



**CENTRAL**  
MICHIGAN UNIVERSITY  
**STUDENT MEDIA**  
**RATE GUIDE 2023/2024**

# PRODUCTS/SERVICES

## DIGITAL

- [WWW.CM-LIFE.COM](http://WWW.CM-LIFE.COM)
- DAILY EMAIL NEWSLETTERS
- YOUTUBE PROGRAMS
- SPOTIFY/ITUNES PODCASTS
- [CENTRALMICHIGANAPARTMENTS.COM](http://CENTRALMICHIGANAPARTMENTS.COM)
- PROGRAMMATIC/RE-TARGETED BUYS

## SOCIAL

- FACEBOOK
- TWITTER
- INSTAGRAM
- SNAPCHAT
- TIKTOK
- THREADS

## PRINT

- CENTRAL MICHIGAN LIFE
- CENTRAL LIVING
- CAMPUS CASH
- ORIENTATION ISSUE

## OUT OF HOME

- NEWS RACKS
- BUS SHELTERS
- SAC LARGE FORUM SIGNAGE

## EVENT/GUERILLA

- CHALKING
- POSTERS/FLYERS
- TABLING
- CUSTOM ENGAGEMENT

## CREATIVE SERVICES

- PHOTOGRAPHY/VIDEOGRAPHY
- CONTENT CREATION
- DESIGN SERVICES
- SOCIAL MEDIA MANAGEMENT
- SURVEYS/FOCUS GROUPS

# IMPORTANT DATES

## FALL 2023 SEMESTER:

CM LIFE Back To School Fall 2023	THURSDAY, AUGUST 24
FIRST DAY OF CLASSES	MONDAY, AUGUST 28
FIRST HOME FOOTBALL GAME	SATURDAY, SEPTEMBER 9
CENTRAL MICHIGAN LIFE	THURSDAY, SEPTEMBER 14
HOME FOOTBALL/vs. Bucknell	SATURDAY, SEPTEMBER 17
FALL WELLNESS BREAK	MON. & TUES., OCT. 17 & 18
CENTRAL MICHIGAN LIFE	THURSDAY, OCTOBER 12
HOME FOOTBALL/HOMECOMING	SATURDAY, OCTOBER 8
HOME FOOTBALL/vs. BG	SATURDAY, OCTOBER 22
HOME FOOTBALL/vs. BUFFALO	WEDNESDAY, NOVEMBER 9
CENTRAL MICHIGAN LIFE	THURSDAY, NOVEMBER 9
THANKSGIVING BREAK	NOVEMBER 22-27
HOME FOOTBALL/vs. Western	FRIDAY, NOVEMBER 16
CM LIFE FINALS/GRAD 2023 ISSUE	THURSDAY, DECEMBER 7
FALL 2023 GRADUATION	SATURDAY, DECEMBER 16
CHRISTMAS BREAK	DECEMBER 18- JANUARY 7

## SPRING 2024 SEMESTER:

FIRST DAY OF CLASSES	MONDAY, JANUARY 8
CM LIFE BTS SPRING 2024	THURSDAY, JANUARY 11
MARTIN LUTHER KING JR. DAY	MONDAY, JANUARY 15
BEST OF CENTRAL MICHIGAN	THURSDAY, FEBRUARY 8
SPRING BREAK	MARCH 3-11
CENTRAL MICHIGAN LIFE	THURSDAY, MARCH 14
GENTLE BREAK	THURS. & FRI. MARCH 28-29
EASTER	SUNDAY, MARCH 31
CENTRAL MICHIGAN LIFE	THURSDAY, APRIL 11
CM LIFE FINALS/GRAD 2024 ISSUE	THURSDAY, MAY 2
SPRING 2023 GRADUATION	SATURDAY, MAY 4
SUMMER 2024 SESSION BEGINS	MONDAY, MAY 13
CENTRAL LIVING/2024-25	WEDNESDAY, MAY 15
CMU ORIENTATION ISSUE	WEDNESDAY, MAY 22

# WHO READS CM LIFE PRODUCTS?

- CMU STUDENTS
- MMC STUDENTS
- ATHLETES
- CMU FACULTY
- MMC FACULTY
- CMU STAFF
- PARENTS
- PEER INFLUENCERS
- STUDENT ADVISERS
- COMMUNITY LEADERS
- LOCAL RESIDENTS
- BUSINESS OWNERS
- CMU ALUMNI
- AND MANY MORE!

**65k+**

Monthly  
Visitors

**10k+**

Monthly  
Readers

**70k+**

Followers

**28k+**

Daily  
Emails

**7k+**

Daily  
Views



# DIGITAL ADVERTISING

## DISPLAY RATES

LEADERBOARD	\$800 MO. OPEN/\$500 CONTRACT
RECTANGLE	\$850 MO. OPEN/\$550 CONTRACT
DOUBLE RECTANGLE	\$995 MO. OPEN/\$695 CONTRACT

## SPECIAL PLACEMENT

INTERSTITIAL	\$250 PER DAY/\$750 WEEKLY
SITWRAP	\$250 PER DAY/\$750 WEEKLY
SITE TAKEOVER*	\$200 PER DAY/ \$700 WEEKLY*
MASTHEAD	\$250 PER DAY/\$750 WEEKLY*
IN-STORY VIDEO	\$100 PER DAY/\$300 WEEKLY

*\*Site takeover is top leaderboard, double rectangle position and rectangle. Site and masthead takeover: maximum buy is one week per month. Only one special placement per day.*

## PODCASTS

SPONSORSHIP	\$100 MONTH/9 MONTHS
ORIGINAL PROGRAM	\$1200 ANNUAL

*In 2020, 104 million Americans have listened to a podcast in the last month. Weekly podcast listeners tune in an average of 6 podcasts per week. Average time spent listening to podcasts is 6 hours and 39 minutes per week.*

