

The Critical. The Creative. The Crest



MEDIA KIT WITH RATE CARD

REACH YOUR AUDIENCE

OUR REACH

- Thousands of social media impressions each month
- Thousands of site views each week
- Read by students and alumni across the world

OUR AUDIENCE

- Our audience includes St. Thomas community members including students, faculty, staff, alumni, neighbors and more.
- Our target demographic fits local businesses and larger organizations - we have a local audience, but our stories reach much further than the local Twin Cities community.

WHY ADVERTISE WITH US



The Crest provides unique advertising opportunities such as studio shows and podcast mentions as well as digital website promotions. We can provide you with advertising analytics such as clicks and interactions so you can rest assured that your ad is getting the contact you desire.



CREATIVE

The Creative branch of The Crest offers a wide range of capacities to help advertisers further their reach and utilize our services long-term. We will always work with our clients to ensure they receive high quality content that fits their brand. Below is a list of our creative capabilities:

AD DESIGNS
USING CANVA
OR ADOBE

BRAND TOOLKIT
DESIGNS

COPYWRITING

EMAIL,
NEWSLETTER
OR OTHER
TEMPLATE
DESIGNS

PHOTO/VIDEO
CONTENT

SOUNDBITE
RECORDINGS

RATE CARD AND ADVERTISING OPTIONS



No matter your budget or advertising needs, we can work with you to successfully promote your business. Find our flexible rates and advertising options on the following pages.

PRICES

20% Discount on Bundles

BANNER AND LEADER ADS

Banner Dimension: 446X436 Leaderboard Dimension: 1400x130

- 1 Month: \$100 (\$100/month)
- 2 Months: \$175 (\$87.5/month)
- 3 Months: \$235 (\$80/month)
- +\$50 each additional month

MINI BANNER ADS

Mini Banner Dimension: 446X189

- 1 Month: \$70 (\$70/month)
- 2 Months: \$120 (\$60/month)
- 3 Months: \$150 (\$50/month)
- +\$40 each additional month

PODCAST MENTIONS

*Limited Availability

- 1 Spot: \$75 (\$75/spot)
- 2 Spots: \$125 (\$62.5/spot)
- 3 Spots: \$150 (\$50/spot)
- +\$40 each additional spot

STUDIO SHOW MENTIONS

- 1 Spot: \$75 (\$75/spot)
- 2 Spots: \$125 (\$62.5/spot)
- 3 Spots: \$150 (\$50/spot)
- +\$40 each additional spot

SOCIAL MEDIA POSTS

Instagram or Facebook

Live Tweets also available. Reach out!

- 1 Post: \$200
- 2 Posts: \$300
- 3+ Posts: \$100/post

CONTACT INFORMATION

Interested in partnering with
The Crest? If so, please reach out
with questions or queries.
We are excited to work with you!

thecrest@stthomas.edu