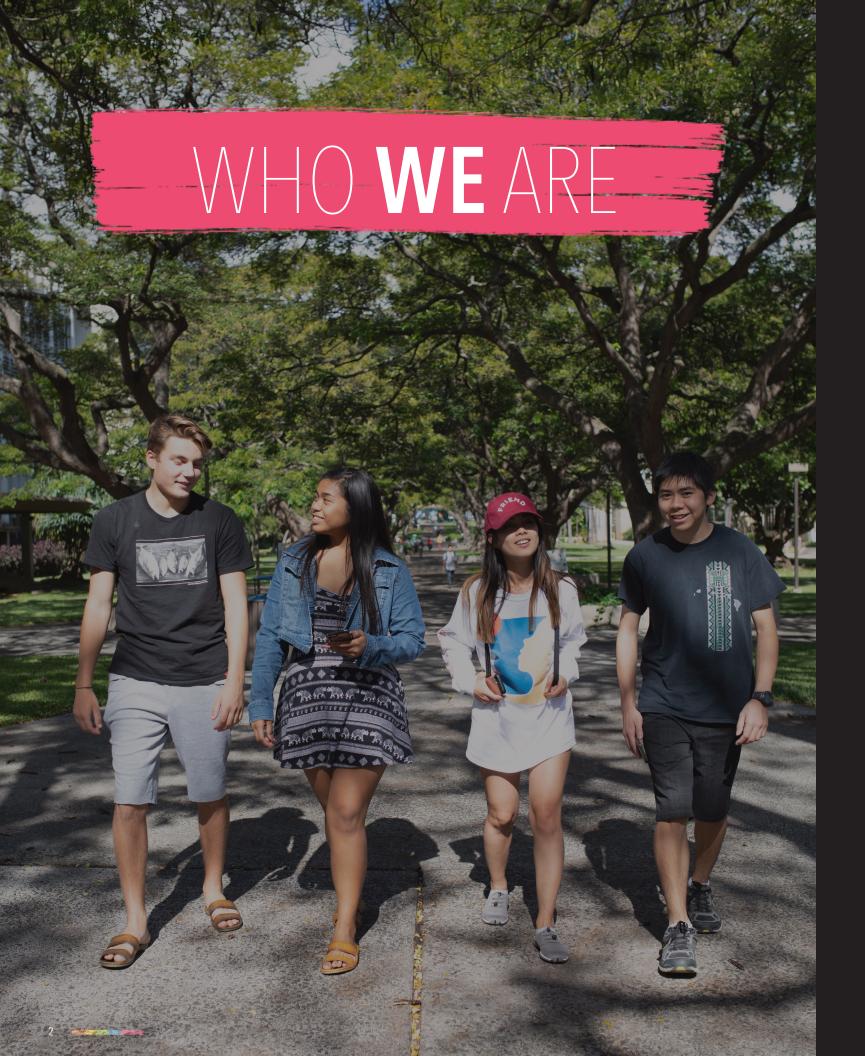
## UNIVERSITY OF HAWAI'I AT MĀNOA **STUDENT MEDIA**



### N O W



#### $\textbf{M} \ \bar{\textbf{A}} \ \textbf{N} \ \textbf{O} \ \textbf{A} \ \ \textbf{N} \ \textbf{O} \ \textbf{W}$

Mānoa Now is the connecting point between you and the University of Hawai'i community. We know what students are interested in because we are students.

We're journalists, disk jockeys, videographers, marketing consultants, biology majors, art majors and everything in between. We grew up in Hawai'i, the U.S. mainland, international countries...

We commute, live on campus, study, go out, sleep (when we can), and love every minute of it. This is why we want you to become a part of our campus too.

Being one of the most diverse and motivated groups on the island, we work tirelessly to find new ways to engage our students, and we want you to get in on the action.

#### - MĀNOA NOW ENGAGEMENT TEAM









KTUH FM UH RADIO

UH PRODUCTIONS VIDEO

HAWAI'I REVIEW
LITERATURE

KA LEO O HAWAI'I NEWS

# IMPRESSION

#### **SOCIAL MEDIA**

Our following. Your reach.

