

WHY ADVERTISE IN CAMPUS NEWS?

THE INDEPENDENT
SUNY/CUNY
COMMUNITY COLLEGE
AND FOUR-YEAR
COLLEGE STUDENT
PAPER, EST. 2010, THAT
ALSO HAS STREET BOXES
IN NYC AND A 40K+MO.
WEBSITE.



FIND US ON CAMPUS – AND *EVERYWHERE!*

- Campus News is the 16-year-old ubiquitous independent student newspaper found on dozens of campuses in New York state, and via street boxes in New York City, as well as online and curated via Apple News and Google News.
- We survived the so-called death of print as well as the monetization of social media, and the pandemic, too.
- We aren't going away. Join our pages to convey strength, stability and maybe even a little bit of playfulness. Our readers are students you want to attract. We also reach influencing faculty and staff on their campuses.
- Read on for more reasons to join Campus News...



ATTRACT TRADS AND NON-TRADS – NEW: AGES 25-55 SUNY RECONNECT PROGRAM!

- Did you know the State of New York has a new program, SUNY Reconnect, offering free community college tuition to the majority of the state's adults, if they major in a practical course of study?
- This program will be big for community colleges – and four-year colleges via these adults as eventual transfers.
- Even if you believe “traditional-age students don't read print” (they do, but that's a different argument), you have to admit that these 25-55 year old Reconnect students will be the exact right Campus News demo.





DIVERSITY! REACH ALL DEMOGRAPHICS!

- People ask us all the time if we're a diversity buy.
- Consider:
 - About half of the two-year colleges we distribute to have majority minority populations.
 - Usually about half of our writers also identify similarly.
 - We distribute in boroughs that may be considered news deserts otherwise.
 - The New York City Mayor's Office included us in their vetted Ethnic & Community Media directory.
 - So, yes, we can be considered a diversity buy, and one that's very effective at helping you reach your recruitment goals.



CAMPUS NEWS

Latino

PILOT EDITION – COMING SUMMER 2025
TAKING ADVERTISING RESERVATIONS NOW

**BE IN OUR SPANISH-
LANGUAGE PILOT EDITIONS!**

- We also are planning a Spanish language pilot edition – the first college paper in the USA to be bilingual.
- We can help you translate your ads and PR copy for this venture!





COMIC CON, BROADWAY AND OTHER COOL CONNECTIONS!

- Campus News has made significant inroads with major events like New York City Comic Con and Broadway productions, offering ticket giveaways to students who engage with the paper.
- This not only proves that students are engaged with and trust the product, but also adds a coolness factor via your association with the content in each paper – including your ads and PR copy.





RECRUITMENT AND RETENTION

- For all college marketers, Campus News helps you recruit new students, with distribution via news boxes in prime zip codes in New York City.
- We also help you find transfers (see the next page).
- For two-year college marketers, you can retain your students by reminding them of registration deadlines and new offerings: Winter session, summer classes, spring and fall deadlines. You can change your messaging monthly.
- Or just run branding ads for rolling enrollment.
- Campus News reinforces your ongoing enrollment efforts, open houses and campus visits.



ATTRACT TRANSFER STUDENTS, TOO!

- No doubt, transfer students make or break your college enrollment numbers.
- Both four-year and two-year colleges in our region get a double-digit percentage of their enrollment from students that had previously attended another college.
- Campus News distributes at two-year feeder colleges and each issue has information about transferring in it.
- Students who pick up the paper are *readers* – the best and brightest. The curious. They are the students you want to attract.





SCORES OF RACKS ON TWO-YEAR COLLEGE CAMPUSES!

- Our distribution system is one-of-a-kind, with rack placements at dozens of two-year colleges in New York state.
- And, contrary to what you may think, students will pick up printed papers, if the design is colorful and the content is geared to them – which is exactly what we do.
- Our pickup rate is consistently over 90%.



AND COLLEGE STREET BOXES THAT MOVE ALL COPIES IN NYC!

- Just before the pandemic, we got permission from the City of New York to install street boxes near colleges in the boroughs as well as in prime zip codes in Manhattan.
- Actually, this program saved us during the pandemic, because we still had a way to distribute when colleges were shuttered.
- We move a lot of newspapers via these racks – and you can tell your stakeholders to pick us up at locations from Midtown to Central Park, from 2nd to 5th Avenues, or the Bronx and Queens. Our pickup rate in the City is 100%!
- We also partner with Broadway shows for ticket giveaways, adding to our NYC street cred.
- We are a real City paper, accepted into the vetted Mayor's Ethnic & Community Media program!





FOREMOST, WE'RE MASS MEDIA – A REAL NEWSPAPER! AND WE GET OUT THERE!