## AD SPECIFICATIONS

CM-LIFE.COM/LEADERBOARD	930 X 90
CM-LIFE.COM/MOBILE LEADERBOARD	320 X 50
CM LIFE.COM MEDIUM RECTANGLE	300 X 250
CM-LIFE.COM DOUBLE RECTANGLE	600 X 300
CM-LIFE.COM INTERSTITIAL POP UP	550 X 480
CM-LIFE.COM SITWRAP (Ask for template for sizing)	

**RATE DISCOUNTS AVAILABLE. CONTACT YOUR ACCOUNT MANAGER FOR VOLUME CONTRACTS OR MULTI-MEDIA BUNDLES.**



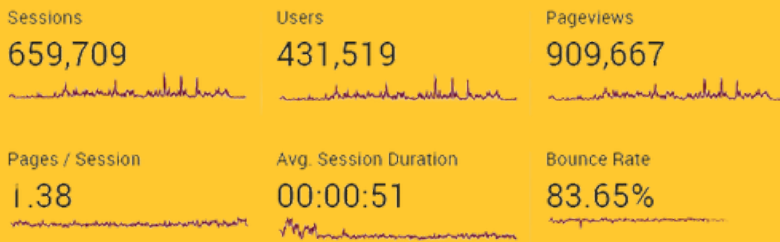
**SPORTS FOR DUMMIES**



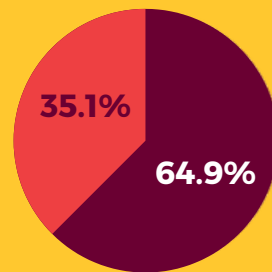
# 21-22 AUDIENCE STATS

## MONTHLY ENGAGEMENT

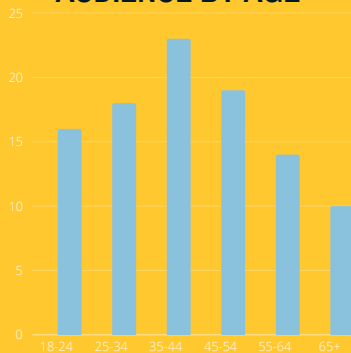
# 54.9K



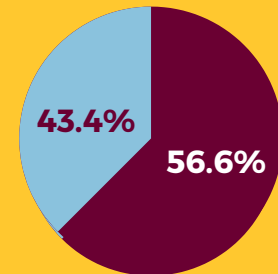
■ New Visitor ■ Returning Visitor



## AUDIENCE BY AGE

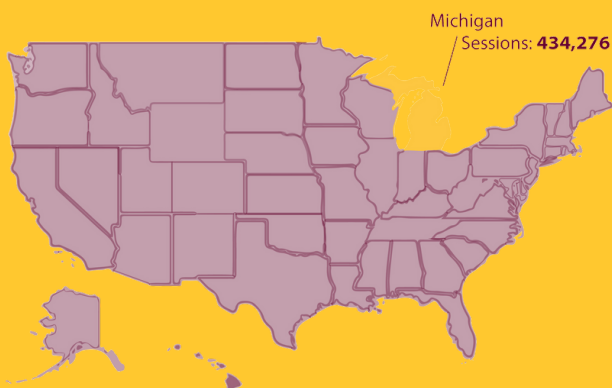


## AUDIENCE BY GENDER



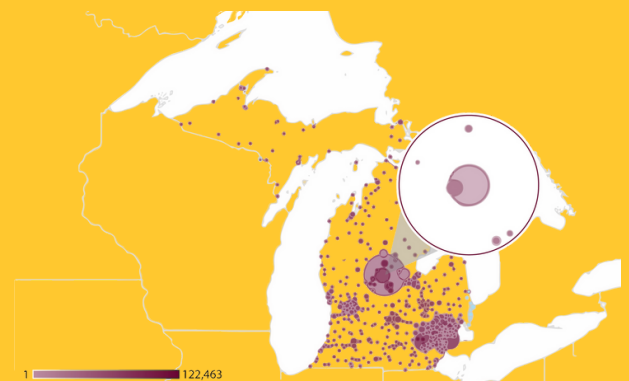
## AUDIENCE - MICHIGAN

# 36.2K MONTHLY



## AUDIENCE - MOUNT PLEASANT

# 10.2K MONTHLY



# TARGETED DIGITAL

## TARGETED RATES

IN-MARKET/TOPIC TARGETING	\$10 CPM/Quoted
SOCIAL MEDIA ADVERTISING	\$10 CPM/Quoted
SPOTIFY/PANDORA/iHEART	\$45 CPM/Quoted
TWITTER/TIKTOK VIDEO ADS	\$.35/CPV
FACEBOOK/INSTAGRAM VIDEO	\$.35/CPV
YOU TUBE PRE-ROLL VIDEO	\$.35/CPV
OTT/CONNECTED TV VIDEO	\$.35/CPV
MOBILE GEOFENCING	\$10 CPM/Quoted

Social media advertising can be purchased via user demographics on Facebook, Instagram, Pinterest, SnapChat, Twitter, TikTok and LinkedIn.

All targeted marketing rates are quoted based on client's budget and campaign objectives. A minimum audience size is required to maximize return on campaign investment. Account manager and targeted digital specialist will work directly with client on effective buy.



## AD SPECIFICATIONS

LEADERBOARD	728 X 90
MEDIUM RECTANGLE	300 X 250
SOCIAL	1080 X 1080
VIDEO	16:9 OR 1:1 Aspect Ratio (H) 9:16 (V) TikTok, Stories, Reels
AUDIO	MP3, 30 Seconds Max

All digital ads should be PNG, GIF, .mp4 or .mov in format. We recommend 9 to 15-second videos for optimal performance.

