Hello and Hook 'em to the newest members of The University of Texas at Austin family!

The campus community will help more than 8,200 first-year and 1,800 transfer students find their home on the Forty Acres during Longhorn Welcome. Featuring 11 signature events from Aug. 25-Sept. 8, students will be able to build relationships, get to know 1,300 student organizations, explore campus resources and show Longhorn pride.

Housing and Food Service kicks off the introduction to university life during the 24th annual Mooov-In beginning Aug. 25. With the help of 450 volunteers, staff will support 7,400 students as they move into the 14 on-campus residence halls. These new residents are from 40 states, Washington D.C., 37 countries and six continents.

"There is so much energy during Mooov-In, not only do you have the new faces on campus, but you have resident assistants, student leaders and professional staff lending a hand. The event really signals the beginning of the new academic year," shared Marvin Thomas, a senior biology major, who is president of the University Residence Hall Association.

Following Mooov-In, other Division of Student Affairs departments will host welcome events including University Unions' Beat the Heat, New Student Services' Lost in Austin, and Recreational Sports Warm Up and Party on the Plaza.

"Orientation is just the beginning of a student's transition to UT Austin. Our goal is to help Longhorns reach their full potential by supporting them through out their adjustment to the university. Longhorn Welcome is the perfect initiative to help students get acclimated to campus," noted Celena Mondie-Milner, director of New Student Services.

Students are also gearing up for President Gregory Fenves' official welcome during Gone to Texas and the Class of 2021 photo taken during Horns Up Night. For more information, visit longhornwelcome.utexas.edu.
WHO WE ARE

THE DAILY TEXAN

THE UNCENSORED VOICE OF THE UNIVERSITY OF TEXAS AT AUSTIN

RE:FUEL
College Explorer Survey

97% OF STUDENTS have ever read the print version

70% OF READERS have taken action after reading the print version

93% OF STUDENTS have ever read the print or online edition of their school paper

47% OF STUDENTS have ever read the online version

69% OF READERS have taken action after viewing the online version

WHAT TYPES OF ADS DO PEOPLE VIEW?

DISPLAY 72%

SPONSORED CONTENT 37%

INSERT 31%

FRONT PAGE AD 23%

OTHER 12%

FACTS & FIGURES

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AUDIENCE

STUDENT STATS

STUDENT ENROLLMENT
51,525

STUDENT GENDER
52% Female
48% Male

STUDENT AGES

<table>
<thead>
<tr>
<th>AGE</th>
<th>Under 21</th>
<th>21+</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Undergraduate</td>
<td>26,653</td>
<td>13,839</td>
<td>40,492</td>
</tr>
<tr>
<td>Graduate</td>
<td>30</td>
<td>10,075</td>
<td>10,105</td>
</tr>
<tr>
<td>Law</td>
<td>15</td>
<td>913</td>
<td>928</td>
</tr>
<tr>
<td>Total</td>
<td>26,698</td>
<td>24,827</td>
<td>51,525</td>
</tr>
</tbody>
</table>

STUDENT RESIDENCE

79.2% Texas
10.6% Out of State
10.2% Foreign

On-Campus 24%
Off-Campus 86%

STUDENT ETHNICITY

20.4% Hispanic
3.9% Black
18.2% Asian
10.2% Foreign
4.8% 2+/Other
42.4% White

PROFESSIONAL ADMINISTRATORS, FACULTY & STAFF STATS

UNIVERSITY OF TEXAS PROFESSIONALS

23,292 EMPLOYEES
364 DEPARTMENTS
AVERAGE MEDIAN SALARY = $53,130
FULL TIME FACULTY = $106,917
DIGITAL

DAILY TEXAN WEBSITE
The dailytexan.com receives approximately 100,000 impressions per week from students, faculty, staff, parents and alumni. Our student staff keep it updated year–round, even when we are not printing daily papers.

Our site is fully responsive, and we offer top banner and rectangle ad spaces. On smaller views and screens our mobile banner appears and remains fixed as users scroll through the site.

