

# CUINDEPENDENT

CU BOULDER'S STUDENT NEWS

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## Advertising Kit

The CU Independent is the University of Colorado Boulder's longest-running student newspaper.

We're dedicated to helping the campus and surrounding community by providing non-partisan, rigorous journalism without spin or outside influence.

We attract more than **20,000 unique readers** to our website (**cuindependent.com**) each month. Our social media accounts on Twitter and Instagram have **2,010+** and **1,550+ followers** respectively.

**Partner with us to tap into an audience of young people interested in the world and their community.**

# Digital Readership

## *Website*

Every day, the CU Independent's website attracts a large number of local readers interested in their community and the world.

Our website's readers by the numbers:

	Per day(average)	Per month
Sessions	1,130	33,901
Pageviews	1,863	55,898
Users	669	20,069

Based on data collected from Sept. 20, 2023 through Oct. 20, 2023.

## *Newsletter*

The CU Independent offers a free newsletter that has more than **300 subscribers**. The newsletter is consistently opened and read by more than **50% of this audience**.

## **Offers and Pricing**

We offer a variety of pricing and location options for your advertisements. Pick what works best for you.

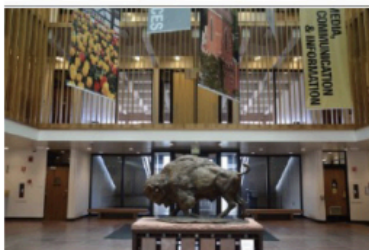
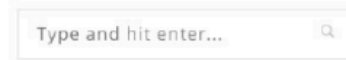
### **Website Pricing**

<b>Top Banner</b>	728x90 pixels (up to 900x100px)	<b>\$90/week</b>	<b>\$270/month</b>
<b>Side Square</b>	290x290 pixels (up to 300x300px)	<b>\$60/week</b>	<b>\$180/month</b>
<b>Top Banner in-article</b>	728x90 pixels (up to 900x100px)	<b>\$80/week</b>	<b>\$240/month</b>
<b>Side Square in-article</b>	290x290 pixels (up to 300x300px)	<b>\$50/week</b>	<b>\$150/month</b>

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NEWS ▾ SPORTS ▾ ARTS ▾ OPINION ▾ PODCASTS ▾ TO DO VISUALS MAGAZINE CLASSIFIEDS



University of Colorado signs amicus brief in support of DACA

by Emma Brund... | October 19, 2019



Annual Nearly Naked Mile draws largest crowd in history

October 18, 2019



Environmental activist discusses issues of oil production

October 18, 2019



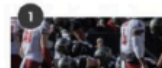
Students march across campus for Indigenous Peoples' Day

October 14, 2019



Colorado Essay Application Due

## POPULAR POSTS



*Example of Top Banner and Side Square ad spacing.*

Please note that these ad positions are not exclusive. If multiple ads share a position, they will be served in equal amounts.

## Newsletter Pricing

<b>Above first story banner</b>	<b>728x90 pixels (up to 900x100px)</b>	<b>\$60/week</b>	<b>\$180/month</b>
<b>Below first story banner</b>	<b>728x90 pixels (up to 900x100px)</b>	<b>\$40/week</b>	<b>\$120/month</b>

# CUI WEEKLY

## CU Independent Weekly

The CU Independent's weekly newsletter by students, for the public.

Once a week we share some of the most important stories published in our newsroom.

**Your Ad Here**

[Historic Old Main Cottonwood removed from Norlin Quad](#)

*By Juliana Czar*

The Old Main Cottonwood, the oldest tree on campus, was chopped down by arborists on Jan. 17, leaving the historic tree a mere stump on Norlin Quad.

Planted at the end of the 19th century, the 140-year-old tree stood at 110 feet tall, double the average height an average Plains Cottonwood reaches. The Old Main Cottonwood had long out-lived its lifespan when it was chopped down. However, many students have wondered about the consequences of these actions, and how the university will respond to a piece of history being removed from campus.

Read more at [CUIndependent.com](http://CUIndependent.com)

**Your Ad Here**

*Example of Top Banner above and below the first story spacing.*

# **Ethics and Restrictions**

The CU Independent's journalistic mission requires that no advertiser influence or appear to influence the reporting conducted by CU Independent staff. Any apparent conflicts of interest will be disclosed on the CU Independent's website.

The CU Independent reserves the right not to publish any advertisements that may come into conflict with the stated mission of the publication. This includes advertisements that:

- Are solicited by local political campaigns or candidates
- Might constitute harmful or hateful speech
- May present an undue or influential conflict of interest

Additionally, because of the CU Independent's status as a Registered Student Organization at the University of Colorado Boulder, it does not possess any W9 tax documentation other news outlets may have.

The CU Independent accepts tax-deductible donations through the CU Foundation's "CU Independent Fund". This fund is made available to the CU Independent at the discretion of the Director of Journalism and Mass Communication at CU Boulder. The CU Foundation is a 501(c)(3) organization directly affiliated with the University of Colorado.

## **Questions?**

We want to hear from you. Shoot us an email at [tips@cuindependent.com](mailto:tips@cuindependent.com) or contact our managing staff to get started advertising with the CU Independent.

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