



Media Outlet Guide

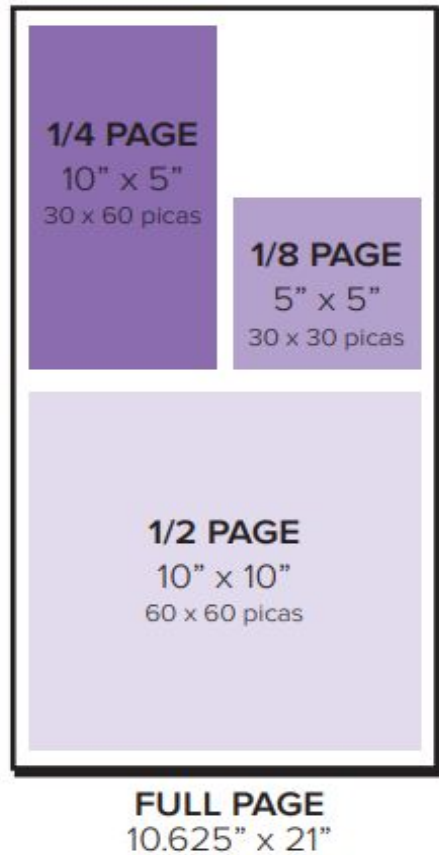
The Index

The Index is TMN's most popular advertising destination. There are many editions published throughout the semester, usually every week or two weeks and it offers a wide array of products and prices for any size business (family shop to national corporation).

Typically, as far as viewership numbers go, The Index averages about 1,500 readers per edition (*Source: Editor-In-Chief - Ryan Pivoney*). Each and every edition has 2,000 copies distributed on Truman State's campus and throughout the Kirksville area (HyVee, Walmart, Pancake City, Manor Care). The Index is **free to pick up** at any location unlike the Kirksville Daily Express.

Our viewership numbers indicate we had around **1,469 readers** for our second edition - 8/22/19 (*Source: Editor-In-Chief - Ryan Pivoney*). We usually order **2,000 copies** when we publish.





TMN Online

TMN Online is a one-stop shop for all of TMN's news stories from different media outlets. The prices are extremely inexpensive for the exposure that a business is receiving.

Anyone who goes to the website will see your ad on the main page. Our viewership numbers indicate that **10,469** viewers were on the website in August 2019 (*Source: Editor-In-Chief - Ryan Pivoney*). If you want to get the maximum amount of exposure possible, consider the **Banner Ad** that will feature your ad at the top of the website. No one will lose sight of this ad.

(Banner Ad)

SEPTEMBER 18, 2019



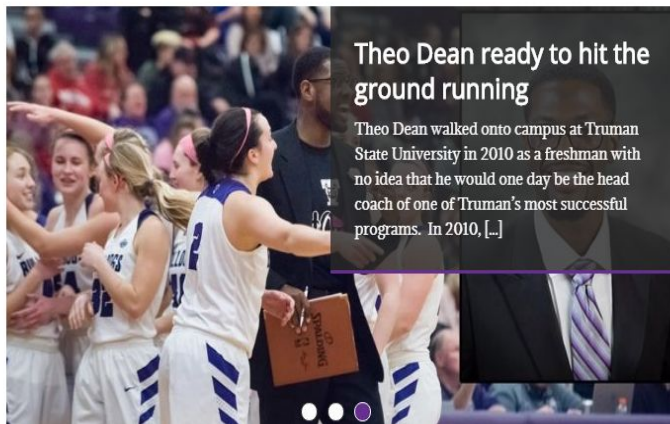
Save the date!
**DRIVE-THRU
FLU CLINIC**
Wednesday,
October 2, 2019
12pm-6pm

Locations:
Kirksville - NEMO fairgrounds
Novinger - Fire Station
Brashear - South side of the square
Truman Faculty, Staff, and Students welcome!
Ages: 3 and up
Quadrivalent flu vaccine (No High Dose on this day)
No cost to Adair County residents, but bring Medicare
and Medicaid cards
Short or loose-fitting sleeves recommended



NEWS ▾ SPORTS ▾ FEATURES OPINIONS ▾ KTRM ▾ TMN TV DETOURS INDEX ADVERTISE

NEWS TICKER ▸ [September 18, 2019] Betty Twillman's Plot Twist • ENTERTAINMENT SEARCH ...



Theo Dean ready to hit the ground running

Theo Dean walked onto campus at Truman State University in 2010 as a freshman with no idea that he would one day be the head coach of one of Truman's most successful programs. In 2010, [...]



Now Playing: *Demon - Mags [2017]*

▶ 0:00

Request a song: (660)785-KTRM

(300 x 225 picas)

DPS alerts campus of attempted robbery behind BNB

October 29, 2019

SPORTS

Students form hockey club, team on campus

November 3, 2019

Truman State University has established a roller hockey club and traveling team that competes against other schools. Team captain Mark Hogan said the process started with a series of pick-up games at the Student Recreation [...]

Cross country missed the marked at GLVC meet

November 2, 2019

Swim teams start their seasons

November 1, 2019

Basketball teams begin their seasons with scrimmages

October 31, 2019

Volleyball picks up win against SBU

October 30, 2019

Bulldogs stick to their winning ways: Head coach Gregg Nesbitt talks about the team's success so far

October 30, 2019



Swim teams start their seasons



FEATURES

Harvest Fest cultivates campus community

November 1, 2019

Aromas of s'mores and hot chocolate filled the air. Leaves crinkled while voices grew louder as more wandered toward the center of campus. A few steps further revealed a classic autumn scene — pumpkin carving, [...]