DAILY DIGEST
Our Daily Digest email newsletter reaches over 5500 loyal opt-in subscribers. It includes the day’s top stories from The Daily Texan, Burnt X, and other TSM entities, allowing readers easy access to our most popular content. Emailed every day The Daily Texan print edition is published.

BURNT X
Burnt X is an alternative news site. Burnt X is digital first, and engages with people wherever they are, including snapchat and other social media platforms. Primarily accessed on mobile devices, the audience is 60% female and 45% are 18-24.

TEXAD
Serve ad creative on a large network of mobile apps
TARGET BY LOCATION
• Proximity to your business
• Competitors’ locations
• Points of interest
• Retarget later

TARGET BY BEHAVIOR
• Activities
• Relevant Interests
• Past Visits
• Demographics

UTEXAS.RENT
Austin’s Best Housing for Students.
Reach the UT student body as they are searching for the right place to live. The site features lead generating forms, and comprehensive resources along with the best housing listing.
The Daily Texan is the University’s daily newspaper. The TSM flagship, marking its 117th year, is one of the most honored student-produced newspapers in the country. The Daily Texan was awarded the 2016 Texas Associated Press Managing Editors College Newspaper of the Year (Daily). Students, scholars, business leaders and other members of the community favor The Daily Texan as the best source for UT news. The Daily Texan prints Monday-Friday with a daily distribution of 12,000.

Longhorn Life is the UT students’ guide to living, working, entertaining, eating and interacting in the University community. Longhorn Life provides readers convenient suggestions and unique ways to explore and enjoy Austin and UT.

Texas Travesty is the largest college humor publication in the nation. The loud, lewd and utterly uncensored Texas Travesty started in 1997, the Travesty is a 6 time winner of the Austin Chronicle’s Best Local Non-Chronicle Publication. Hand-delivered and distributed to campus-area newsstands. Readers can also enjoy Travesty online at texastravesty.com

The Cactus yearbook has been known for excellence since 1894, and consistently wins honors in state, regional and national contests. This year we’ve added section sponsorships to our advertising packages.

Double Coverage is THE source for Longhorn football coverage throughout the season. It is inserted into the Daily Texan and delivered to Longhorn fans at the alumni center and local hotels.

Looking to reach students and staff pursuing another degree? Master the Possibilities is an annual tabloid that includes sponsored content from graduate programs across the country. It runs in the Daily Texan with a special extra run of 3,000 copies.

UT Marketplace is the companion publication to our biannual UT Marketplace event. It includes articles about housing, employment, and other opportunities that exhibitors provide. It allows businesses to communicate their messages with ads and sponsored content.
KVRX 91.7 FM stands as the consummate source for indie music in Austin for over 22 years. “None of the hits, all of the time.” The UT student-produced programming airs on the FM dial between 7 p.m. and 9 a.m. during the week and between 10 p.m. and 9 a.m. on weekends. KVRX also streams live online 24/7. Full programming schedule available at KVRX.org.

KVRX maintains a substantial repository of new music, including genres such as hip-hop, blues, jazz, folk, country, techno and metal. Listeners enjoy at least five different genres and at least two Texas bands each hour. The Austin Chronicle has recognized KVRX’s programming as the best in Austin.

60,000 weekly listeners on 91.7 FM
200,000+ listeners on digital antenna 29.2

Texas Student Television is the nation’s only student-run, student-produced FCC-licensed television station. TSTV has an estimated 250,000+ viewers through its two primary channels. It’s available on-campus through an exclusive cable channel, and to the greater Austin community via digital antenna. Live streams, new episodes, and archives are available any time on watchtstv.com.

Service Area
Note: As with any broadcast signal, individual reception may vary with exact location

watchtstv.com
EVENTS

Email events@texasstudentmedia.com for more info

UT MARKETPLACE

Twice a year, UT Marketplace allows companies and organizations to distribute information about their products, services, job and internship opportunities directly to students, faculty and staff. Austin businesses and organizations are welcomed to The University of Texas at Austin campus to display and distribute free samples, promotional items and printed informational materials. Participants receive additional marketing support in the guide to the event that publishes inside the Daily Texan.