@KTUH **8.2K LIKES**@KA LEO **9.7K LIKES**@UH PRODUCTIONS **1.1K LIKES** 

@KTUH 3.1K FOLLOWERS

@KA LEO 3.9K FOLLOWERS

@UHP 745 FOLLOWERS

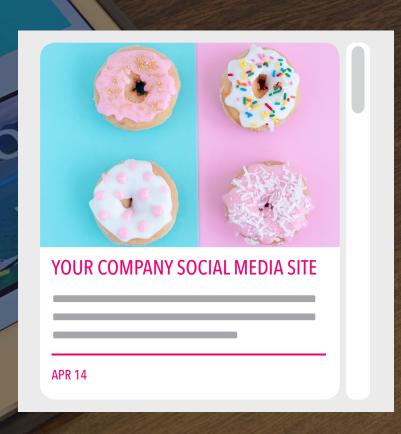
©KTUH 4.9K LIKES

©KA LEO 4.3K LIKES

4 POSTS **\$120** 

8 POSTS **\$180**  SOCIAL MEDIA WIDGET

Your posts on our website.



MONTHLY ANNUALLY \$1200



MANOANOW.ORG GENERATES

8319+

**AVERAGE WEEKLY PAGE VIEWS** 

4920+

AVERAGE WEEKLY UNIQUE USERS

#### **ONLINE ADVERTISING**

Promote your brand with our content on manoanow.org.

- TOP LEADERBOARD \$60 / WEEK or \$180 / MONTH
- MEDIUM RECTANGLE \$50 / WEEK or \$135 / MONTH
- BOTTOM LEADERBOARD \$50 / WEEK or \$135 / MONTH

**ONE WEEK BUNDLE** \$110 / WEEK (\$150 VALUE)

**ONE MONTH BUNDLE** \$315 / MONTH (\$450 VALUE)

**SPECIAL PLACEMENT** \$100

#### **TEXT LINK**

For an additional cost, add a link and connect viewers directly to your website.

## ENGAGE

## CREATIVELY

#### **PHOTOGRAPHY SERVICES**

BY MĀNOA NOW

#### STARTING AT SESSIONS/COVERAGES

\$120\* Our photographers shoot events, products, portraits, stock photos, and more.

> INCLUDES: PROFESSIONAL CAMERA GEAR, PHOTOGRAPHER, EDITING, DIGITAL IMAGES.

STARTING AT \$500\*

#### РНОТО ВООТН

Give attendees a keepsake from your event and build engagement with a fully staffed photo booth with custom props, themed print outs, and a backdrop.

INCLUDES: PHOTO TECHNICIAN, FRAME TEMPLATE, PRINTS,

#### **GRAPHIC DESIGN SERVICES**

BY MĀNOA NOW

STARTING AT Our graphic design team creates pages, advertisement, books, pamphlets, illustrations, PER HOUR\* logos, and more. We can consult on optimal semiotic aesthetic to maximize material engagement, clarity, and brand recognition. INCLUDES: INITIAL DESIGN CONSULTATION, DESIGN, TWO

#### **VIDEO PRODUCTION SERVICES**

#### BY UH PRODUCTIONS

PER VIDEO\*

**STARTING AT** Maximize your outreach potential online, on television, and on social media. Our video team utilizes professional practice and equipment to tailor video content to your needs and ideal platforms. UH Productions provides long-form video documentation, general event coverage, special guest video features, social media promotions, and more. **INCLUDES:** SOCIAL MEDIA TEASER, HIGHLIGHT REEL, PROMOTIONAL VIDEO, LECTURE/KEYNOTE SPEAKER.

#### **DJ SERVICES & UNDERWRITING**

#### BY KTUH

STARTING AT PER MONTH\* The campus radio station KTUH provides event DJ services of all genres. Musicians can rent out studio space for recording sessions. Underwriting is also available to reach listeners on air.

INCLUDES: ON-AIR SPOTS, SOCIAL MEDIA PROMOTION.

\*\*\* ALL QUOTES BASED ON CONSULTATION

# MOBILE **APP**

#### **ABOUT**

With direct access to campus shuttle services, dining dollars, exclusive UH ID deals, the UH Mānoa campus map and building index + much more, Mānoa Now is a staple for students and parents.

With over 1,000 downloads each semester, make sure your content is seen campus-wide by becoming a part of the UHM mobile app.

