



THE REFLECTOR

THE OFFICIAL STUDENT NEWSPAPER OF
THE UNIVERSITY OF INDIANAPOLIS

**Rate Card/Media Kit
2020-2021**

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

ABOUT THE REFLECTOR

The Reflector and *The Reflector Online* are the official student newspaper and online news publication for the University of Indianapolis.

The paper 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 academic buildings, as well as two off-campus locations.

The Reflector has earned state, regional and national recognitions 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.

Advertising with *The Reflector* allows you to reach almost 6,000 students and faculty in an effective, cost efficient way.

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



CONTACT US

Email reflector@uindy.edu
Office Phone 317-788-3269
Fax 317-788-3490

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

5,600

Enrolled Students



37

U.S. states represented among students on campus



33%

International and minority enrollment



600+

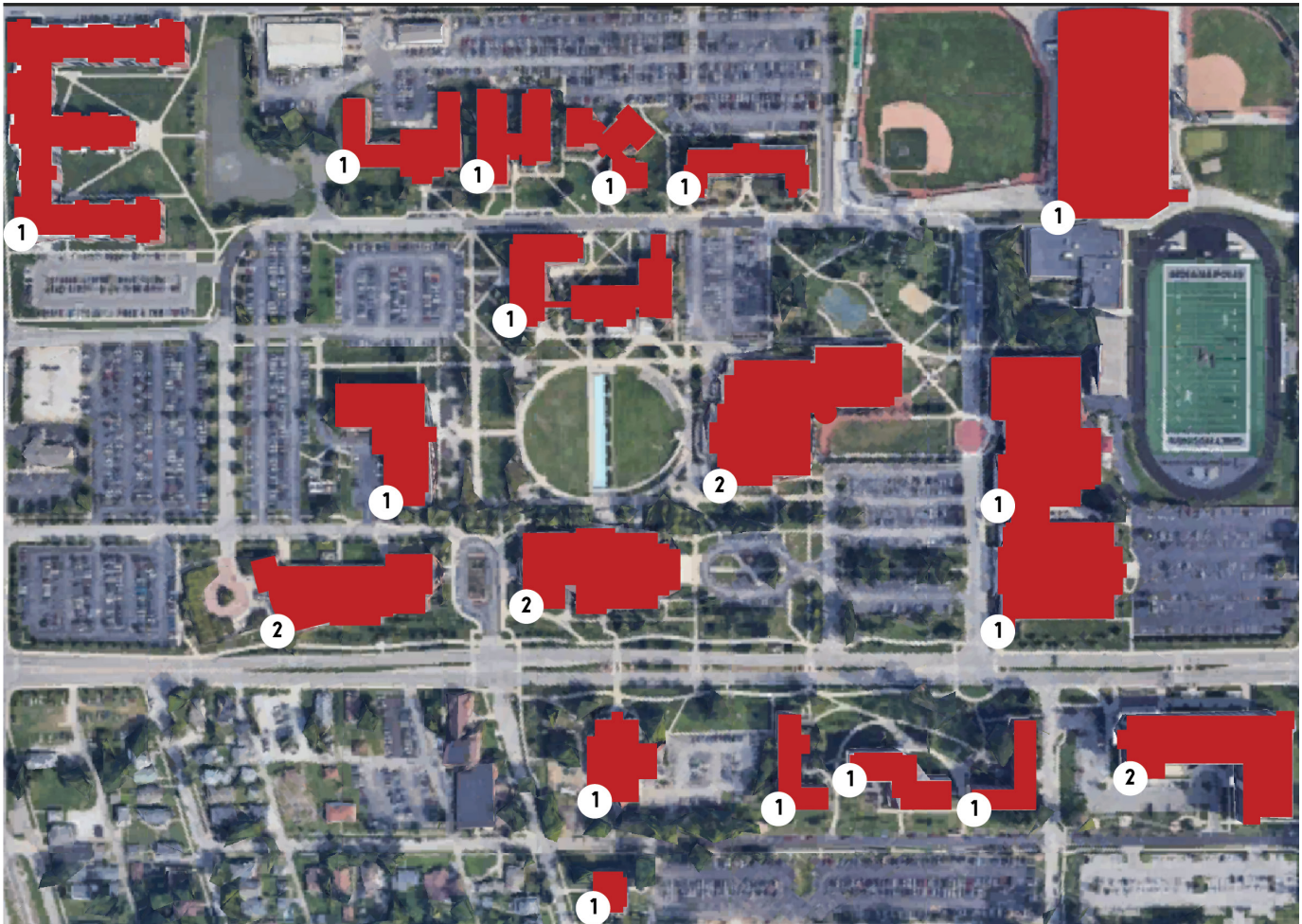
Full-time and part-time faculty members



Male 36% Female 64%

DISTRIBUTION

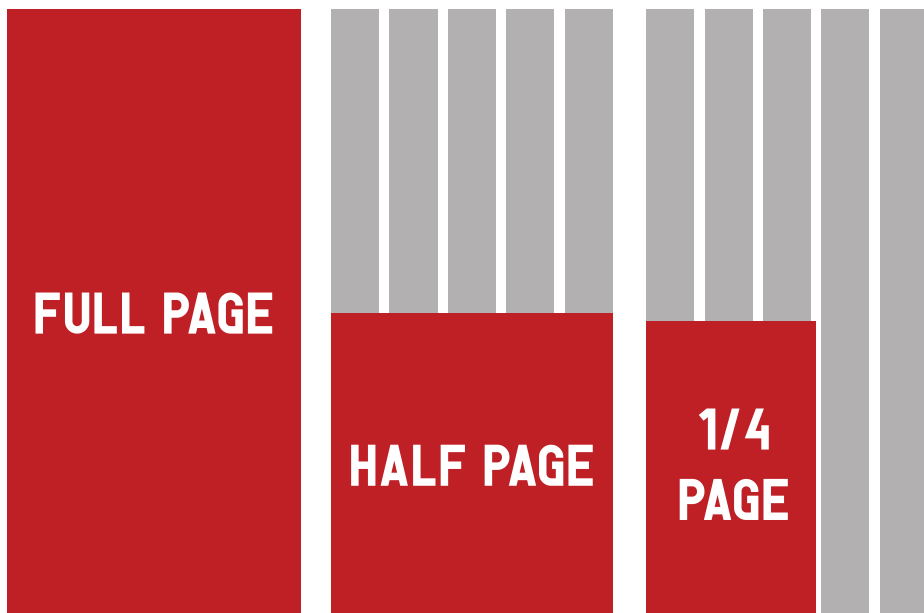
The Reflector is available at 23 racks on campus. This includes each of the residence halls, athletic buildings and all other major campus buildings.



Reflector Illustration/Google

Additional racks are located at the Kroger on US 31 and Flap Jacks on Madison Ave right off of UIndy's campus.

PRINT RATES



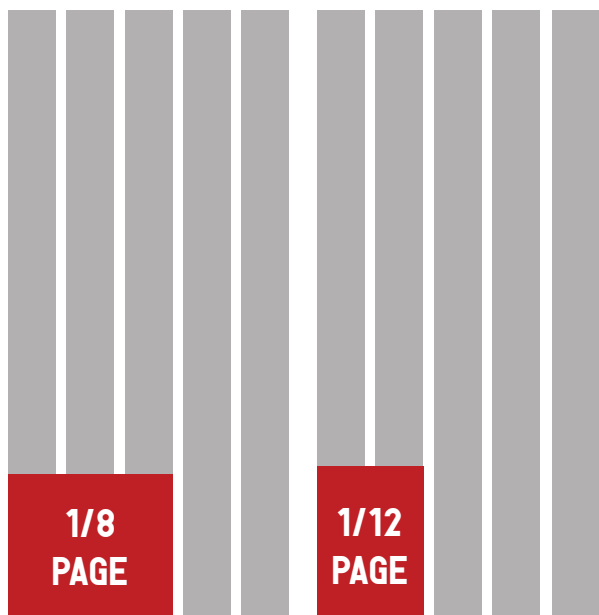
FULL PAGE

HALF PAGE

1/4 PAGE

The Reflector's page size is 27.9cm x 43.2cm and runs as an 8-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.



1/8 PAGE

1/12 PAGE

Size	Price	Colum	Inches
1/12	\$25 per issue	2c x 5"	4.6" x 5"
1/8	\$70 per issue	3c x 5"	6.9833" x 5"
1/4	\$125 per issue	3c x 10"	6.9833" x 10"
Half	\$225 per issue	5c x 10"	11.75" x 10"
Full	\$390 per issue	5c x 20"	11.75" x 20"

