverage throughout the season. Thousands of faithful longhorn fans pick up their copy of Double Coverage to get up-to-date and expert information before each game.

OUR Campus

Our Campus is specifically geared toward faculty and staff at UT. Delivered directly to all UT departments and offices, Our Campus serves as a campus news source as well as a vehicle for highlighting faculty and staff accomplishments. Each edition also features columns about the diverse personal interests and hobbies of UT's employees. It publishes nine times per year and reaches more than 25,000 faculty and staff.



In an online survey about all things UT, members of the community vote for their UTmost favorites throughout Austin. The results, which include happy hour specials, coffee houses, music venues, restaurants, UT athletes and professors and more, are published in a special edition.



DIGITAL

iPhone app

TSM is proud to further its reach and digitally connect with audiences via the Texas Student Media iPhone app. The app provides access to and sharing of articles from both The Daily Texan and the Texas Travesty and offers streaming audio of KVRX radio. Soon the app will feature streaming video of TSTV shows and daily specials from area vendors. Find yourself connecting with students, parents, staff and alumni with one of the most useful apps for the UT community.

For more information and to download:
texasstudentmedia.com/iphoneapp/



Websites

The Daily Texan *dailytexanonline.com*

The online version of The Daily Texan provides readers with breaking and web-specific news and photos. Daily Texan Online is the perfect interactive complement to any campaign targeting the local and national UT community.

KVRX *kvrx.org*

While KVRX programming airs on 91.7 FM 14 hours daily during the week, KVRX.org provides its cult fan base streaming live music 24/7. KVRX.org also features blog posts and a way to purchase KVRX's annual Local Live CD.

Texas Travesty *texastravesty.com*

The Texas Travesty's newly revamped website not only provides an online outlet for reading the humor publication's sarcastic and satirical stories found in print, but also features Web-exclusive material to keep its audience laughing.

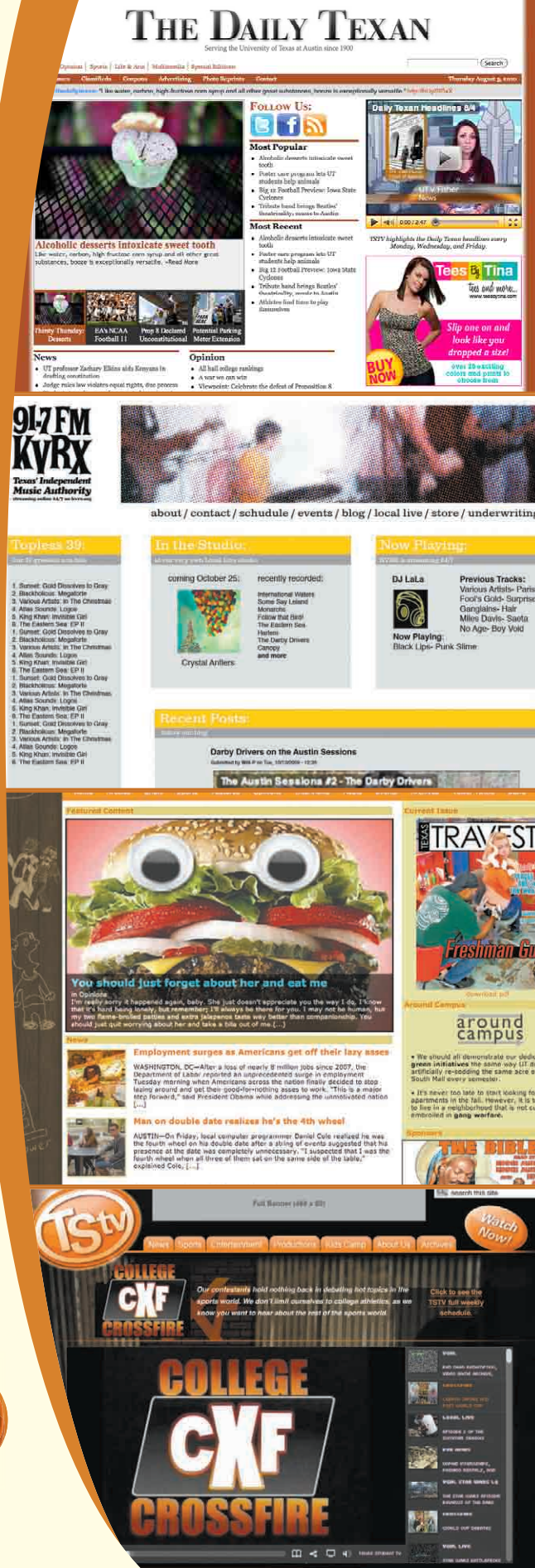
TSTV *texasstudenttv.com*

Missed your favorite TSTV show? TSTV online features streaming video of all recent and archived broadcasts. TSTV's website also provides information about volunteering and taking classes through the TV station.

