



Maine Campus

Advertising Packet

2022-2023



About the Maine Campus

Founded in 1875, the Maine Campus is one of the oldest newspapers in Maine. The Maine Campus is funded by your student Communications Fee and ad sales, which means you are part of the magic that happens here at the Maine Campus. In our more than 140 year history as a paper, we have gone through many iterations. The Maine Campus has been published at various intervals throughout its history depending on the administration of the paper that is working at the time.

The Maine Campus is editorially independent of the university. The Maine Campus is not only a student newspaper, but, we remain unique of many student newspapers across the country as we do not retain any non-student employees - our entire staff is comprised of students! The Maine Campus has been continuously published on various schedules since 1875.

Our publication is primarily online, with the exception of one end-of-semester print publication. This means that our business is currently only run on our website, mainecampus.com.



Our Market

The Maine Campus is the student newspaper for the University of Maine. With more than 11,000 students, 720 faculty, and countless community members within our distribution area, your advertisement will be available to 5,000 people a week!

The Maine Campus is read by more than 20 UMaine facilities, local businesses, and community organizations. Your advertisement will have the opportunity to be seen by a very unique and often sought after demographic: college students and the campus community.



11,219 students



720 faculty



107,000+ alumni



**1,005
Instagram
followers**



**2,000
Facebook
followers**



**5,610
Twitter
followers**

Our Online Advertising Rates

With an average of 5,000 potential readers each week, a strategically placed ad is a great decision for all businesses - large and small! With competitive advertising rates, and a unique demographic and distribution market - The Maine Campus is a great place to start or continue your advertising campaigns!

The articles are produced weekly when classes are in session on Monday. Advertising on our site is a great place for businesses to put targeted advertisements, coupons, or event announcements.

With a weekly Monday production, you can easily target your ads to run before a particular event, or with a coupon for your business!

OUR PACKAGES

Black Bear Standard

- **Ad placement on our site**

Black Bear Deluxe

- **Ad placement on our site**
- **Shout out on Instagram and Facebook stories**
 - **Would occur on the first Monday of every month**

Black Bear Ultimate

- **Ad placement on our site**
- **Shout out on Instagram and Facebook stories**
 - **Would occur on the first Monday of every month**
- **Shout out on our Twitter page (as an in-feed post)**

Monthly Rate

\$80

*Black Bear Deluxe
Monthly Add-on Fee* + ***\$20***

*Black Bear Ultimate
Monthly Add-on Fee* + ***\$30***

Special Discounts:

- **20% off for UMaine alumni or professors (current or retired)**
- **10% off for Student Organizations**



Advertising with Us

With 5,000 potential readers each week, a strategically placed ad is a great decision for all businesses - large and small! With competitive advertising rates, and a unique demographic, the Maine Campus is a great place to start or continue your advertising campaigns!

The Maine Campus offers discounts and special rates for UMaine departments and student groups, and offers customized ad packages that can be specifically designed for your business or organization.

Are you interested in learning more about the Maine Campus and our advertising packages and campaigns? If so, please contact our Marketing and Advertising Manager, who would be more than happy to assist in your advertising needs.

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MaineCampus.com

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