Targeted Digital Marketing takes your brand beyond the confines of campus and Mt. Pleasant. Wherever your target demographics, our programmatic services can reach them with your message. Targeted Digital can be programmed via keywords, services, previous site visits, location (geofencing), premium news networks, consumer behavior or by topic network.

**RATE DISCOUNTS AVAILABLE. CONTACT YOUR ACCOUNT MANAGER FOR VOLUME CONTRACTS OR MULTI-MEDIA BUNDLES.**

# EMAIL NEWSLETTERS



## DAILY CM LIFE NEWSLETTER

TOP RECTANGLE (800X300)	\$495 per day
NATIVE STORY POST	\$350 per day
MIDDLE RECTANGLE (800X300)	\$320 per day
SITE TAKEOVER	\$800 per day
BOTTOM RECTANGLE (800X300)	\$195 per day

## AD SPECIFICATIONS

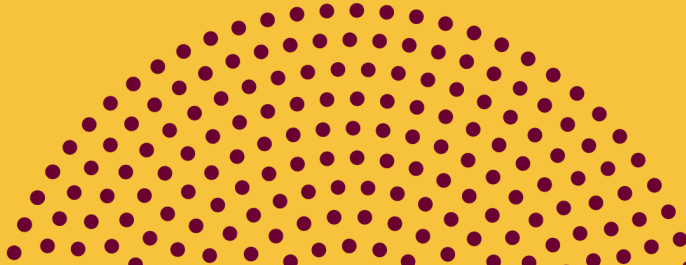
All digital ads should be PNG or GIF format.

Direct mail your marketing message to more than 25,000+ emails every day during the school year. Central Michigan Life's newsletter showcases three to four top stories for the day.

All ad positions include link to your website or social media page of your choice. Discount of 20% to reserve two positions. Site takeovers (when available) get all rectangles - three positions.

Native Story Posts include a headline, photo or video and four to five line description and text links to your website and/or social media pages. Native story posts will be labeled sponsored content.

**RATE DISCOUNTS AVAILABLE. CONTACT YOUR ACCOUNT MANAGER FOR VOLUME CONTRACTS OR MULTI-MEDIA BUNDLES.**



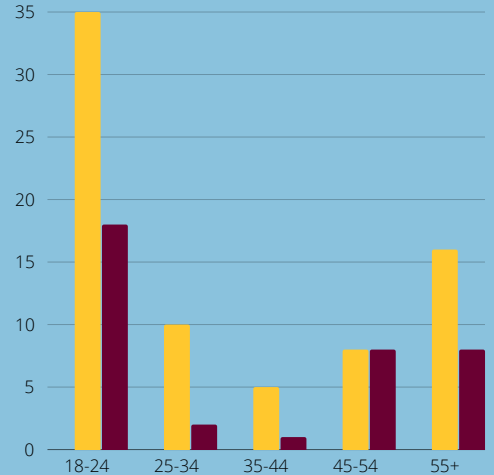
# 22-23 REACH

**939k**  
email opens

**75,879**  
link clicks



## AUDIENCE BY AGE



## AUDIENCE PERFORMANCE



173 EMAILS  
DELIVERED



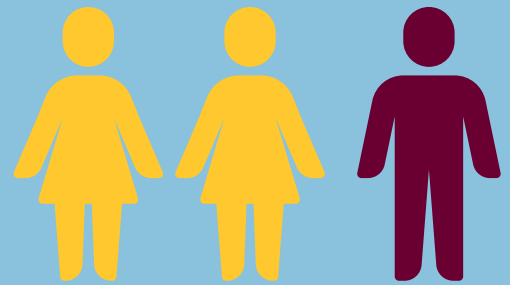
20.1% AVERAGE  
OPEN RATE



2.4% AVERAGE  
CLICK RATE

63%

31%



## AUDIENCE BY GENDER

61%

39%

## DESKTOP VS. MOBILE



# SPONSORED CONTENT

Our customers are your customers, and they like to hear from you! Many new forms of communication have emerged, but email marketing has remained strong and continued to grow over the years! Add a great email marketing campaign to your buy! We have already built the perfect audience for you.

We can also customize your message to a targeted audience! Want to reach just freshmen? Have a special for seniors? Or are you interested in reaching parents of sophomores or juniors or both? You identify your target audience, and we will help create a list!

## SPONSORED CONTENT EXCLUSIVE EMAIL

**\$895 PER DAY**

### AD SPECIFICATIONS

All customized emails for advertisers are presented in native advertising form. That means it is designed to look like a news story. We can help you write it. It includes up to six photographs and/or a video.

This email exclusive is limited to one time per week. Businesses can choose the day.

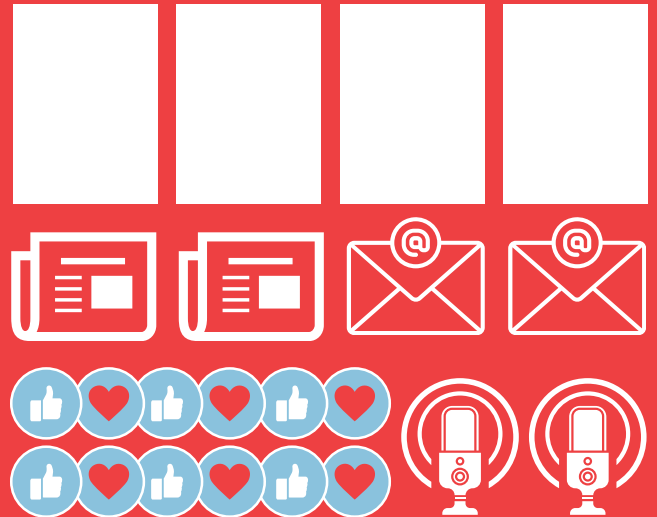
**RATE DISCOUNTS AVAILABLE. CONTACT YOUR ACCOUNT MANAGER FOR VOLUME CONTRACTS OR MULTI-MEDIA BUNDLES.**

