THE METROPOLITAN

STUDENT NEWSPAPER OF METRO STATE UNIVERSITY

OFFICIAL MEDIA KIT

Digital Advertising & Partnerships

Academic Year 2026 – 2027

21,000+ Monthly Unique Readers

136,000+ Benchmark Pageviews

Member of the Associated Collegiate Press (ACP)

Saint Paul, Minnesota • Published 5–6 Times Weekly

www.themetropolitan.metrostate.edu

About The Metropolitan

Independent Student Journalism

The Metropolitan is the independently run student newspaper serving Metropolitan State University in Saint Paul, Minnesota.

Our editorial mission is to produce high-quality, professional online journalism across vital subject areas, including local and national news, politics, financial literacy, technology, science, opinion, arts, and lifestyle.

We actively reflect and amplify the diverse student voices, working professionals, and community leaders across the Twin Cities metropolitan area.

Multimedia & The Metroscope

In addition to daily digital reporting, our media family produces **The Metroscope**, the official podcast of The Metropolitan.

The Metroscope brings lively commentary, thoughtful interviews, and diverse cultural discussions directly to our listeners in an engaging format.

- Proud member of the Associated Collegiate Press
- Continuous weekly publishing cycle (5–6 stories weekly)
- High engagement across campus, commuters, and online learners

Student Demographics & Reach

8,864

TOTAL ENROLLMENT

Broad, engaged student and commuter body across campuses

73%

DIVERSITY INDEX

Highly multicultural, dynamic, and representative community

2,355

STUDENTS OVER 30

Working adults, career changers, and professional decision-makers

3,119

ONLINE STUDENTS

Heavy digital consumers actively accessing online resources

titutional demographic data courtesy of metrostate.edu & collegetuitioncompare.com (August 2025).

Website Reach & Traffic

21,000+

Unique Monthly Visitors

Consistent readership from students, faculty, staff, and alumni

136K

Monthly Pageviews

High-volume pageviews recorded during peak 2026 academic sessions

5–6x

Weekly Publishing Pace

Fresh editorial content keeping traffic recurring and loyal

Targeted Local Exposure

Advertisers reach a mature, motivated audience of consumers in the Twin Cities. With an average student age higher than typical state schools, our readers have independent purchasing power.

Mobile & Desktop Reach

Clean ad positions engineered directly into our responsive layout guarantee that sponsor messaging displays seamlessly across smartphones, tablets, and campus workstation displays.

Website Advertising Rates

LEADERBOARD

720 × 90 PX

$250

PER MONTH / 30 DAYS

- Highest visibility header ad placement
- Displays above top editorial stories
- Maximum impressions per site visit

IN-ARTICLE BANNER

468 × 80 PX

$200

PER MONTH / 30 DAYS

- Embedded directly inside story copy
- Seamlessly catches engaged readers
- Excellent click-through performance

SIDEBAR UNIT

180 × 150 PX

$150

EACH / PER MONTH

- Persistent placement alongside articles
- Affordable entry point for local sponsors
- Clean square format for quick recognition

Ad Placement Specifications

Ad Placement	Dimensions	File Formats	Duration	Investment
Leaderboard	720 × 90 px	PNG, JPG, GIF (Max 150KB)	30 Days / 1 Month	**$250**
Body Banner	468 × 80 px	PNG, JPG, GIF (Max 150KB)	30 Days / 1 Month	**$200**
Sidebar Spot	180 × 150 px	PNG, JPG, GIF (Max 100KB)	30 Days / 1 Month	**$150 each**