Discounts

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

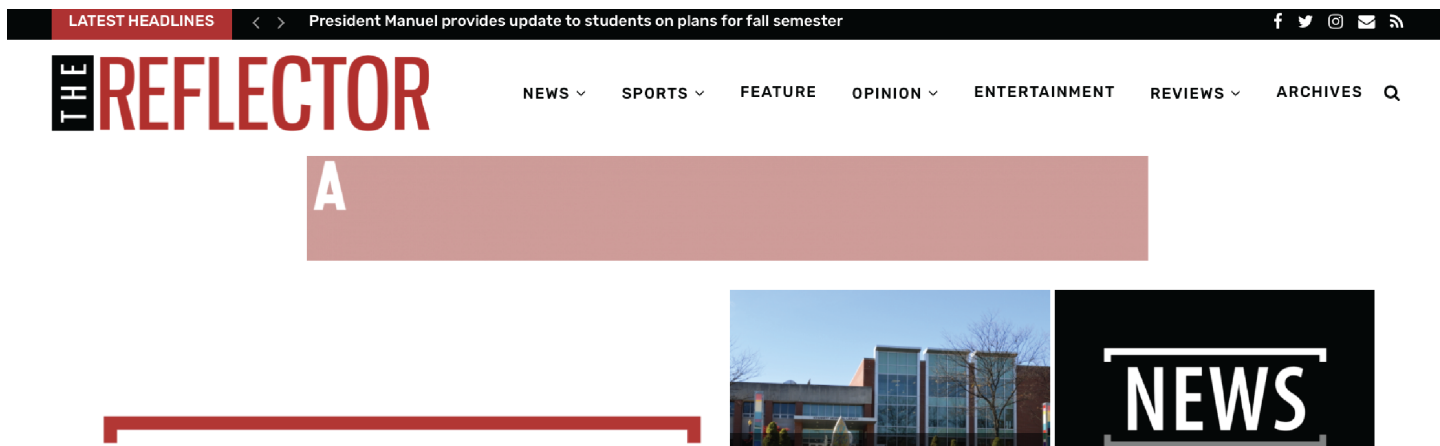
University Affiliation- University of Indianapolis programs and departments receive a 20% discount on the final price of the purchase on an advertisement.

ONLINE RATES

Advertisements will appear on all versions of the site, with adjustments made based on the device the site is viewed on. Here below are our size options and placement examples.

Leaderboard 720 x 90 pixels

A	Ad Impressions	Cost	CPM
	1,000	\$15	\$15
	3,000	\$45	\$15
	5,000	\$70	\$14
	10,000	\$130	\$13



Please make note:

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.

The Reflector has the ability to design an ad for you, please ask the Business Manager about this if interested.

Ads should be sent as a PDF (print ads) or PNG (online ads) to **reflector@uindy.edu**.

ONLINE RATES

Advertisements will appear on all versions of the site, with adjustments made based on the device the site is viewed on. Here below are our size options and placement examples.

Rectangle 300 x 250 pixels, Large Rectangle 336 x 280

B/C	Ad Impressions	Cost	CPM
	1,000	\$10	\$10
	3,000	\$30	\$10
	5,000	\$45	\$9
	10,000	\$80	\$8

The screenshot displays the homepage of the student newspaper, reflector.undy.edu. The layout includes a 'NEWS' section with several articles, a 'PRINT' section with the newspaper's masthead, and a 'FEATURE' section. Large red boxes labeled 'B' and 'C' indicate the placement of 300x250 and 336x280 pixel advertisements, respectively. A search icon is visible in the bottom right corner of the page.

ONLINE RATES

Half Page 300 x 600 pixels

D	Ad Impressions	Cost	CPM
	1,000	\$12	\$12
	3,000	\$36	\$12
	5,000	\$55	\$11
	10,000	\$100	\$10

OPINION



Less traditional pets deserve attention, respect

by Madison Gomez | Opinion Editor | April 28, 2020

Every day, I get up, turn on the salt lamp on my dresser, and open my blinds. I take some scissors and grab a piece ...



Senior Goodbye: Luke Ostenson

April 27, 2020



Senior Goodbye: Shayla Cabalan

April 27, 2020



Senior Goodbye: Cassandra Lombardo

April 27, 2020



L/P has served its purpose for most of the UIndy population

April 22, 2020

[VIEW ALL »](#)



ENTERTAINMENT

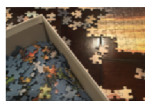


Best video games to play during



UIndy Pride discusses Drag Show Cancellation

April 22, 2020



Things to do during quarantine to get away from the TV

April 22, 2020



Virtual experiences and activities to do during

INSERTS

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 can be any size below 8 in x 10 in.

Examples of acceptable inserts



PUBLICATION DATES

Please note:

Dates in red are production days. Distribution days are highlighted in gray.

Winter Break

Fall 2020

August 19 ***Welcome Week Issue***

- September 23
- October 7
- October 21
- November 11
- November 25

Spring 2020

Dates to be determined soon. Spring semester publication dates are subject to change due to the COVID-19 pandemic.

We do not accept any print 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.

August '20

S	M	T	W	TR	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					

September '20

S	M	T	W	TR	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			

October '20

S	M	T	W	TR	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						

November '20

S	M	T	W	TR	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					

December '20

S	M	T	W	TR	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					

January '21

S	M	T	W	TR	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					

February '21

S	M	T	W	TR	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

March '21

S	M	T	W	TR	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				

April '21

S	M	T	W	TR	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

May '21

S	M	T	W	TR	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					