## SPONSORED CONTENT BUNDLES

### SERIES

**\$375 mo/ 10 months**

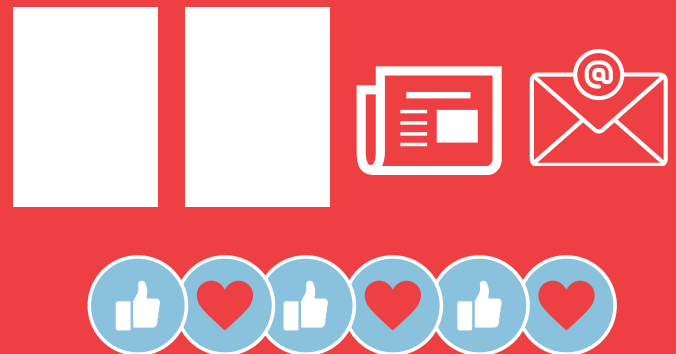
Four full page print ads, two sponsored article on [www.cm-life.com](http://www.cm-life.com), two sponsored email eExclusive, 12 promotional social posts and 4-part mini-series podcast program.



### SEASONAL

**\$355 mo/ 5 months**

Two full page print ads, one sponsored article on [www.cm-life.com](http://www.cm-life.com), one sponsored email eExclusive, 6 promotional social posts.



### MINI-SEASON

**\$325 mo/ 3 months**

One sponsored article on [www.cm-life.com](http://www.cm-life.com), two sponsored email post ads and three promotional social posts.



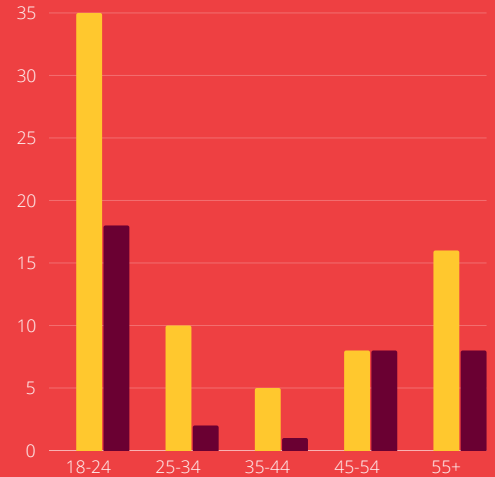
# 22-23 STATS

**5.5k** average opens per sponsored email

**60** average link clicks per email



## AUDIENCE BY AGE



## AUDIENCE PERFORMANCE



7 SPONSORED  
EMAILS  
DELIVERED



19.2% AVERAGE  
OPEN RATE



.78% AVERAGE  
CLICK RATE

64%

29%

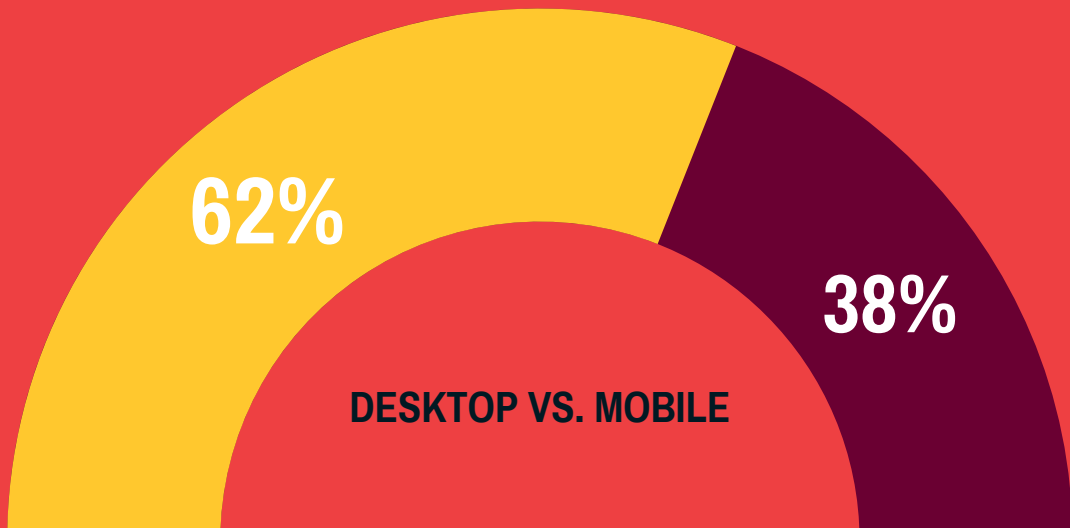


## AUDIENCE BY GENDER

62%

38%

## DESKTOP VS. MOBILE



# SOCIAL ADVERTISING

## Our Platforms



### FACEBOOK

Facebook is best used in its native format: Videos, images, blogs, podcasts, inspirational posts, infographics, quizzes, tips or how-to's. Don't make it look like an ad.



### INSTAGRAM

Instagram gets best results in its native format: Photos, videos, inspirational quotes, timely content, behind the scenes, advice and tutorials. Don't forget your hashtags and the stories feature for more impact!



### SNAPCHAT

Snapchat best results tips: Keep your videos short and sweet and make a few different versions of your video ads to avoid advertising fatigue. Make sure to provide a link to your website!



### THREADS

You can't deny its explosive beginning! The app offers users the ability to post and share text, images, and videos, as well as to interact with other users' posts through replies, reposts, and likes. Let's see where it takes us this year!



### TIK TOK

Tips for Tik Tok ads: Use high impact visuals or an engaging hook. Think music, trends, and keep videos short and concise. And, as with all social media, user-generated content dominates!



