



Media Kit

## Summary

RMU Sentry Media delivers daily web content and relevant news across online television, radio, and web mediums to the RMU campus and beyond.

## Success

- 2nd Place - Website Overall Excellence (Society for Collegiate Journalists) 2017
- 3rd Place - Best Online News Website (Society for Collegiate Journalists) 2016
- Online Broadcast Overall Excellence (Pinacle College Media Awards) 2014, 2015
- 1st Place - Best TV Newscast (Pinacle College Media Awards) 2015, 2017
- 1st Place - Best Radio Sportscast (Pinacle College Media Awards) 2015
- 3rd Place - Four-Year TV Station of the Year (Pinacle College Media Awards) 2017

## Demographics



### Top 3 Cities Reached

- 1 Pittsburgh (2,502 people)
- 2 Moon (1,156 people)
- 3 Allegheny Acres (650 people)

Page Views: 288,555  
 Unique Pageviews: 166,713  
 New Viewers: 69.26%  
 (6 month average)

### Age Ranges

	female	male
Overall	60%	40%
18-24	24%	16%
25-34	12%	11%
35-44	7%	4%
45-54	8%	4%
55-64	5%	3%
65+	3%	2%



## Prices



Headliner Ad  
 728 x 90  
 \$150/MONTH



Sidebar Ad  
 300 x 250  
 \$100/MONTH



Business Card sized Ad  
 160 x 600  
 \$50/MONTH

## Online

## Multimedia



Video Ads  
 30 seconds on online  
 video content  
 \$100/MONTH



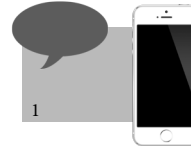
Radio Ads  
 15 seconds on radio  
 broadcast content  
 \$125/MONTH



Weekly Social Media  
 Sponsored Posts  
 \$90/MONTH

## Social Media

## Packages

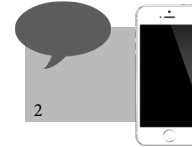


1  
 Video Ad  
 30 seconds on online  
 video content

Sidebar Ad on our  
 website online

Radio Ad  
 15 seconds on radio  
 broadcast content

\$275/MONTH

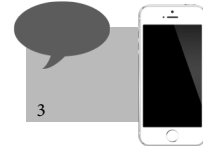


2  
 Weekly Social Media  
 Sponsored Post

Headliner Ad on our  
 website online

Radio Ad  
 15 seconds on radio  
 broadcast content

\$300/MONTH



3  
 Weekly Social Media  
 Sponsored Post

Headliner Ad +  
 Business Card Sized Ad  
 on our website online

Radio Ad  
 15 seconds on radio  
 broadcast content

\$350/MONTH

Get in contact with one of our Advertising Managers to Build your own Package\*

**Your message  
right where  
you want it.**

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All ads are in color.

If design services are required, 15% premium

Contact email: [sentrynews@mail.rmu.edu](mailto:sentrynews@mail.rmu.edu)