THE DAILY TEXAN

91.7 FM KVRX

TEXAS TRAVESTY



BROADCAST

91.7 FM KVRX

KVRX 91.7 FM stands as the consummate source for indie music in Austin. The UT student-produced programming airs on the FM dial between 7 p.m. and 9 a.m. during the week and between 10 p.m. and 9 a.m. on weekends. KVRX also streams live online 24/7.

As the station's slogan states, KVRX vows to play "None of the hits, all of the time." KVRX is a true alternative station and reaches a broad spectrum of listeners near and far, with more than 20,000 student listeners each week.

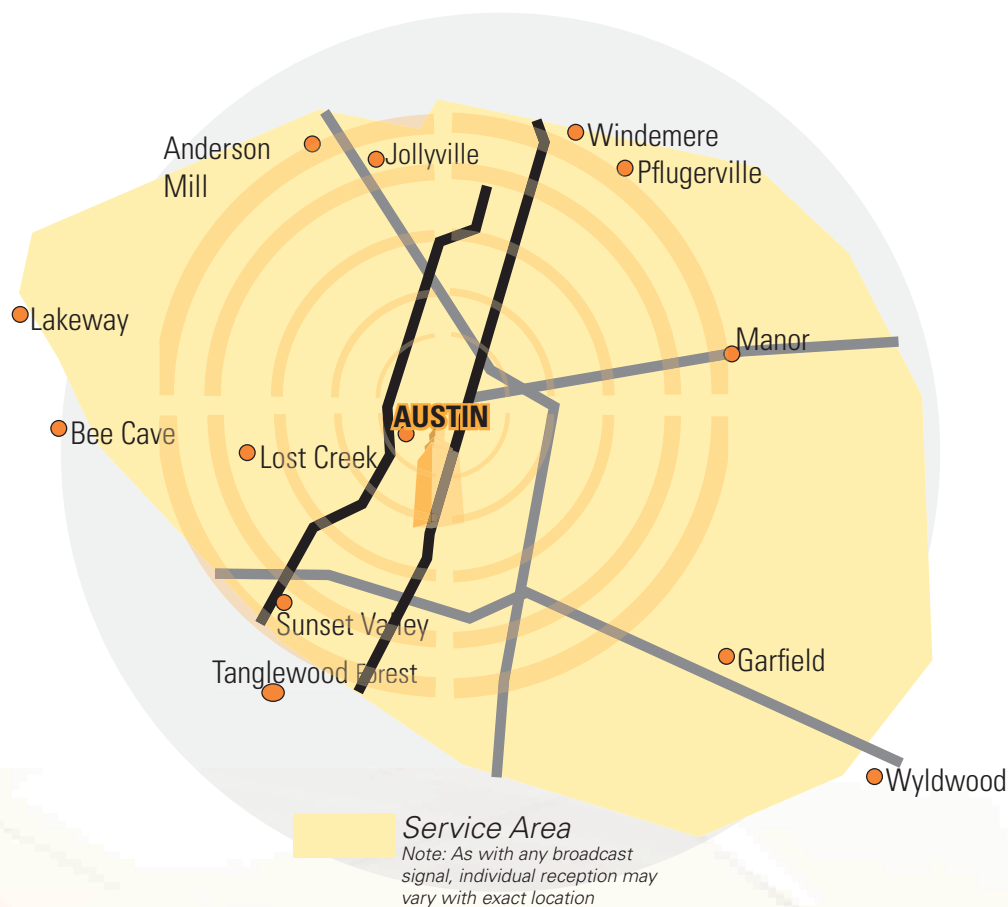
KVRX maintains a substantial repository of new music, including genres such as hip-hop, blues, jazz, folk, country, techno and metal. Listeners enjoy at least five different genres and at least two Texas bands each hour. The Austin Chronicle has previously recognized KVRX's programming as the best in Austin.