### TWITTER

Twitter is best used in its native format: Photos, video, polls, quizzes, Q & A's, infographics, quotes. Don't forget to use hashtags, ask for retweets, incorporate trending topics and provide an external link.

**\$225 ADD-ON/  
\$450 SOCIAL ONLY**

48 - HOUR PUSH  
(2 DAYS/4 POSTS)

**\$410 ADD-ON/  
\$820 SOCIAL ONLY**

ONE WEEK PROMO  
(5 DAYS/10 POSTS)

**\$625 ADD-ON/  
\$1250 SOCIAL ONLY**

MONTHLY CAMPAIGN  
(10 DAYS/20 POSTS)

**\$850 ADD-ON/  
\$1700 SOCIAL ONLY**

SEMESTER CAMPAIGN  
(20 DAYS/40 POSTS)

## AD SPECIFICATIONS

FACEBOOK/TWITTER POST	1600 X 900
INSTAGRAM POST	1080 X 1080
INSTAGRAM/FACEBOOK STORY	1920 X 1080
SNAPCHAT/TIKTOK	1920 X 1080

All social ads should be PNG, GIF or MP4 in format.

**RATE DISCOUNTS AVAILABLE. CONTACT YOUR ACCOUNT MANAGER FOR VOLUME CONTRACTS OR MULTI-MEDIA BUNDLES.**

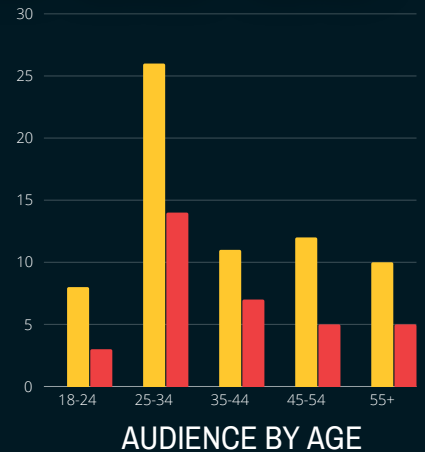
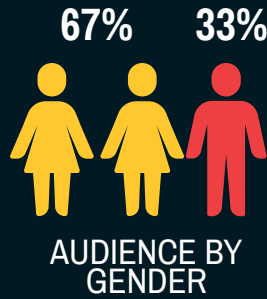
CENTRAL MICHIGAN  
**LIFE**  
WWW.CM-LIFE.COM



# SOCIAL MEDIA REACH 22-23

## f FACEBOOK

ANNUAL POST REACH)	989,148
POST ENGAGEMENTS	141,756
POST LIKES/COMMENTS	17,292
LINK CLICKS	6,072



## t TWITTER

### 1.25% ENGAGEMENT RATE

The overall top 25% of brands, regardless of industry, have an average engagement rate of 0.122%. The overall median engagement rate on Twitter is 0.037%. This is the rate for brands across all industries, from fashion to nonprofits who post an average of 5 times per week. SOURCE: [www.rivaliq.com](http://www.rivaliq.com)

ANNUAL IMPRESSIONS	1.510 M
LINK CLICKS	6,234
RETWEETS/LIKES/REPLIES	3,549

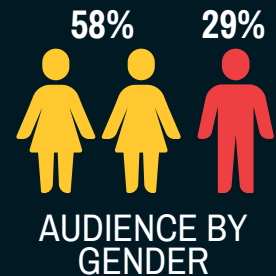
## i INSTAGRAM



BEST TIME OF DAY  
6-10 PM



BEST DAYS OF WEEK  
SUNDAY-THURSDAY



### 8.85% ENGAGEMENT RATE

Most social media marketing experts agree that strong engagement falls around 1% to 5%. A ratio of 4-6% is excellent, while posts in the high tens and twenties are considered "viral." SOURCE: [Hootsuite.com](http://Hootsuite.com) and [Later.com](http://Later.com)

ANNUAL IMPRESSIONS	3,571,200
POST REACH	132,900
POST LIKES/COMMENTS	94,827
PROFILE VISITS	39,614
LINK CLICKS	8,940
SHARES/SAVES	4,798



# PRINT ADVERTISING

## DISPLAY RATES

FULL PAGE	\$775
HALF PAGE	\$450
QUARTER PAGE	\$275
EIGHTH PAGE	\$150

## POSITION RATES

BACK COVER	\$875
INSIDE COVERS	\$800
1-PAGE INNOVATIVE	\$525
2-PAGE INNOVATIVE	\$850
2-PAGE SPREAD	\$1295
FRONT PAGE STRIP	\$395

## AD SPECIFICATIONS

FULL PAGE	10.25" W X 9.8" T
HALF PAGE (H)	10.25" W X 4.8" T
HALF PAGE (V)	5.04" W X 9.8" T
QUARTER PAGE	5.04" W X 4.8" T
EIGHTH PAGE	5.04" W X 2.5" T

All print ads should be PDF format saved CMYK.

## PRE-PRINT RATES

1-16 PAGES/CPM	\$75/CPM
20-36 PAGES/CPM	\$95/CPM
40+ PAGES/CPM	\$125/CPM

## CLASSIFIED LINE RATES

MONTHLY 3-LINE	\$25/MONTH
MONTHLY 5-7 LINE	\$60/MONTH
MONTHLY 8-15 LINE w/photo	\$95/MONTH
ADD-ON/Highlight, Bold Face, Box (Print)	\$10/MONTH

## CLASSIFIED DISPLAY RATES

MARKETPLACE	\$125 WEEKLY
MIGHTY MINI	\$50 WEEKLY

## CLASSIFIED RENTAL BUNDLE

MONTHLY	\$150/MONTH
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Monthly print and online ad on CM-LIFE.com with unlimited text and 1 photo of property PLUS monthly online ad on www.centralmichiganapartments.com. Listing includes description, unlimited photos and video tour link. Only 1 property per ad bundle.

