



# 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, faculty and staff 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](mailto:reflector@uindy.edu)

**Office Phone:** 317-788-3269

**Fax:** 317-788-3490

Please feel free to contact our business manager, **Olivia Cameron**, at [camerono@uindy.edu](mailto:camerono@uindy.edu), or at (574) 386-2575. 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+**

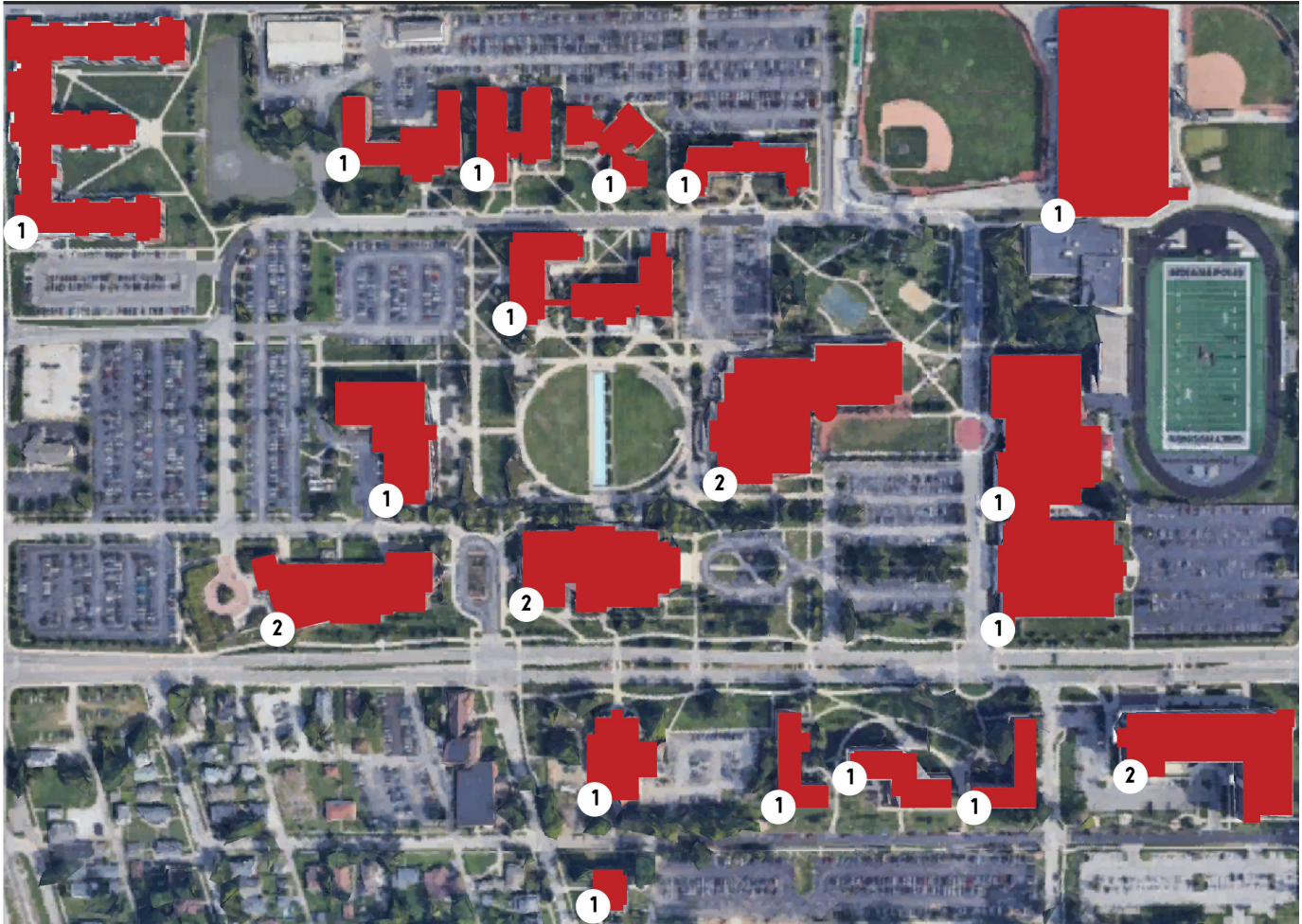
Full-time and part-time faculty members



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.



Satellite image from Google

**Additional racks are located** at the Kroger on U.S. 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	Column	Inches
1/12	\$25 per issue	2c x 5"	4.6"x5"
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" x10"
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 STATISTICS / RATES

## Statistics

The Reflector Online received more than **108,000 page views** during the **2019-20 academic year**. On average, that was more than **4,350 users a month** generating more than **9,000 page views**.

