



# THE REFLECTOR

THE OFFICIAL STUDENT NEWSPAPER OF  
THE UNIVERSITY OF INDIANAPOLIS

Rate Card/Media Kit  
2023-2024

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, Elyssa Merrill, at [merrille@uindy.edu](mailto:merrille@uindy.edu). 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



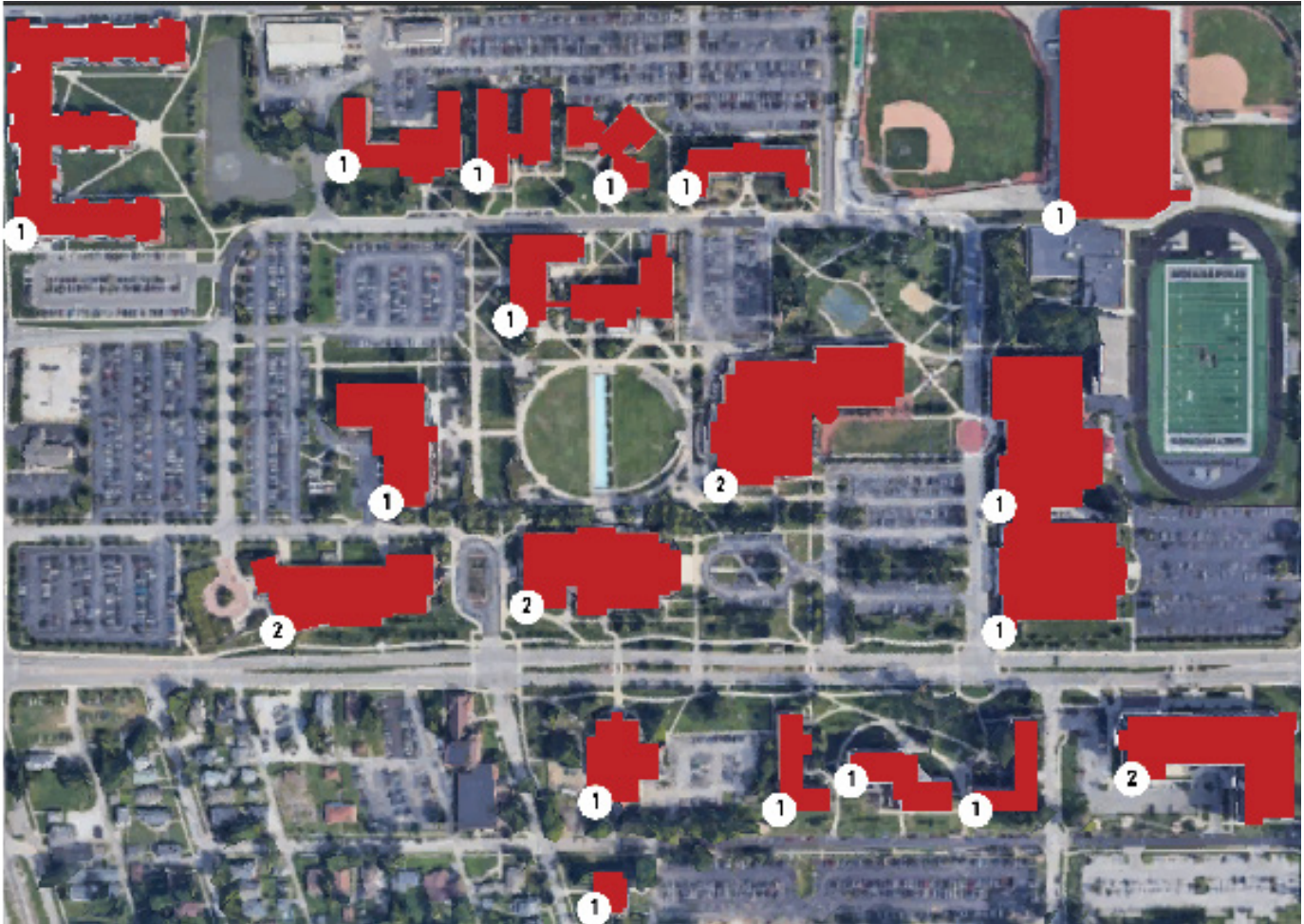
600+  
Full-time and part-time faculty members



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 Flap Jacks on Madison Ave. right off of UIndy's campus.