## DAILY EMAIL CLASSIFIED ADS

WEEKLY 3-LINE (5 ADS)	\$75/WEEK
TWO WEEK 3-LINE (10 ADS)	\$125/MONTH
MONTHLY 3-LINE (20 ADS)	\$200/MONTH

3-line listing with link to email, pdf, social media page or website. NO ART.

## OBITUARIES

DIGITAL/PRINT ONLY	\$150 OPEN
DIGITAL/EMAIL/PRINT	\$200 OPEN

Digital: Permanent placement on our digital obituary page. Print: One time run in first available issue; Email: One time in first available newsletter.

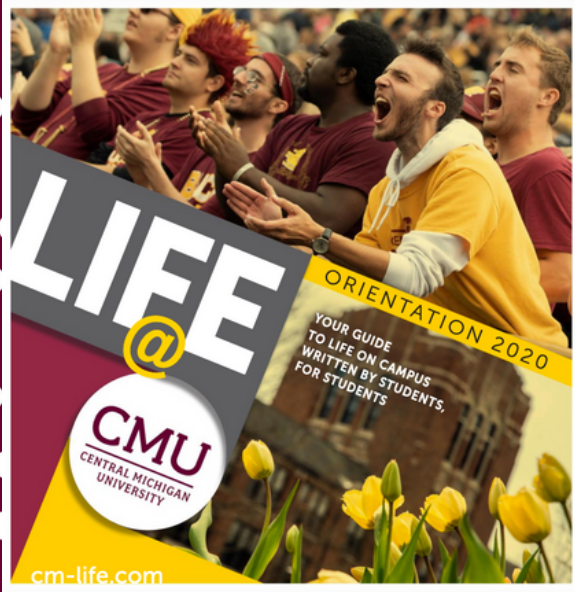
FULL PAGE: 10.25" w x 9.8" t

HALF PAGE; 5.04" w x 9.8" t (v)  
HALF PAGE 10.25" w x 4.8" t

QUARTER PAGE, 5.04"  
w x 4.8" t

1/8 PAGE; 5.04" x 2.5" t

# SPECIAL EDITIONS



## FRESHMEN ORIENTATION

2-PAGE SPREAD	\$1295
FULL PAGE	\$775
HALF PAGE	\$450
QUARTER PAGE	\$275
EIGHTH PAGE	\$150

## AD SPECIFICATIONS

FULL PAGE	10.25" W X 9.8" T
HALF PAGE (H)	10.25" W X 4.8" T
HALF PAGE (V)	5.04" W X 9.8" T
QUARTER PAGE	5.04" W X 4.8" T
EIGHTH PAGE	5.04" W X 2.5" T

All print ads should be PDF format saved CMYK.



## CAMPUS CASH COUPON BOOK

INSIDE PAGE	\$195
GOLD CARD	\$345
INSIDE COVERS	\$325
BACK PAGE	\$400
IMPRESSION SPOT	\$250

## AD SPECIFICATIONS

COUPON PAGE	5.125" W X 1.875" T
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All print ads should be PDF format saved CMYK.

Cost per book. Books publish August and January. They are distributed at MainStage events prior to the start of classes each semester. All print ads should be PDF format saved CMYK.



## CENTRAL LIVING CENTRALMICHIGANAPARTMENTS.COM

FULL PAGE/Magazine	\$2,400 annual
UNLIMITED LISTINGS/Website	

Publishes annually each May. Full page ad buys earn unlimited property posts on [www.centralmichiganapartments.com](http://www.centralmichiganapartments.com)

## AD SPECIFICATIONS

FULL PAGE	7.5" W X 10" T
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All print ads should be PDF format saved CMYK.

RATE DISCOUNTS AVAILABLE. CONTACT YOUR ACCOUNT MANAGER FOR VOLUME CONTRACTS OR MULTI-MEDIA BUNDLES.





# OUT OF HOME

## BUS SHELTERS

END CASE/OUTSIDE	\$395 MO/\$1095 SEMESTER
END CASE/INSIDE	\$195 MO/\$595 SEMESTER
GLASS FRONTS	\$350 MO/\$925 SEMESTER
ADD'L GLASS FRONTS	25% OFF 2nd; 50% OFF 3rd
PRINTING	\$250 PER PANEL

Highly visible to transit riders, motorists and pedestrians, bus shelter advertisements generate constant impressions in Mount Pleasant. Central Michigan University students represent the largest percentage of customers for the local transit company, traveling between home and campus each day. Buses drop off and pick up on the CMU campus every 1/2 hour from 11 major apartment complexes in Mount Pleasant. The routes operate daily from 7 am to 7 pm., with more than 250,000 annual riders.



## NEWSRACKS

PER ROUTE	\$895 MO/\$1980 SEMESTER
CHOICE RACKS	\$250/MO.EA
EXTRA PRINTS	\$30/EA.

Central Michigan Life newsracks offer your business poster placement throughout campus. CM Life has 4 routes of 12 locations each, available at CMU. Buy one, two or all four of the routes to gain maximum visibility on campus of your brand.

## SAC SIGNAGE

PER SIGN	\$2,500/ANNUAL
PER COURT	\$8,000/ANNUAL

The Student Activities Center (SAC) is the hub for student events, fitness, intramural sports, recreation and fun at Central Michigan University. At the center of this facility is the Large Sports Arena, used by thousands of CMU students for league play, recreational fitness and events such as Gus Macker basketball.

Signage in the center is on a limited basis on an annual basis. Each sign is 2 feet tall by 12 feet long and includes two tabling events per school year at the SAC. If you are interested in a full court sponsorship, that includes 4 signs and two tabling events per school year.