**During the fall 2019 semester**, The Reflector Online was visited by **139 users a day**, generating **332 page views** a day.

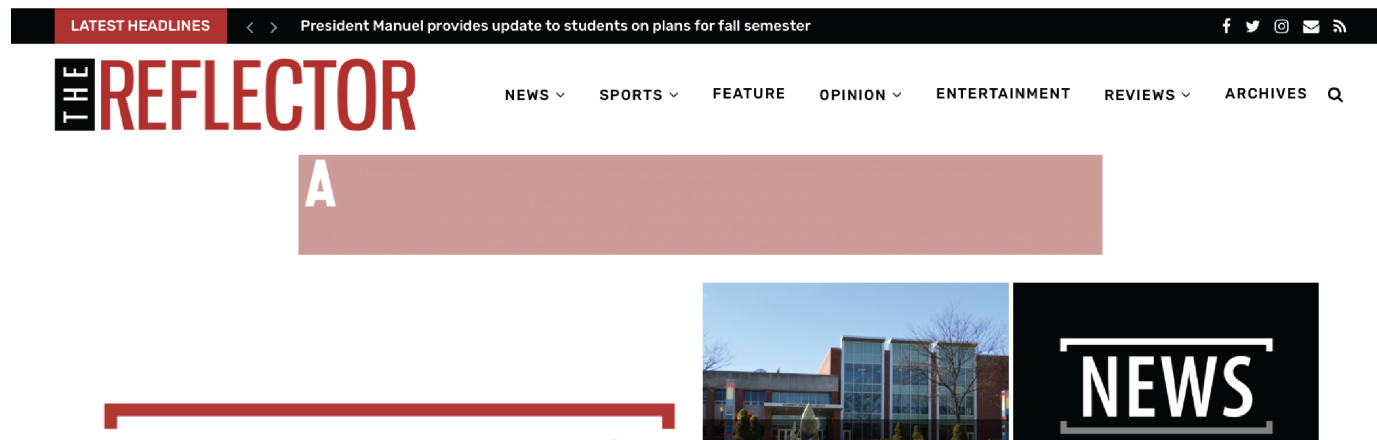
**During the spring 2020 semester**, The Reflector Online was visited by **150 users a day**, generating **326 page views** a day.

## 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.

### Leader Board 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



# 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

July 27, 2020

June 18, 2020

May 31, 2020

NEWS



**President Manuel provides update to students on plans for fall semester**

by Noah Crenshaw & Taylor Strnad | News Editor & Business Manager | July 12, 2020

NEWS  
REFLECTOR


**Students express concerns over academic calendar changes for the fall**

June 20, 2020

NEWS  
REFLECTOR


**Undy to begin Phase 1 of re-engagement plan on June 22**

June 18, 2020




**BLOG: Aftermath of May 30, 2020 protests in Indianapolis**

May 31, 2020



**BLOG: May 30, 2020 protests in Indianapolis**


PRINT



**men's basketball head coach**

by Jacob Walton | Sports Editor | April 30, 2020

On April 23, former Greyhound player and assistant basketball coach Paul Corsaro was announced as the new head men's basketball coach for the University of ...



**student-athletes return to coach after graduating**

April 16, 2020


SPORTS  
REFLECTOR

**Undy promotes from within for new Vice President for Intercollegiate Athletics**

April 15, 2020

VIEW ALL >

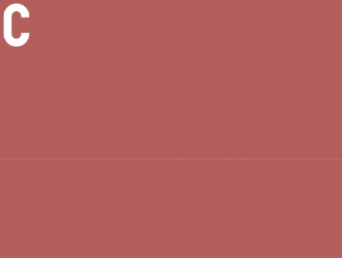
FEATURE



**Undy alum creates fitness app to monitor, reward screen time**

April 28, 2020

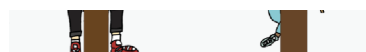
TWITTER



# 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



## 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: Cassandra Lombardo

April 27, 2020

OPINION  
REFLECTOR

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

April 22, 2020

[VIEW ALL »](#)