AVAILABLE ON THE APP STORE (IOS) AND GOOGLE PLAY STORE (ANDROID)

#### **MOBILE TAKE-OVERS**

STARTING AT Have an event or special promotion \$600 coming up? Provide your audience with paperless information. Include an event map, list of vendors, event programs, special promotions and more!

> TAKE-OVERS BASED ON AVAILIBILITY AND PRICED **BASED ON CONSULTATION**

#### **JOBS**

1119

2:49

MÃNOA NOW

**STARTING AT** Whether they are still in school or about to \$190 graduate, students are always looking for new job opportunities. Reach students to promote your part-time and full-time job openings on the campus app.

**JOBS** 

#### **UH ID DEALS**

ANNUAL Promote the specials your business **\$600** provides to UH ID holders.

INCLUDES: DESIGN WORK, ONE REVISION MONTHLY, PRINT AD IN KA LEO O HAWAI'I, SOCIAL MEDIA POST ONLINE, FLYER DISPLAY \*\*\$400 VALUE

SET UP OFFER A PROMOTION. \$150 SHARE THE OFFER. **EXPAND** YOUR REACH.

#### **EVENT LISTING**

\$100

**STARTING AT** Our Events Calendar lets our audience know what's happening in and around the UH community.

> UP TO ONE MONTH PRESENCE ON THE **EVENTS CALENDAR**

#### **AUGUST EVENTS**

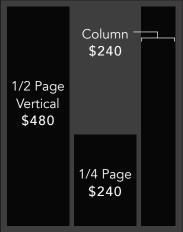
# YOUR ADS OUR CAMPUS

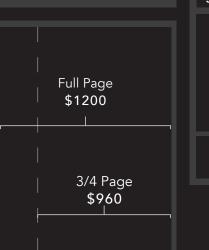
#### **SPONSORSHIPS + ADVERTORIALS**

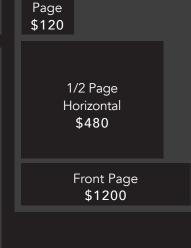
SPORTS SPONSORSHIPS	\$240	BACK PAGE FULL PAGE	\$1500
RESOURCE PAGE	\$120	FRONT PAGE BAR ADVERTISEMENT	\$1200
EVENTS	\$120	ADVERTORIAL 1/2 PAGE	\$720
JOB/CAREER LISTING	\$120	ADVERTORIAL 3/4 PAGE	\$1440
CROSSWORD	\$720	ADVERTORIAL FULL PAGE	\$1800
INSIDE COVER FULL PAGE	\$1800		



### SIZES AND RATES PRINT ADVERTISEMENTS







1/8

### FULL COLOR & DESIGN SERVICES CIRCULATION: 10,000 DISTRIBUTION: BI-WEEKLY

#### **PUBLICATION DATES**

8.12.19 MĀNOA NOW

8.26.19 WELCOME

9.10.19

9.24.19

10.8.19

**REGULAR ISSUE** 

10.22.19 REGULAR ISSUE

11.5.19 **HOUSING** 

11.19.19 SHOPPING/BUY LOCAL

12.3.19
FINALS AND GRAD

1.14.20

**HEALTHY (INSERT)** 

1.28.20

MAKE MĀNOA YOURS

2.11.19

VALENTINE'S (INSER

2.25.19 **HOUSING** 

3.10.19 REGULAR ISSUE

3.24.19

REGULAR ISSUE

4.7.19 **CREATIVES** 

4.21.19

REGULAR ISSUE

5.5.19

**FINALS AND GRAD** 

# YOUR BRAND OUR CAMPUS

#### OUT-OF-HOME ADVERTISEMENTS

RACK CARD STANDS
1 LOCATION

RACK CARD STANDS
10 LOCATIONS

NAPKIN DISPENSERS
10 DISPENSERS

\$100 / WEEK

**FLYER DISTRIBUTION** 

\$25 / 100 FLYERS

\$700 / WEEK

POSTER PLACEMENT

\$100 / WEEK

**EVENT SPONSORSHIP** 

\$300

\$100 / 2 WEEKS

**EVENT TABLING** 

\$300



**17,710** Total student population **12,968** Undergraduate students **4,742** Graduate students



65% Hawai'i students



UHM was founded in 1907



29% Out-of-state students



**6%** International Students