

UNIVERSITY OF
Nebraska
Omaha



The
Gateway

Reach Your Audience



Student Population



Enrollment

12,624 Undergraduate	3,107 Graduate
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Enrollment Status

10,850 Full-Time	4,881 Part-Time
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Gender

8,485 Female	7,246 Male
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Military/Veteran

1,538 Total	145 First Years
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Diversity

3,345 Ethnically Diverse	899 International
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Student Classification

12,624 Undergraduate	3,107 Graduate
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On Campus

2,026

Students live on Campus

362 Maverick Village
502 University Village
356 Scott Village
373 Scott Court
94 Scott Hall
373 Scott Crossing

More than

2,000

students are involved in
Learning Communities

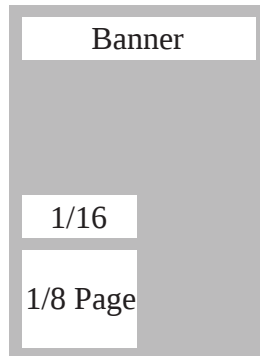
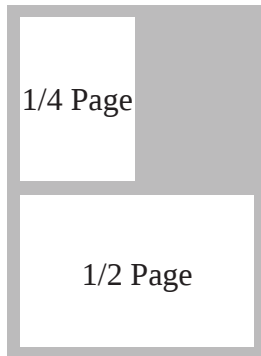
750

students are involved in
fraternities and sororities

6,404

students participated in an
courses with community
engagement components

Newspaper Print Ads



Bulk Discounts			
	Six Runs	Ten Runs	Sixteen Runs
1/4 Ad or Larger	15%	25%	35%
1/8 Ad or Smaller	10%	15%	25%

Local Rates

	Black & White	Color
Banner	\$60	\$84
1/16 Page	\$20	\$28
1/8 Page	\$55	\$77
1/4 Page	\$113	\$158
Half Page	\$225	\$315
Full Page	\$465	\$651

University, Student, Non-profit Rates

	Black & White	Color
Banner	\$48	\$72
1/16 Page	\$16	\$24
1/8 Page	\$44	\$66
1/4 Page	\$91	\$136
Half Page	\$171	\$258
Full Page	\$372	\$558

Publication



Distribution Area

The Gateway can be found in nearly every building on campus; dorm, academic, administrative, or commercial. Many of these buildings also have multiple distribution spots. The Gateway may also be found in local businesses in the surrounding community.

Some Locations

Peter Kiewit Institute
Eppley Administration
Baxter Arena
University Village
Maverick Village
Weber Fine Arts
Durham Science
Criss Library
Milo Bail Student Center
CPACS
Strauss

Distribution Details

1,700 copies are distributed across the UNMC, Dodge, Scott, and Baxter campus every Tuesday between 3 p.m. and 6 p.m. every highlighted week below.

Contact the advertising manager for a further breakdown of distribution details.

2016

The ● symbol indicates the dates on which The Gateway will circulate the publication

September

October

November

December

S	M	T	W	Th	F	S
					1	2
3	4	5	6	7	8	9
10	11	● 12	13	14	15	16
17	18	● 19	20	21	22	23
24	25	● 26	27	28	29	30

S	M	T	W	Th	F	S
1	2	● 3	4	5	6	7
8	9	● 10	11	12	13	14
15	16	17	18	19	20	21
22	23	● 24	25	26	27	28
29	30	● 31				

S	M	T	W	Th	F	S
			1	2	3	4
5	6	● 7	8	9	10	11
12	13	● 14	15	16	17	18
19	20	21	22	23	24	25
26	27	● 28	29	30		

S	M	T	W	Th	F	S
					1	2
3	4	● 5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

31

2017

January

February

March

April

S	M	T	W	Th	F	S
	1	2	3	4	5	6
7	8	● 9	10	11	12	13
14	15	16	17	18	19	20
21	22	● 23	24	25	26	27
28	29	● 30	31			

S	M	T	W	Th	F	S
				1	2	3
4	5	● 6	7	8	9	10
11	12	● 13	14	15	16	17
18	19	● 20	21	22	23	24
25	26	● 27	28			

S	M	T	W	Th	F	S
				1	2	3
4	5	● 6	7	8	9	10
11	12	● 13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

S	M	T	W	Th	F	S
1	2	3	4	5	6	7
8	9	● 10	11	12	13	14
15	16	● 17	18	19	20	21
22	23	● 24	25	26	27	28
29	30					

Other Ad Options



Online

Header banner (728 x 90 pixels)

- \$55 weekly, \$180 monthly

Sidebar (300 x 250 pixels)

- \$40 weekly, \$130 monthly

Rotating (300 x 250 pixels)

- \$48 weekly, \$155 monthly

BULK DISCOUNTS APPLY

Inserts

Insert media is the ultimate form of insider marketing. By sending your offers as part of the delivery of an already trusted merchant, prospects see your ads in the most positive possible light.

Classified Section

Rates:

- 30 words - \$5
- 60 words - \$9
- Additional words - 10 cents
- Image (2.375" x 1") - \$3

Sections:

- Apartments
- Help Wanted
- For Sale
- Miscellaneous
- Notices
- Yard Sale

Market Info

- **9,709** average unique visitors
- **12,204** average daily pageviews
- **366,121** average monthly pageviews

Find our articles on
MAVMATE, and
unothegateway.com



\$75 Per Thousand Inserts

Max Dimensions 8.5" x 11"

BULK DISCOUNTS APPLY

**WE OFFER
FREE GRAPHIC
DESIGN
SERVICES
FOR ALL
ADVERTISING
OUTLETS!**