Texas Student Television is the nation's only student-run, student-produced FCC-licensed television station. In early 2010, TSTV started broadcasting on digital channel 29.1. Additionally, TSTV programming is available via cable channel 15 to the more than 7,000 students who live in the 14 on-campus dorms at UT, allowing for an exclusive access to dorm students. Programs are also available on channel 51 in all nonresidential buildings on campus.

TSTV programming includes sports, news, music, video game and comedy shows. Between dorm and broadcast viewers combined, more than 20,000 people watch TSTV.



COMMUNITY

Texas Student Media hosts a wide variety of events throughout the year to support the UT and Austin communities and to promote the TSM name and its sponsors. Events range from tailgates for Longhorn fans, comedy shows, film festivals and an annual housing fair for students looking to live off campus. Anyone in the community is invited and we encourage readers, viewers and listeners to attend these events.



Kickoff Countdown Tailgate

The Daily Texan's Kickoff Countdown Tailgate takes place before every home game across from the Bob Bullock Texas State History Museum. The tent attracts students, parents, alumni and locals ready to cheer on the Longhorns. In the past, various sponsors have provided TVs, trailers and food to give fans an exciting place to celebrate before a Longhorn football game.

Housing Fair

Every spring semester, The Daily Texan's Housing Fair offers vendors the opportunity to market directly to UT students right on campus while providing students excellent options for housing and other services. The fair is held on Gregory Gym Plaza, which receives daily foot traffic of approximately 20,000 students, according to information from RecSports.

Orange Runway

This special edition prints every April to showcase the high-profile spring fashion show hosted and organized by UT's Division of Textiles and Apparel. The show is always memorable, and with 5,000 spectators attending each year, it is the largest university-sponsored fashion show in the nation. Orange Runway serves to promote the show and highlight the student designers to be featured on the runway.

POLICIES

GENERAL POLICY

Texas Student Media is a student based media organization that is primarily funded by advertising sales. The advertising department strives to build partnerships locally and nationally by presenting advertising opportunities available through Texas Student Media outlets to help clients achieve their advertising and marketing needs.

All advertising is subject to approval by Texas Student Media.

TSM reserves the right to reject any advertising that can be considered to contain attacks on a person's gender, sexual orientation, race, religion, or any other personal trait.

Advertisements running in Texas Student Media print publications that resembles the appearance of editorial or news content must be bordered, and the word "ADVERTISEMENT" must appear in the ad space. Advertising of this nature is subject to editorial review.

In consideration of Texas Student Media acceptance of advertising copy for publication, the agency and the advertiser will indemnify and hold harmless Texas Student Media, its officers, employees and agents against all loss, damage and expense of whatsoever nature arising out of the copying, printing or publishing of advertising copy including, without limitation, reasonable attorney's fees resulting from claims of suits for libel, violation of right to privacy, plagiarism and trademark and copyright infringement.

CONTRACT AND COPY POLICIES

Contracts: Advertising contracts are not subject to hiatus or early termination. Unfulfilled contracts will result in additional charges for rate differential using non-contract rates.

All weekly contracts require consecutive weekly insertions, at least one insertion per week. All monthly contracts require two insertions within a four-week period. Rates are not transferable.

Errors and Corrections: Advertising deadlines, as published herein, are strictly observed. Although advertising may, rarely, be accepted later than deadline, late copy is accepted with the understanding that print publications of Texas Student Media will assume no responsibility for any errors in published advertising.

Texas Student Media's print publications will not be responsible for errors in published copy if a proof has been furnished to the advertiser or advertiser's agent, or if "camera-ready" copy containing errors has been supplied by the advertiser.

In no case will print publications of Texas Student Media liability exceed the cost of the advertising space occupied by the erroneous copy.

Texas Student Media assumes no liability for failure to publish advertising on the date or in the edition ordered. Advertising position is neither sold nor guaranteed. However, position requests are gladly met when possible.

TERMS OF PAYMENT

All advertising must be paid in advance unless credit has been established with Texas Student Media and the advertiser's account is current.

All major credit cards and checks are acceptable methods of payment.

PENALTIES AND SERVICE CHARGES

Advertiser will incur a 50 percent cost-of-ad charge for cancellations and/or failure to submit ad for space previously reserved. If notice or copy is submitted by 11 a.m. (the business day before publication), no penalty will be exercised.



THE DAILY TEXAN



TEXAS TRAVESTY