- We're different than any other kind of advertising because we're also a news operation with real academic ties that distributes in a very genuine way.
- Our authenticity and time-honored appeal helps messaging resonate.
- *And we print A LOT of authenticity!*



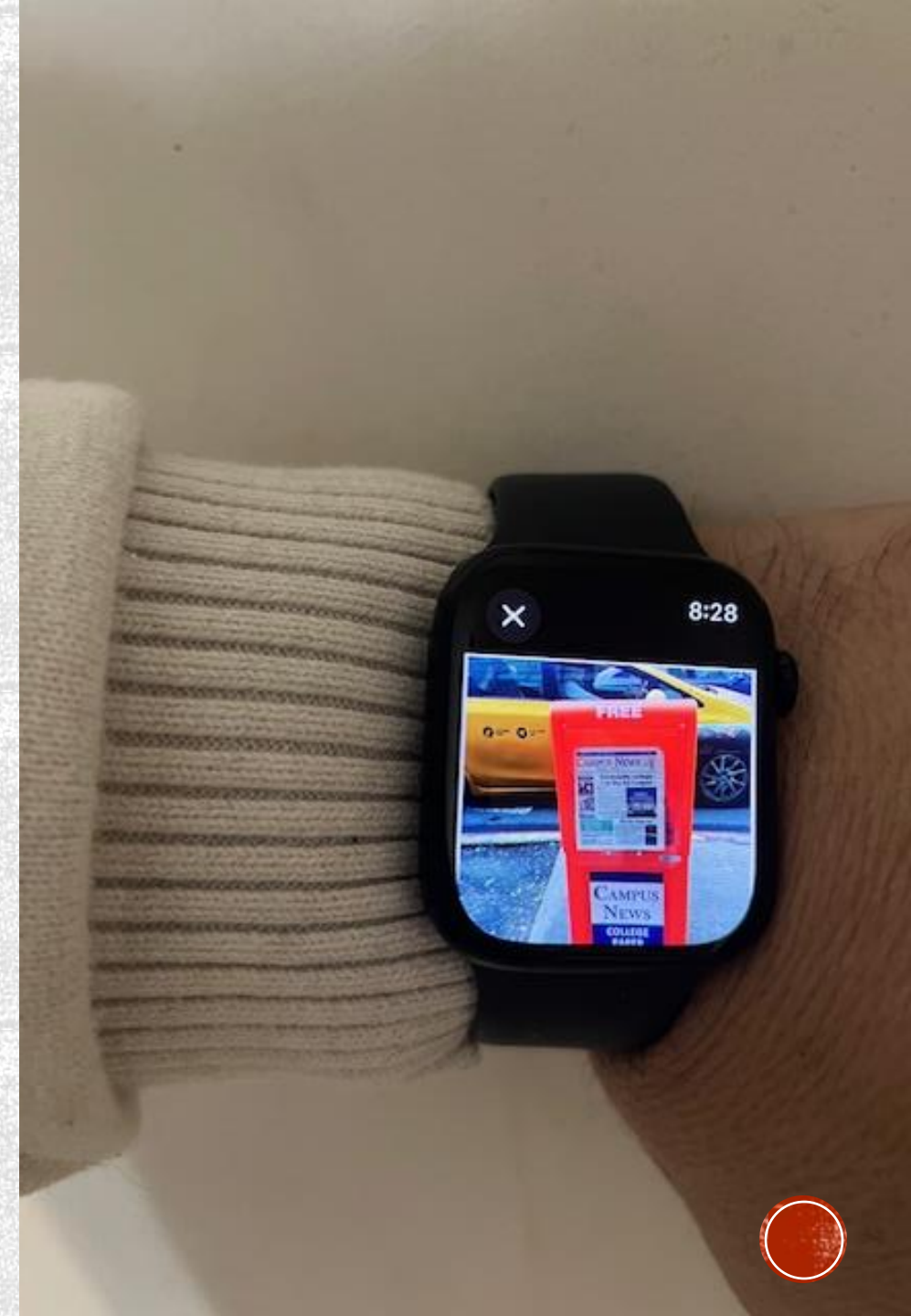
SUPPORT JOURNALISM. OUR ACADEMIC PEDIGREE.

- Publisher Darren Johnson is a Journalism college professor who is well-known in the field statewide and works with promising future journalists in getting out this product. We attend student media conferences, win awards, belong to industry organizations, help students find journalism jobs ... it's the real deal!
- Your ads not only will be effective with us, but also show your devotion to this cause – helping nurture the journalists of tomorrow.
- (And our student writers are influencers, too!)



BE IN OUR DIGITAL EDITION – REACH 40K+ A MONTH! FOR FREE, EVEN!