# Print Rates

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.

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" 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 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.

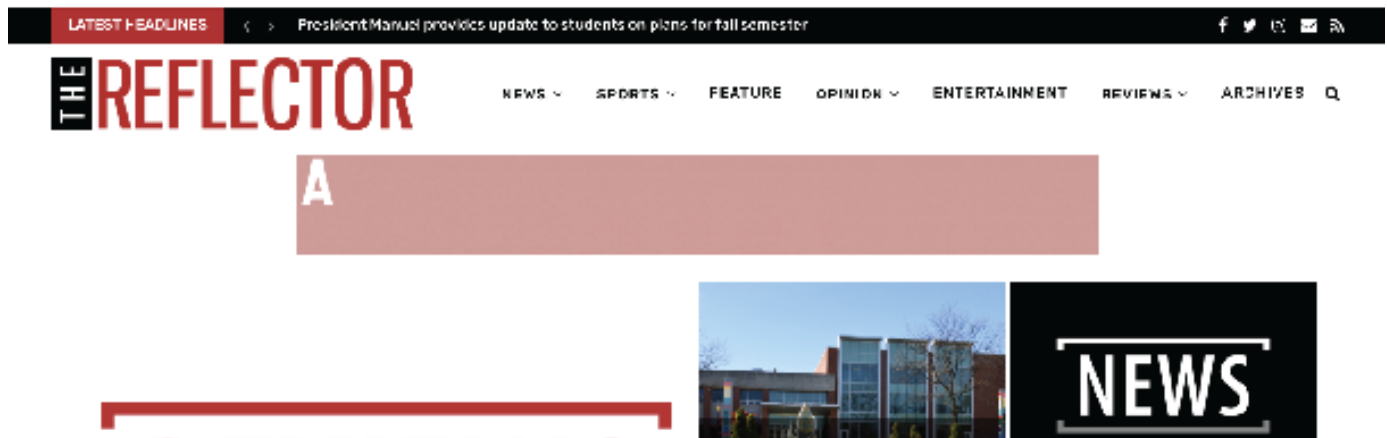
During the spring 2020 semester, The Reflector Online was visited by **150 users a day**, generating **326 page views** a day.

## 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

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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 shows the Reflector website layout with several ad placements:

- Top Navigation:** Dates for July 27, 2020, June 8, 2020, and May 11, 2020.
- NEWS Section:**
  - Large image of a building with a "NEWS REFLECTOR" overlay.
  - Article: "Student expresses concerns over academic calendar changes for the fall" (June 20, 2020).
  - Article: "Uindy to begin Phase 1 of re-engagement plan on June 22" (June 10, 2020).
  - Article: "President Manuel provides update to students on plans for fall semester" (July 17, 2020).
  - Article: "BLOG: Aftermath of May 30, 2020 protests in Indianapolis" (May 31, 2020).
  - Article: "BLOG: May 30, 2020 protests in Indianapolis" (May 30, 2020).
- SPORTS Section:**
  - Article: "student-athletes return to coach after graduating" (April 18, 2020).
  - Article: "Uindy promotes from within for new Vice President for Intercollegiate Athletics" (April 15, 2020).
- FEATURE Section:**
  - Article: "men's basketball head coach" (April 23, 2020).
  - Article: "Uindy alum creates fitness app to monitor, reward screen time" (April 22, 2020).
- PRINT Section:** "THE REFLECTOR" logo.
- TWITTER Section:** Placeholder for social media content.

