

# THE REFLECTOR

THE OFFICIAL STUDENT NEWSPAPER OF  
THE UNIVERSITY OF INDIANAPOLIS

Esch Hall Room 333 • 1400 East Hanna Avenue • Indianapolis, Indiana 46227

Multimedia Guide  
2019-2020



Website: [reflector.uindy.edu](http://reflector.uindy.edu)

THE REFLECTOR

Email: [reflector@uindy.edu](mailto:reflector@uindy.edu)

# A NOTE TO OUR CUSTOMERS

## About the University:

The University of Indianapolis was founded in 1902 and is a four-year private institution. The university has a diverse student body that consists of more than 5,000 students, with approximately 1,200 graduate students, and more than 500 full- and part-time faculty members. More than 35 U.S. states and 47 nations are represented among students on campus, and five percent of undergraduates and 10 percent of graduate students are international students.

## About *The Reflector*:

- *The Reflector* has won state, regional and national recognition in journalism, including many Hoosier State Press Association, Indiana Collegiate Press Association, Society of Professional Journalists, SPJ Mark of Excellence, Associated Collegiate Press Best of Show, and ACP Newspaper Pacemaker awards.
- In the past four years, *The Reflector* has received 21 awards from the Indiana Chapter of Society of Professional Journalist and 15 awards from the Indiana Collegiate Press Association.
- *The Reflector* is a student publication that is published bi-weekly with a circulation of approximately 1,400 printed copies.
- *The Reflector* is free at more than 20 distribution points located in residence halls and all class buildings.
- Advertising with *The Reflector* allows you to reach almost 6,000 students and faculty in an effective, cost efficient way.

## Acceptance Policies:

*The Reflector* management reserves the right to reject any advertisement that contains objectionable subject matter, illustration or content.

## Contact Information

Office phone number: 317-788-3269

Fax number: 317-788-3490

Hours of Business: Monday-Friday 8 a.m. to 5 p.m.

Please feel free to contact our business manager, **Taylor Strnad**, at [strnadt@uindy.edu](mailto:strnadt@uindy.edu) or (216) 385-1420. He can further discuss advertisement opportunities for your business or organization and provide you with further information for completing that process.

Website: [reflector.uindy.edu](http://reflector.uindy.edu)

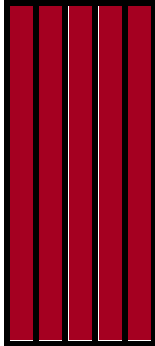
**THE REFLECTOR**

Email: [reflector@uindy.edu](mailto:reflector@uindy.edu)

# ADVERTISING RATES

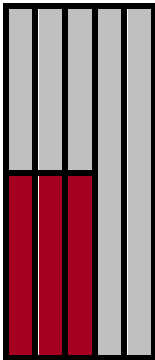
## Display Advertising Rate Card 2019-2020

The Reflector's page size is 27.9cm x 43.2cm and runs as a 10-page paper. Currently The Reflector is running five display ads on pages, ranging from an eighth of a page ad to a full page ad plus inserts. If needed, The Reflector can create more pages to create more space for advertisements.



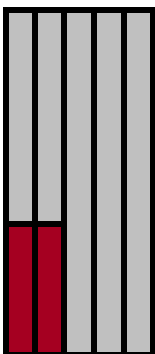
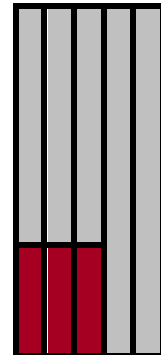
Full Page  
5c x 20"  
11.75" x 20"  
\$390.00 per issue