## ENTERTAINMENT

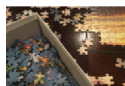


## Best video games to play during



## UIndy Pride discusses Drag Show Cancellation

April 22, 2020



## Things to do during quarantine to get away from the TV

April 22, 2020

ENTERTAINMENT

## Virtual experiences and activities to do during



## 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 PNG file to [reflector@uindy.edu](mailto:reflector@uindy.edu)



# 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

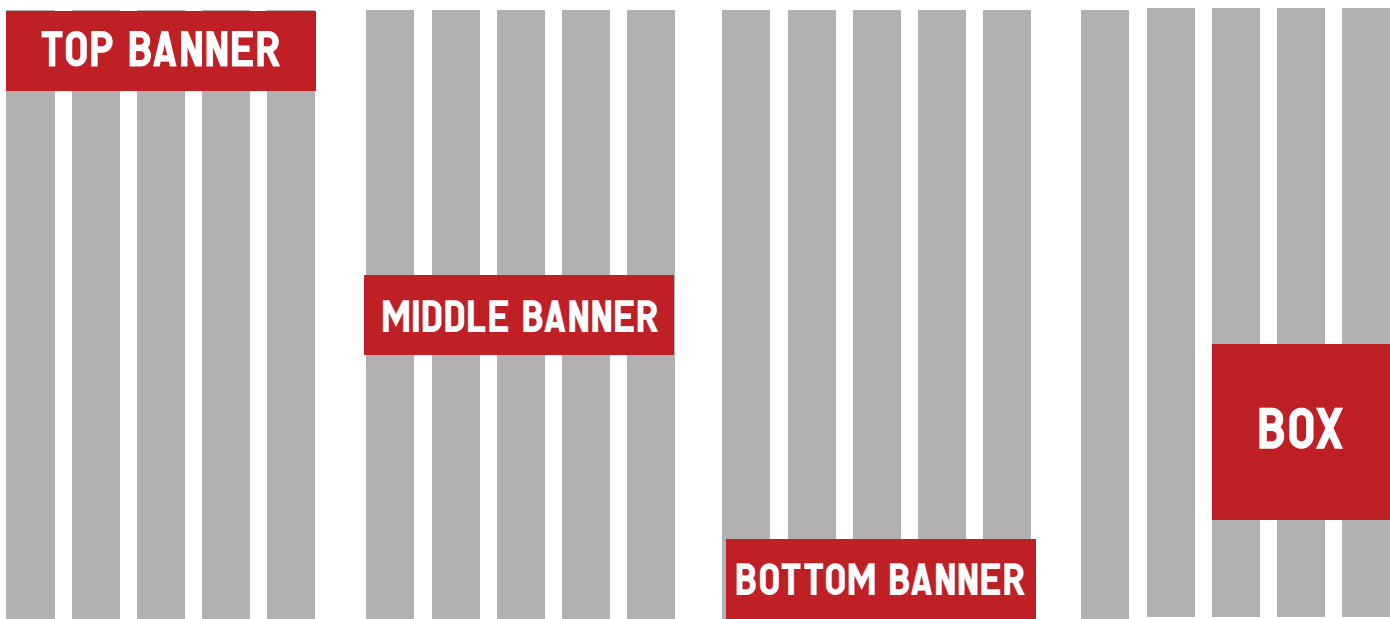


# E-NEWSLETTER RATES

The Rundown, The Reflector’s e-newsletter is sent out almost every week to more than 70 subscribers.

Standard Edition E-Newsletters are sent out via email every Wednesday, and Special Edition E-Newsletters are sent out occasionally throughout the year.

**Please make note:** There will be times throughout the academic year when the e-newsletter is not sent out.



Type	Standard Price	Special Edition Price	Pixels	<b>Please make note:</b> There is a \$15 increase for Special Edition ads.
Top Banner	\$75	\$90	728x90	
Middle Banner	\$50	\$75	728x90	
Bottom Banner	\$50	\$75	728x90	
Box	\$40	\$55	300x25	

# E-NEWSLETTER PUBLICATION DATES

## 2021

### JANUARY

Mo	Tu	We	Th	Fr	Sa	Su
28	29	30	31	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
1	2	3	4	5	6	7

### FEBRUARY

Mo	Tu	We	Th	Fr	Sa	Su
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
1	2	3	4	5	6	7
8	9	10	11	12	13	14

### MARCH

Mo	Tu	We	Th	Fr	Sa	Su
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	1	2	3	4
5	6	7	8	9	10	11

### APRIL

Mo	Tu	We	Th	Fr	Sa	Su
29	30	31	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	1	2
3	4	5	6	7	8	9

### MAY

Mo	Tu	We	Th	Fr	Sa	Su
26	27	28	29	30	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	1	2	3	4	5	6

**Please make note:** Dates highlighted in gray are Standard Edition release dates. A day highlighted in red is a Special Editon Day.

# PUBLICATION DATES

## Please note:

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

 Winter Break

## Fall 2020

August 19 **\*Welcome Week\***

September 23

October 7

October 21

November 11

November 25

## Spring 2021

February 10

February 24

March 10

April 14

April 28

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					