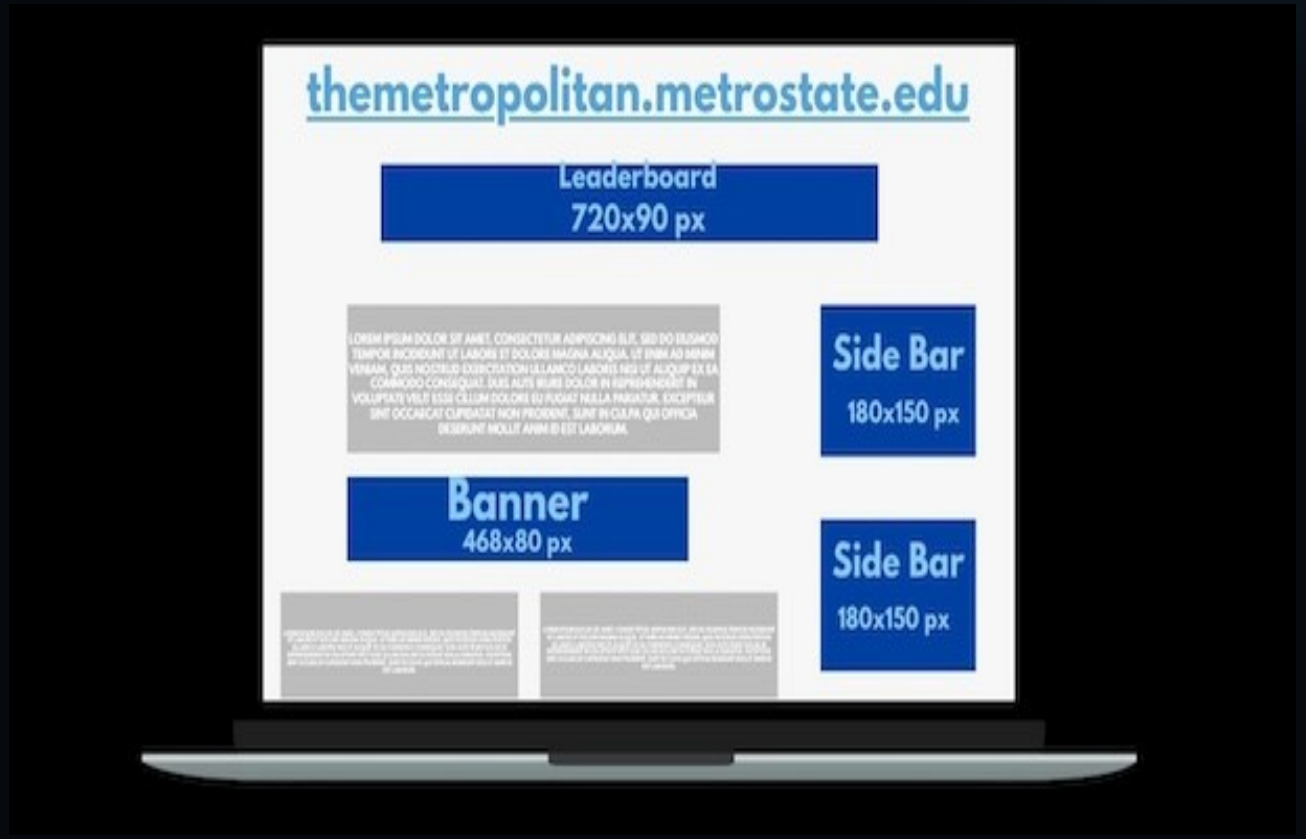
⚠**Submission Requirement:** All creative files and target destination URLs must be submitted 10 business days prior to scheduled campaign launch.

Visual Ad Placement Layout

Layout & Wireframe

See how your promotional assets integrate into **themetropolitan.metrostate.edu** alongside our high-traffic digital news coverage.

- **Leaderboard (720 × 90 px):** Prime header position commanding immediate reader attention upon site entry.
- **In-Article Banner (468 × 80 px):** Embedded directly inside news content flow for natural engagement as readers scroll.
- **Dual Sidebars (180 × 150 px):** Flanking story margins for persistent brand visibility across desktop viewports.



Ad Policy: Editorial Standards

Overview & Acceptance

The Metropolitan reserves the right to reject or cancel any advertising at the discretion of the Editor in Chief and/or Marketing Director.

We do not accept advertisements that are defamatory, promote academic dishonesty, violate federal, state, or municipal laws, contain false or misleading statements, or promote discrimination based on race, sex, sexual orientation, color, creed, religion, national origin, ancestry, or disability.

Editorial Independence: Purchasing advertising does not guarantee favorable news coverage, editorial influence, or control over publication content.

Political & Cause Ads

All political, ballot initiative, and cause-oriented advertisements must prominently include required legal attribution notices (e.g., *"Paid by Committee for Jane Doe"*).

Any ad styled similarly to news editorial copy must clearly state **"PAID ADVERTISEMENT"** at the top or bottom of the frame.

The Metropolitan strictly enforces university guidelines and established journalistic bylaws regarding sponsored advocacy.

Ad Policy: Editorial Standards (Continued)

Errors

Liability for errors is limited to the first insertion and the cost of the space. Claims for such errors must be filed with the Editor in Chief or Marketing Director within 10 business days from the publication of the ad. The Metropolitan is not responsible for errors in submitted copy or poor-quality materials.

Deadline

Advertisers shall provide all necessary artwork, copy, and content by established submission deadlines. The Metropolitan reserves the right to reject, modify, or refuse any advertisement that does not comply with university policies, applicable laws, or publication standards.

Cancellations

Advertiser must provide The Metropolitan with a written cancellation request a minimum of 30 business days prior to the ad insertion date to discontinue or cancel a campaign (or portion thereof). The Metropolitan reserves the right to charge the Advertiser up to a 10% cancellation fee for any unused portion of the campaign to cover internal costs.

Governing Law

Client hereby agrees to be bound by the terms of this purchase order and that this purchase order shall be governed by and construed in accordance with the laws of the State of Minnesota. Any civil action or proceeding arising out of or related to this contract shall be brought in the courts of the State of Minnesota.

Terms, Billing & Deadlines

Billing, Terms & Errors

Payment Policy: All advertisements must be paid in full ten (10) business days prior to publication on our digital website or e-newsletter.

Duration: Digital web ad placements run for one month or 30 days, whichever comes first. E-newsletter placements cover four (4) consecutive issues.

Error Liability: Liability for errors is strictly limited to the first insertion and the cost of ad space. Errors must be reported within 10 business days of insertion.

Deadlines & Cancellations

Deadlines: Advertisers must deliver all final camera-ready copy, artwork, and click-through links before the agreed publication deadline.

Cancellations: Written cancellation notice is required at least 30 business days prior to insertion. The Metropolitan reserves the right to assess up to a 10% cancellation fee.

Governing Law: All advertising agreements are executed under and governed by the laws of the State of Minnesota.

Contact & Ad Inquiries

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