## AD SPECIFICATIONS

BUS SHELTER/END	38" X 69"
BUS SHELTER/GLASS	20" X 60"
NEWS RACK SMALL	16" X 20"
NEWS RACK MEDIUM	18" X 36"
NEWS RACK LARGE	26" X 50"
SAC SIGNAGE	2' x 12'

All ads should be PDF format saved CMYK.



RATE DISCOUNTS AVAILABLE. CONTACT YOUR ACCOUNT MANAGER FOR VOLUME CONTRACTS OR MULTI-MEDIA BUNDLES.

# EVENT/CREATIVE SERVICES



## STREET TEAM

FLYERING/POSTERING	\$50/HOUR
TABLING/SAMPLING	\$250/4 HRS
CUSTOM EVENTS	QUOTED

Looking for help in distributing information to students. Our event marketing team can set up tables, passout samples or literature about your business. Our team also will post flyers and posters for you around campus.

Want an unique event to feature your business? We have experience in combining unique events such as "Smiles for Miles", "Papa's Scavenger Hunt" and "Tim Horton's Pumpkin Smash". Let us craft an unique marketing experience for you.

## CONTENT CREATION/FEES

LOGO DESIGN	\$595
BUSINESS CARD DESIGN	\$275
GEO-FILTER DESIGN	\$50/hour
WEBSITE DESIGN	\$1,995
BROCHURE DESIGN	\$50/hour
SOCIAL MEDIA POST DESIGN	\$50/hour
OTHER DESIGN SERVICES	\$50/hour
PHOTOGRAPHY SERVICES	\$50/hour
VIDEOGRAPHY SERVICES	\$100/hour
CONTENT CREATION/BLOGS	\$50/hour
PRESS RELEASE WRITING	\$50/hour
FOCUS GROUPS	\$250
SURVEY CREATION	\$250
SURVEY IMPLEMENTATION	\$795
POSTER DESIGN	\$50/hour
POSTER PRINTING	\$2.50/pf



All prices vary depending on project size and client needs. We strive to meet your budgets.

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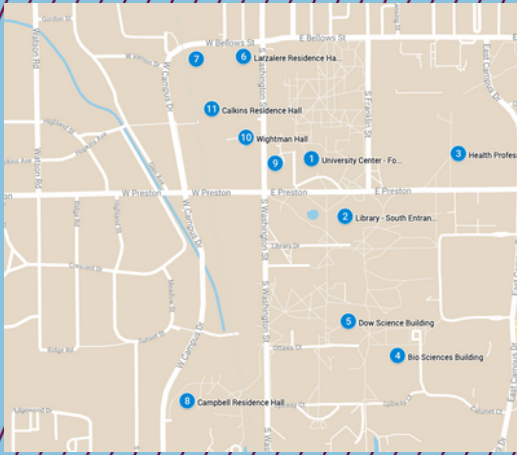
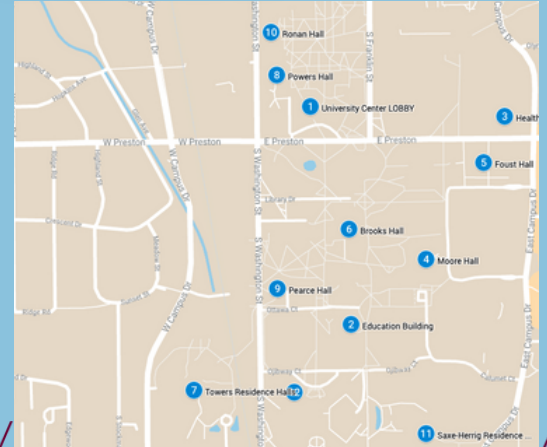


# NEWS RACK ROUTES

## ROUTE

# 1

- Bovee UC Downstairs
- Brooks Hall West
- Education Bldg West
- Foust Hall
- Health Professions East
- Moore Hall South
- Pearce Hall West
- Powers Hall
- Ronan Hall
- Saxe/Herrig Halls



- Bio Sciences Building
- Bovee UC Upstairs
- Campbell Hall
- Dow Hall
- Events Center

- Health Professions West
- Park Library South
- SAC - W
- Trout Hall
- Wightman Hall

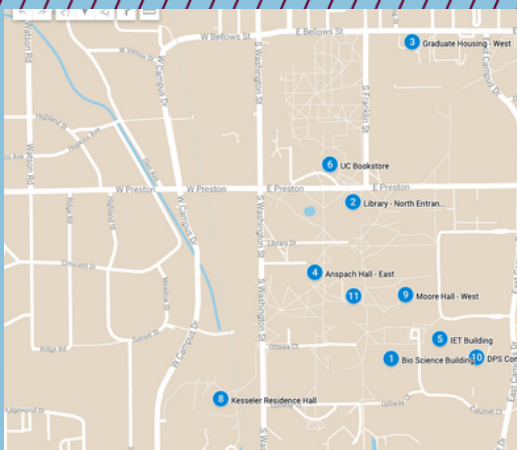
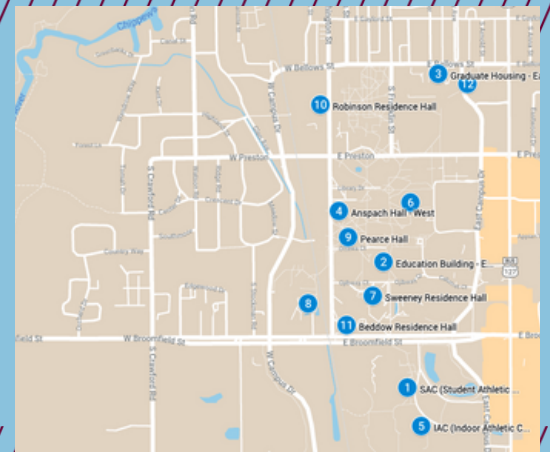
## ROUTE

