



Welcome,

I am Lindsey Torres, the Student Media Sales Manager at Southern Utah University, and we would like to invite you to participate in the student media at Southern Utah University. The student media at SUU consists of Power 91, The University Journal, SUTV and suunews.com. The various media outlets are available for businesses to use to help promote consumer awareness throughout the Cedar City area. All of the student media outlets are student run and benefit both the students and the community. We would like you to become involved in Southern Utah University, for there never has been a better time to be a Southern Utah University Thunderbird!

This media packet includes:

Fact Sheet about SUU

Price listing for student media outlets

Descriptive outline of various student media outlets

Price listing for involvement with Thunderbird Sports on Power 91 and KSUB 590

Description of Centurium Consulting Group (CCG) the student run advertising and public relations firm

Located in the heart of Southern Utah, Southern Utah University offers a unique and affordable way to advertise and promote your business to students, staff and community members. The student media offers so many various options that there is no wrong way to go when you consider advertising with Southern Utah University. We would love to work with you and we would love to have you involved with Southern Utah University. Please feel free to contact me with any further questions regarding the student media at Southern Utah University and I look forward to hearing from you.

Sincerely,

Lindsey Torres
Student Media Sales Manager
435-704-4733
torres@suu.edu



Fact Sheet about Southern Utah University

Southern Utah University President: Michael T. Benson

Student Body: over 7,500

Full-time students: over 6,100

Faculty and staff: over 700

Male students: 3,174

Female students: 4,342

Freshmen: 1,411

Sophomore: 1,026

Junior: 970

Senior: 1,531

Ages:

- 23.1% of the students are 18 and under
- 21% are 19-20
- 16.6% are 21-22
- 11.7% are 22-24
- 12.0% are 25-29

Personal Status:

- 27.3% are married
- 67.1% are single

Southern Utah University was only one of two universities in the state of Utah that reported an increase in growth rate from the previous fiscal school year.

Southern Utah University leads the way in retain rates for returning students.



Student Media

Power 91, The Journal, SUTV, suujournal.com

Lindsey Torres 435-704-4733 Torres@suu.edu
351 West University Blvd., Cedar City, Utah 84720 435-586-5487 (fax)

Price Packages

Power 91 Contract

Full year.....	\$2,000.00
Half year.....	\$1,000.00
Monthly.....	\$500.00
Weekly.....	\$150.00
Twice Semesterly.....	\$400.00
Sports.....	\$300.00
Special Event.....	\$100.00 - \$250.00

Each radio package includes a 30 second radio spot played 7 times a day 7 days a week

University Journal Contract

Full page (10.125" x 20.5").....	\$283.00
Half page horizontal (10.125" x 10.25").....	\$145.00
Half page vertical (5" x 20.5").....	\$145.00
Quarter page (5" x 10.25").....	\$76.00
Eighth page (5" x 5").....	\$47.00
3x8 (5" x 8").....	\$73.00
3x7 (5" x 7 ").....	\$64.00
3x6 (5" x 6").....	\$54.00
3x4 (5" x 4").....	\$37.00
2x10 (3.392" x 10").....	\$61.00
2x9 (3.392" x 9").....	\$54.00
2x8 (3.392" x 8").....	\$49.00
2x7 (3.392" x 7").....	\$43.00
2x6 (3.392" x 6").....	\$37.00
2x5 (3.392" x 5").....	\$31.00
2x4 (3.392" x 4").....	\$25.00
2x3 (3.392" x 3").....	\$18.00
2x2 (3.392" x 2").....	\$13.00

Color Available for \$50 per publication

All prices are per publication

Insert Rate: \$250 for Full Run (2,000)





SUTV

Classic Arts Television Sponsorship (Yearly).....	\$400.00
Half.....	\$200.00

Each T.V. package includes every hour time spots

SUUJournal.com

Semester.....	\$700.00
Half a semester.....	\$400.00
Month.....	\$300.00
Week.....	\$150.00

Package Contract

Thunderbird.....SUTV, Power 91, Journal, semester of suunews.com.....	\$4,705.00
Old Sorrel.....SUTV, Power 91, Journal.....	\$4,075.00
Sharwan.....SUTV, Power 91.....	\$2,160.00
Rockstar.....Journal, Power 91, semester of suunews.com.....	\$4,345.00
Gold.....SUTV, Journal.....	\$2,275.00
Silver.....Journal, Power 91.....	\$3,715.00
Bronze.....Journal, semester of suunews.com.....	\$2,545.00

All prices are based on the year rate, with at least quarter insertion into The Journal

Pricing also available for semester long contracts

Pricing also available for other sizes with The Journal

Student Media Outlets



- The University Journal is the student run paper at SUU dealing with major issues locally and nationally.
- Released twice a week, every Monday and Thursday throughout the school year.
- The Journal has a weekly circulation rate of over 5,000 papers. Various sizes and prices apply.
- Each business will be assigned a graphic designer who will work with the business owner in creating an appealing ad that will catch the attention of consumers, free of charge.

- The student run radio station located on the SUU campus is a great way to create interest and brand awareness throughout the Iron County area.
- Power 91 provides a versatile audience with listeners ranging in age and interest. Each day of the week different music genres are played that invite different listeners.
- Each radio package includes a thirty second radio spot ran 7 times a day 7 days a week.
- Each business will be assigned a student worker to produce a creative radio spot, free of charge.



- The local student run television station broadcasting on Bresnan cable channel 9.
- Student run news program covering world, local and campus issues.
- Classic arts format showcasing past convocations, commencement, ballets and cooking shows.
- Each television spot will be broadcasted every hour as scheduling permits.
- Each business will be assigned a student worker to produce a thirty second television spot, free of charge, that will run concurrently with scheduling.

- The daily and minute by minute account of happenings on the Southern Utah University Campus.
- Weekly polls, up to date news and sports action available to anyone
- Getting more than 1,000 hits per day.
- Each business will be assigned a graphic designer who will create a web ad that will either have Flash production or a standstill ad, free of charge.



Offering a 7% discount for using more than one media.
Payment plans and other discounts may apply.
Trade available for certain media outlets



Southern Utah University
Football and Basketball
2009-2010

All games broadcasted on KSUB 590, Power 91 (KSUU) and the Internet

Proposal A

\$495 per month- 12 months

4-spots per game on KSUB and on Power 91

20 bonus spots per month on KSUB

60 bonus spots per month on KSUU Power 91

Proposal B

\$295 per month -12 months

2-spots a game on KSUB and on Power 91

10 bonus spots per month on KSUB

30 bonus spots per month on KSUU Power 91

Proposal C

\$175 per month for 12-months

2-spots per games on KSUB and on Power 91

What else do we have to offer?

Centurium Consulting Group



CCG is a student run advertising and public relations firm that creates, designs and implements advertising and marketing plans for clients.

What we do:

- Brochures
- Rack cards
- Newsletters
- Websites
- Posters
- Mailings
- Radio commercials
- TV commercials
 - Logo's
- Business cards
 - Letterheads
- And much much more!

The goal of CCG is to provide work to students for clients that they can use in the work place to help better their business.

For a semester of work (August to December or January to May), including revisions
cost is \$200

Website cost is additional
