

THE ANTELOPE

ADVERTISING MEDIA KIT
2025-2026



MEET THE TEAM

THE ANTELOPE ADVERTISING STAFF



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ABOUT US

The Antelope Advertising team offers a variety of custom advertising services to fit the unique needs of all clients! Print and digital advertising is available in color or black and white. Multiple sizes and options are offered to meet your needs. Want to learn more? Reach out to any staff member listed above!

WHAT THE ANTELOPE CAN DO FOR YOU!

BUNDLE OPPORTUNITY

We want to offer **local businesses** a **super semester sale bundle for all 10 issues**.

Just **\$300** per semester gets you:

- One 3.9" x 3" black & white advertisement in every issue of The Antelope newspaper (10 issues total) - this alone is a \$600 value!
- Advertisements are posted on The Antelope's Facebook every week and on the website for the whole semester.

With the fall 2025 semester in full swing, now is the best time for your business to reach UNK students, especially with The Antelope being delivered to 44 locations throughout UNK and the Kearney community. Additionally, The Antelope is mailed to every high school in Nebraska.



SERVICES & RATES

- 3.9" x 3"
 - 1-2 weeks: \$60/week
 - 3-6 weeks: \$55/week
 - 7-10 weeks: \$50/week
- 6" x 3"
 - 1-2 weeks: \$70/week
 - 3-6 weeks: \$65/week
 - 7-10 weeks: \$60/week
- 8" x 3"
 - 1-2 weeks: \$80/week
 - 3-6 weeks: \$75/week
 - 7-10 weeks: \$70
- 10" x 3"
 - 1-2 weeks: \$90/week
 - 3-6 weeks: \$85/week
 - 7-10 weeks: \$80/week
- Other Sizes
 - Full page color: \$400
 - Half page Horizontal:
 - B and W: \$150
 - Color: \$200
 - Quarter page horizontal: \$100
- Pre-printed inserts:
 - 1 page: \$200
 - 2 pages: \$300
 - 3 pages: \$400
 - 5 pages: \$500
- Other advertising options:
 - Social media post: \$30
 - Website: \$30

DIGITAL AUDIENCE

WHO IS READING THE ANTELOPE?

ABOUT US

1,200 copies of the paper are distributed in print, on campus and in the community Wednesday afternoon. Additionally, The Antelope is sent to every high school in Nebraska on a weekly basis.

The news content goes online to our website and social media pages shortly after the issue is released. An updated interactive WordPress website was activated in the fall of 2018, and is supervised by the Antelope website manager.

WEB ANALYTICS

Clicks

21.6K

Views

81.5K

Engagement
Rate
(Stories Read)

62.5K

Unique Users

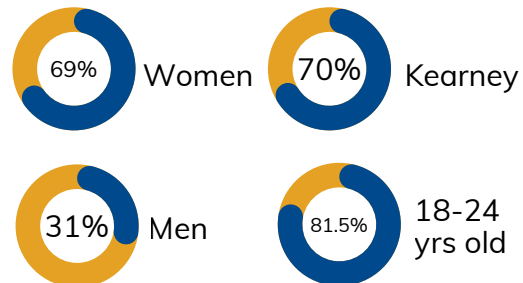
4.3K

Since October 2024

TOP STORIES

Story	Views
'Sorry I'm Here for Someone Else' tells a sweet story	18,207
Pros and Cons potential TikTok ban in the U.S.	3,082
Election results change the future of Nebraska politics	2,344

DEMOGRAPHICS



OUR PLATFORMS



SOCIAL MEDIA ANALYTICS

Reach

4.9K

Monthly Views

16K

Engagement
Rate
(Interactions)

1.1K

Followers

1.1K

PREVIOUS CLIENTS

