

# The Maneater Media Kit



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2509 MU Student Center, Columbia, MO 65211

# University Demographics

31,318

Students

13,000+

Faculty & Staff

362,500+

Alumni

192,000

Alumni in Missouri

## Engagement

theman eater.com

22,000+  
*visits a month*

X (Twitter) followers

16,408

Instagram followers

2,433

Instagram story views

300-400  
*on average*

newsletter subscribers

1,286

newsletter open rate

40.4%

# Web and Newsletter Rates

Our newsletter is sent weekly on Monday morning.

All newsletter ads will be labeled “SPONSORED” and have a green border.

## ***Banner***

728px x 90 px

1 week..... \$175

1 month..... \$500

Newsletter..... \$75

## ***Cubed***

300px x 250px

1 week..... \$125

1 month..... \$325

Newsletter..... \$50

# Social Media Rates

All social media ads will be labeled “SPONSORED” and have a green border.

## ***Instagram story***

1080px x 1920px

..... \$50

## ***X post (Tweet)***

260 characters & image

..... \$75