# 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

The screenshot shows a website layout with several article cards. The first card is titled "Less traditional pets deserve attention, respect" by Melissa Gomez, dated April 26, 2020. Below it is an "OPINION" section with a "REFLECTOR" logo. To the right is a "Senior Goodbye" article by Cassandra Lombardo, dated April 17, 2020. Below that is an article titled "U/P has served its purpose for most of the UIndy population" dated April 14, 2020. A "VIEW ALL >" button is located below the opinion section. The "ENTERTAINMENT" section features a list of video games: "The Last of Us", "Days Gone", "Red Dead Redemption 2", "Grand Theft Auto V", and "Assassin's Creed: Odyssey". To the right of this list are two more article cards: "UIndy Pride discusses Drag Show Cancellation" dated April 17, 2020, and "Things to do during quarantine to get away from the TV" dated April 12, 2020. A large red placeholder box labeled "D" is positioned on the right side of the page.

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

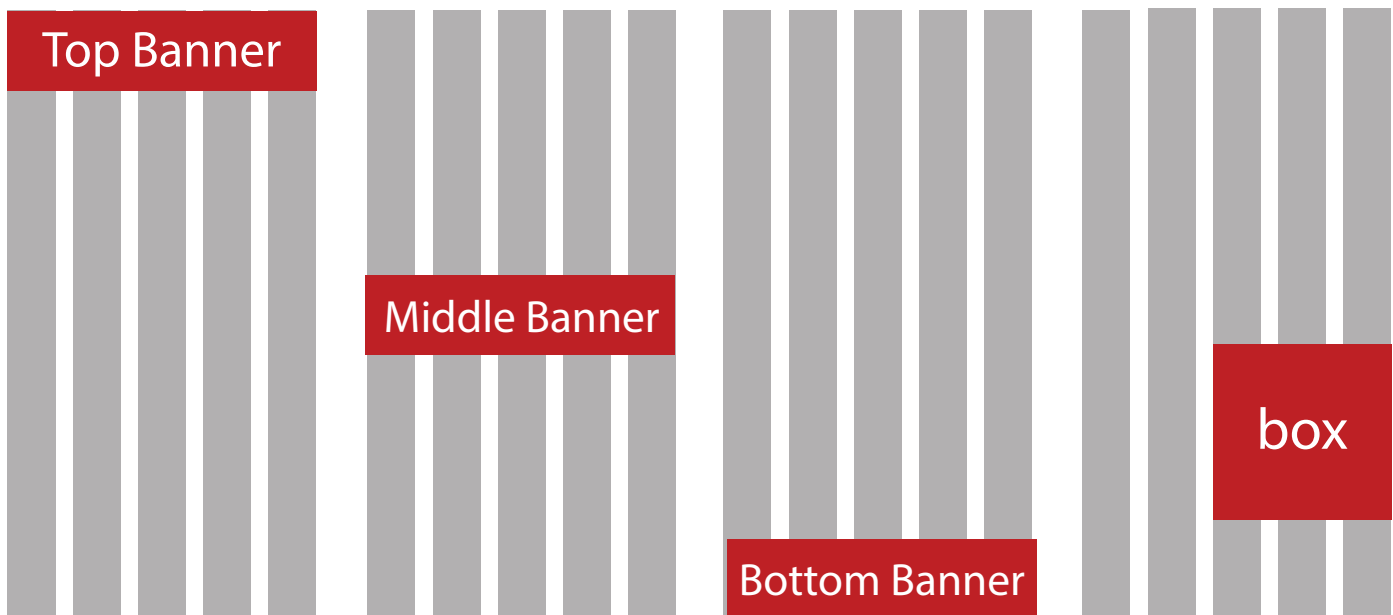


# E-Newsletter Rates

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
Top Banner	\$75	\$90	728x90
Middle Banner	\$50	\$75	728x90
Bottom Banner	\$50	\$75	728x90
Box	\$40	\$55	300x25

Please make note: There is a \$15 increase for Special Edition ads.

# E-Newsletter Publication Dates 2023-2024

Wednesday, Aug. 23

Wednesday, Sept, 27

Wednesday, Oct. 11

Wednesday, Nov. 8

Tuesday, Nov. 21

Wednesday, Dec. 13

Wednesday, Feb. 7

Wednesday, Feb. 21

Wednesday, Mar. 6

Wednesday, Apr. 10

Wednesday, Apr. 24

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

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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.