# 2

## ROUTE

# 3

- Anspach Hall West
- Education Bldg East
- Graduate Housing East
- Indoor Athletic Center
- Kulhavi Hall
- Music Building
- Pearce Hall North
- Rowe Hall
- SAC - E
- Sweeney Hall



- Anspach Hall East
- Brooks - South
- CMU Police Department
- Graduate Housing West
- Merrill Hall

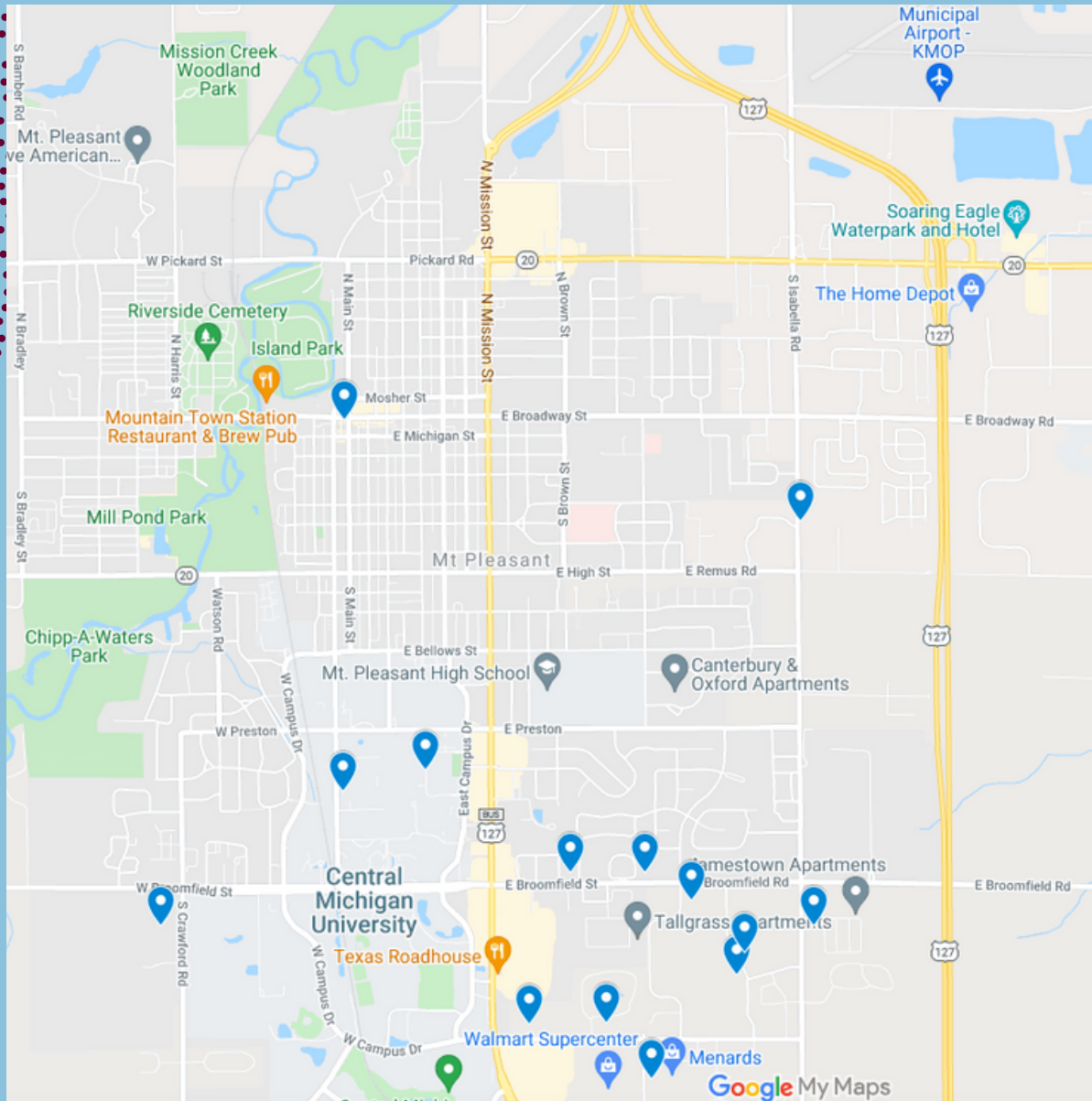
- IET Building
- Moore Hall West
- Park Library North
- Thorpe Hall
- Tower Center Court

## ROUTE

# 4

ROUTE 4 IS FILLER FOR MISSING NORTH QUAD LOCATIONS IN ROUTES 2 & 3.

# BUS SHELTER LOCATIONS



- Downtown Mt. Pleasant
- Moore Hall North 1
- Moore Hall North 2
- Moore Hall South 1
- Moore Hall South 2
- Pearce/Anspach Hall
- Jamestown -E/Isabella Rd
- Jamestown -W/Isabella Rd
- Tallgrass Apartments - N
- Tallgrass Apartments - S
- Yorkshire Commons
- West Point Village/Crawford Rd.
- Deerfield Village - N/Deerfield Rd.
- Deerfield Village - S/Deerfield Rd.
- Lexington Ridge - E/Deerfield Rd
- Lexington Ridge - N/Deerfield Rd
- Lexington Ridge - S/Deerfield Rd
- The Reserve Apartments
- University Meadows - N/Bluegrass
- University Meadows - S/Bluegrass
- Village at Bluegrass
- Menards/Aldi Shopping Center



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COMPANY OF  
THE YEAR 2014-20



Growing our client's brands through creative print, digital, social, event and out-of-home marketing strategies.

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