Local legends: three haunting stories

November 1, 2019

"Zombieland: Double Tap" is disappointingly brain-dead

October 31, 2019

The Witch of East Valley High School

October 23, 2019

Top 5 places to go running around Kirksville

October 22, 2019

Truman, fraternity host music festival

October 22, 2019

EDITORIAL

Consider this liminal space in life

November 4, 2019

StuGov Buzz: StuGov Supports Open Dialogue

October 21, 2019

Take time, be self-centered

October 20, 2019



SKY ZONE

BECOME A MEMBER TODAY!

UNLIMITED JUMPS
MEMBER ONLY EVENTS
FREE SHOW
ST. LOUIS
WEEKLY MEMBERSHIP

MEMBER ONLY EVENTS
\$35⁹⁹ \$25⁹⁹ \$20⁹⁹

CONTACT US TODAY FOR MORE INFORMATION

100 American Plaza, Columbia, MO • 672.265.9648 • skyzone.com/columbiamo



KTRM (88.7 FM)

“KTRM reaches 92% of Americans each week and reaches more Truman students than any other campus media” - Monica Fallone (Radio Manager)

KTRM, 88.7 F.M., is a non-profit student-run radio show that features many different student DJ's on campus. This media outlet is very effective at presenting advertisements to a large audience (Truman State and Kirksville Community). Also, the prices are incredibly affordable for any size of business given the amount of exposure they will receive. However, unlike the other media outlets, KTRM will sell underwriting spots rather than general ads that you see in the newspaper. These spots can only include general information about the business such as their name, address, and contact information. Think of an opening sponsor ad: “brought to you by”.

KTRM's products feature weekly and monthly ads that can run 2 or 3 times a day (different pricing for number of times per day). There is also a **sports broadcasting ad package**. Basically, a business can have their ad ran during the live KTRM broadcasts of football games or men's and women's basketball games **at least** twice a game (number of ad spots will be determined based on number of businesses paying for that product). This product is underrated because there is a significant spike in listeners on KTRM during Football games and Basketball games. The online stream had over 95 viewers for the football game on 9/15/2019.

TMN-TV

TMN-TV is a student-run broadcast network with student reporters and live broadcasts each week. This outlet broadcasts every Thursday on TSU cable channel 36 at 5:30 p.m. and is streamed on their Youtube channel. The show is rebroadcast throughout the week to the Kirksville community on Sparklight, channel 3, and is available on their YouTube channel. Several different products within this outlet are ripe for utilization. There are

three types of products: 1) The Broadcast home screen runs 24/7 on a number of on-campus TV's located in the academic buildings. Advertisements run constantly on the screen and we sell this product weekly and monthly. **Hundreds of students** walk by these TV screens every day. 2) The crawl moves along the bottom of the screen and can highlight different ads. This product includes only text, but is significantly cheaper. 3) 15 or 30 second commercial during every broadcast for a semester.

(Ad Screen Graphic)



Detours

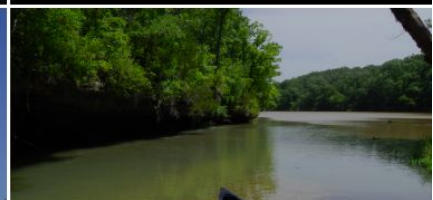
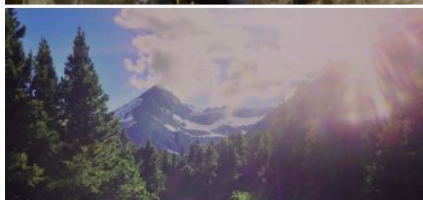
Detours, known as the “Explorers Guide to the Midwest,” is a travel magazine produced by Truman students that focuses on the tristate area of Missouri, Iowa and Illinois. Detours was first published in 1996 and features little-known treasures throughout the Midwest of interest to travelers. Detours is a web-based service that offers a magazine online format (published twice a year) as well as frequent website updates that focus on travel related to “at home and abroad.”

The products featured in Detours are identical to the TMN Online products (ex. 300x225). In terms of viewership, **343 people** viewed the online magazine in October 2019 with an average session rate of 51 minutes (*Google Analytics*).

HOME EXPLORE FOOD & DRINK STAY DESTINATION PHOTO CONTEST PODCAST

DETOURS

AN EXPLORER'S GUIDE TO THE MIDWEST



Contract

Signing a contract with the Truman Media Network will bring huge savings to your business! The contract discounts offer a wide array of affordable products that are easily accessible to the Truman State population. Essentially, here at TMN, we focus on giving our clients the best service and prices possible. As manager, I guarantee that you will be satisfied if you choose to sign on with the Truman Media Network.

-Reese Rosenquist

Contract Discounts	The Index	KTRM	TMN-TV	TMN Online	Detours	Incentive*
All editions for semester (non-profits)	25% (40%)	50% (60%)	50% (60%)	50% (60%)	50% (60%)	Free month of KTRM (3 Ann. per day), TMN Online (300x225), TMN-TV (Crawl), or Detours (300x225)
5-9 editions for semester (non-profits)	20% (35%)	40% (50%)	40% (50%)	40% (50%)	40% (50%)	Free two weeks of KTRM (3 Ann. per day), TMN Online (300x225), TMN-TV (Crawl), or Detours (300x225)
2-4 editions for semester (non-profits)	15% (30%)	30% (40%)	30% (40%)	30% (40%)	30% (40%)	Free one week of KTRM (3 Ann. per day), TMN Online (300x225), TMN-TV (Crawl), or Detours (300x225)

*new businesses only - active for two semester contracts

Non-profits receive 30% off on purchases for General Ads.