- Campus News has a website, too. It's highly trusted and posts are pushed out via Apple News and Google News. Over 40,000 impressions a month.
- We publish press releases from 10X print advertisers. Your stakeholders will see these as soon as they are posted via keyword Google alerts.
- We give free banner ads to 10X print advertisers, too.
- Or you can buy web ads – including popups – a la carte.
- Do your campus videos lack engagement? Why let all of that hard work go to waste? We can put your video in a popup and get your view numbers way up!
- Our web site is a wonderful bonus add-on for 10X print advertisers!





DON'T UNDER-RATE THE POWER OF STORYTELLING!

- At Campus News, we're storytellers, using the power of journalism to really engage our audience.
- And, you, too, are a storyteller – telling the story of why students should attend your fine institution.
- You tell that story through striking advertisements, of course, but we also can publish your story in editorial form. The combination really resonates with our readers, and you will be front and center in their minds.



CAMPUS NEWS

New York

And introducing:



Get our 11X rate!

Our 2025-26 schedule!

Contact editor@cccnews.info or 518-879-0965 to reserve your spot.



Aug. '25
Campus News
LatinX Pilot
Routes: 1,2



Sept. '25
Campus News
New York
Routes: 1,3,4



Nov. '25
Campus News
New York
Routes: 1,2



Winter
Campus News
Two Issues:
NY/LatinX
Routes: ALL



Feb. '26
Campus News
New York
Routes: 1,3



Mar. '26
Campus News
New York
Routes: 1,2



Apr. '26
Campus News
LatinX Pilot
Routes: 1,3,4



May '26
Campus News
New York
Routes: 1,2,3



Summer
Campus News
Two Issues:
NY/LatinX
Routes: ALL

11 Issues – Book 8 get 3 free plus free digital bonus* (45k/mo.)!

Routes

1. NYC Street Edition
News boxes outside City colleges and in prime zip codes.

Community Colleges SUNY/CUNY
On racks in student centers, cafes and academic buildings.

2. Long Island-Queens

3. Hudson Valley

4. Upstate NY

Sizes/Rates

Full: 9.5 x 10
1X: \$975; 11X: \$635/ea.
Back Cover 1X: \$1450/ea.

Half: 9.5 x 5
1X: \$575; 11X: \$415/ea.
Front Cover 1X: \$975/ea.
(Route 1 with inside pickup)
*Annual Digital Bonus for All 11X Prepay!

SO WHAT DOES THIS COST? SIZES? DEADLINES? DEALS?

- This may be the most affordable and cost-effective marketing buy you do all year. This rate card has all of the details.
- Contact us at 518-879-0965 or editor@cccnews.info for your exclusive offer.
- Full page is 9.5w x 10h; half is 9.5w x 5h. Send as high-res PDF.
- Remember, book 8 issues and get 3 free! Plus web and PR bonus!
- Rates as low as \$415/issue.
- Art due the 25th of each preceding month.



CAMPUS NEWS

OPEN
24/7

NEW YORK

Digital Menu

RESERVE
NOW!

Over 40,000 Collegiate Readers a Month Can't Be Wrong!

Specials



THE BIG PERSON ON CAMPUS

You're everywhere and admired by everybody. Header, sticky footer, popup, editorial post to Apple/Google News – \$975/mo.



THE SCHOLAR

For those who enjoy a good read. Two editorial placements on our site, stickied to the top; press releases, op-eds, news. Requires our editorial approval. Must be in newspaper style and pertinent to college students, faculty and/or college staff – \$450/mo, then archived forever.



THE SPRING BREAKER

A week of fun in the sun with a complete takeover of the Campus News web site! Everything on this page is in play – \$550/wk./stories archived forever.



THE A.V. SQUAD

Do you make great videos that deserve more views? How about have them auto-run with a posted story (your copy – only for colleges and other high-integrity organizations) – also posted to Apple/Google News – \$250/post/forever.



THE AMAZING MARCHING BAND

Everything goes better with music! This is an "Everything, Everywhere, All at Once" campaign to put your music-driven, influencer-style social media video on our pages related to a category of your choosing (college news, sports, arts, etc.) – \$350/mo.

COLLEGE MEDIA WORKS! LET'S GET THIS PARTY STARTED!

CONTACT US AT
EDITOR@CCCNEWS.INFO
OR 518-879-0965.

WHAT IF WE ONLY WANT DIGITAL?

- Some Campus News advertisers only want digital. It's fast, it's easy, it's direct. Here's our rate card for that.
- We average over 40K impressions a month – even in the summer.
- Popups! Take over our site!
- Have a great video no one is clicking on? We can get you eyeballs for it!
- PR considerations! Post your press release as a story!
- Our site has high trust, SEO and is pushed out to Apple and Google News.





CONTACT US – THIS IS A GREAT DEAL!

Call/text Darren Johnson at 518-879-0965 or, better, email editor@cccnews.info. That's also where you will send your ad art and PR copy.

Thank you for entrusting us to promote your message! We look forward to this partnership!