THE DAILY TEXAN

ORIENTATION EDITION

Each summer, six freshman orientation sessions are held on campus. The Daily Texan Orientation editions are mailed home as well as handed out in 3000 bags total during all of the student orientation fairs. Clients who participate are eligible to supply promotional items that are inserted into the bags. Sponsored Texas Student Media fans are also given out to students and parents as they travel around campus.

MASTER AND THE POSSIBILITIES

Put your programs in the hands and on the screens of students at UT! Master the Possibilities shares your message with the full circulation of The Daily Texan in print, via the web at dailytexanonline.com, and additional distribution throughout the school year including targeted stand-alone racks, fraternal organizations and campus handouts. The section also serves as a guide to the Graduate Coordinator Network’s Graduate School Fair at UT.

Texas Student Media trains future journalists, editors, radio producers and TV showrunners through our award-winning student-run media entities. Support Student Voices is our annual pledge drive, when we ask readers, listeners, and viewers to help us magnify UT’s student voices through charitable gifts. Sponsors are able to co-brand our campaign, including their logos along with our Support Student Voices messaging across our print pages, websites, and social media posts.

Email info@supportstudentvoices.org for more info
POLICIES

GENERAL POLICY

Texas Student Media is a student based media organization that is primarily funded by advertising sales. The advertising department strives to build partnerships locally and nationally by presenting advertising opportunities available through Texas Student Media outlets to help clients achieve their advertising and marketing needs.

All advertising is subject to approval by Texas Student Media.

TSM reserves the right to reject any advertising that can be considered to contain attacks on a person’s gender, sexual orientation, race, religion, or any other personal trait.

Advertisements running in Texas Student Media print publications that resemble the appearance of editorial or news content must be bordered, and the word “ADVERTISEMENT” must appear in the ad space. Advertising of this nature is subject to editorial review. Sponsored content must be labeled as such for clarity.

In consideration of Texas Student Media acceptance of advertising copy for publication, the agency and the advertiser will indemnify and hold harmless Texas Student Media, its officers, employees and agents against all loss, damage and expense of whatsoever nature arising out of the copying, printing or publishing of advertising copy including, without limitation, reasonable attorney’s fees resulting from claims of suits for libel, violation of right to privacy, plagiarism and trademark and copyright infringement.

TERMS OF PAYMENT

All advertising must be paid in advance unless credit has been established with Texas Student Media and the advertiser’s account is current. All major credit cards and checks are acceptable methods of payment.

PENALTIES AND SERVICE CHARGES

Advertiser will be responsible for full cost of ad if art is not submitted for previously reserved space. If notice or copy is submitted by 11 a.m. (the business day before publication), no penalty will be exercised.

ALL DESIGN

All design work created by our in house creative team will be limited to 3 proofs. Beyond 3 proofs advertiser will be subject to creative service charges. Design services are available for both print and online.

CONTRACT AND COPY POLICIES

Contracts: Advertising contracts are not subject to hiatus or early termination. Unfulfilled contracts will result in additional charges for rate differential using non-contract rates.

All weekly contracts require consecutive weekly insertions, at least one insertion per week. All monthly contracts require two insertions within a four-week period. Rates are not transferable.

Errors and Corrections: Advertising deadlines, as published herein, are strictly observed. Although advertising may, rarely, be accepted later than deadline, late copy is accepted with the understanding that print publications of Texas Student Media will assume no responsibility for any errors in published advertising.

Texas Student Media’s print publications will not be responsible for errors in published copy if a proof has been furnished to the advertiser or advertiser’s agent, or if “camera-ready” copy containing errors has been supplied by the advertiser.

In no case will print publications of Texas Student Media liability exceed the cost of the advertising space occupied by the erroneous copy.

Texas Student Media assumes no liability for failure to publish advertising on the date or in the edition ordered. Advertising position is not guaranteed. However, position requests are gladly met when possible.