Half Page  
5c x 10"  
11.75" x 10"  
\$225.00 per issue



Quarter page  
3c x 10"  
6.9833" x 10"  
\$125 per issue

Eighth Page  
3c x 5"  
6.9833" x 5"  
\$70.00 per issue



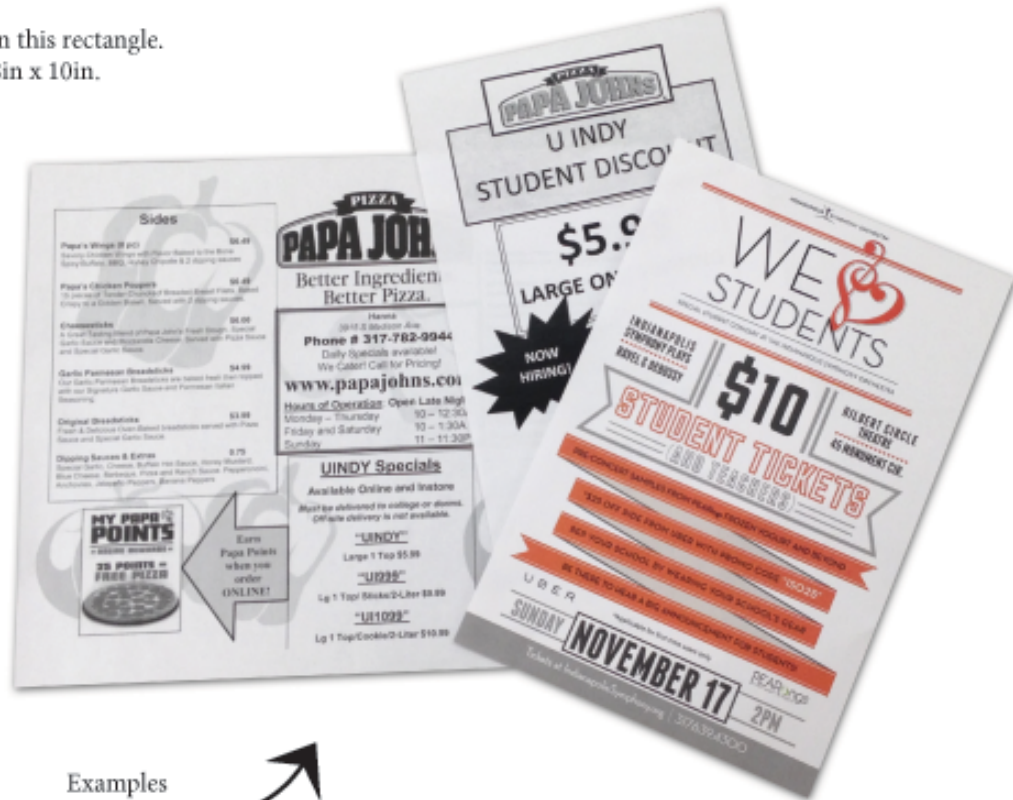
Twelfth Page  
2c x 5"  
4.6" x 5"  
\$25.00/Issue

# THE REFLECTOR Insert Rates

Tate Jones 1400 East Hanna Avenue  
 Business Manager Indianapolis, IN 46227  
 The Reflector Phone: (317) 960-9034  
 University of Indianapolis reflector.uindy.edu

Pre-printed inserts are available at the rate of \$150 per issue. 1500 inserts are required per issue. Inserts can be delivered to *The Reflector* office by Friday or picked up upon request to be included in the following Wednesday's paper.

Inserts must fit in this rectangle.  
 Any size below 8in x 10in.



Examples



\$150

1500 copies

8x10 inches max.

# ADVERTISING INFORMATION

## Continued

### **Color Advertisements:**

If you wish to run an advertisement in full color, there is no extra charge to advertise.

### **Online Advertising:**

Currently no rate for online advertising is available, but you are encouraged to contact the Business Manager.

### **The 15% Deal:**

If you commit to a full year of advertising, you will receive a 15% discount on the final price of your purchase.

### **University Affiliation:**

University of Indianapolis programs and departments receive a 20% discount on the final price of the purchase on an advertisement.

### **Insert Rates:**

Pre-printed inserts are available at the rate of \$150.00 per issue. Inserts must be delivered to *The Reflector* office, Esch Hall, Room 333, by Friday to be included in the following Wednesday's paper (see the distribution schedule on Page 6).

### **General Information:**

A \$25 production fee will be added as an additional cost if *The Reflector* staff composes, designs, changes, alters or resizes the ad to make it print ready.

### **Payment Information:**

Full payment is due within 30 days of the dated invoice. Payments received after 30 days will be charged a 5% monthly late fee. All checks are made out to **The Reflector** and sent to 1400 East Hanna Avenue, Indianapolis, Indiana 46227.

# PUBLICATION SCHEDULE:

Academic Year 2019-2020

## Production

Friday- Aug. 16  
Friday- Sept. 20  
Friday- Oct. 4  
Friday- Oct. 25  
Friday- Nov. 8  
Friday- Dec. 6  
Friday- Jan. 31  
Friday- Feb. 14  
Friday- Feb. 28  
Friday- Mar. 27  
Friday- Apr. 17

## Distribution

Wednesday- Aug. 21  
(Welcome Week issue)  
Wednesday- Sept. 25  
Wednesday- Oct. 9  
Wednesday- Oct. 30  
Wednesday- Nov. 13  
Wednesday- Dec. 11  
Wednesday- Feb. 5  
Wednesday- Feb. 19  
Wednesday- Mar. 4  
Wednesday- Apr. 1  
Wednesday- Apr. 22

We do not accept any ads after the Wednesday before distribution. If you do, however, wish to place an ad for the next issue, you can contact *The Reflector* business manager and speak with them.

# COMPANIES THAT HAVE RECENTLY ADVERTISED WITH *THE REFLECTOR*

**Papa Johns**

**Jimmy Johns**

**College Crossing Apartments**

**Greyhound Village Apartments**

**SunTan City**

**Spalding Jewelry**

**TIAA-CREF**

**Indianapolis Symphony Orchestra**

**Parc Bordeaux Apartments**

**Campus Program Board**

**T.G.I Fridays**

**UIndy TV 5**

# Editors

Editor-in-Chief

Jayden Kennett

Managing Editor

Cassandra Lombardo

News Editor

Noah Crenshaw

Sports Editor

Jacob Walton

Opinion Editor

Madison Gomez

Feature Editor

Justus O'Neil

Entertainment Editor

Reid Bello

Online Editor

Kiara Conley

Photo Editor

Shylah Gibson

Art Director

Ethan Gerling

Business Manager

Taylor Strnad

Co-Distribution Managers

Jayden Kennett &

Cassandra Lombardo