



Knowledge that will change your world

MEDIA KIT 2018-2019



@UABSTUDENTMEDIA

CONNECTING YOU TO THE FUTURE



ABOUT STUDENT MEDIA

UAB Student Media is the home of the University of Alabama at Birmingham's student-run media outlets. They include Kaleidoscope, an award-winning weekly newspaper; BlazeRadio, our 24-hour online radio station; Aura, a much-heralded literary arts magazine; and UABTV, original, web-based video programming. UAB students operate all media. The articles, posts, newscasts and opinions are solely those of its student writers, producers, editors, deejays, etc. They connect to what students want to read, hear, see... and buy.

FIND US

We are located in suite 130 of the Hill Student Center at the University of Alabama at Birmingham.

Mailing address:

1400 University Blvd.
Suite 130
Birmingham, AL 35233

Email:

Ashley Hill
Sales Executive
sales@uabblazermedia.com

Call us at 205-996-6543.

FACTS AND FIGURES

6,000



copies of The
Kaleidoscope
delivered every week.



38.8%

61.2%

Student snapshot Fall 2017

\$3.62

billions spent by
UAB affiliates

20,902

students enrolled
Fall 2017



3.1k+



6.3k+



2.4k+

PRINT AND ONLINE

FULL PAGE: 9.88 x 20.7 IN.

HALF PAGE:
9.88 x 10.5 IN.

QUARTER: 4.94
x 10.5 IN.

EIGHTH PAGE:
4.94 x 5.25 IN.

PRINT DATES '18-19

July 16	Oct. 30	Feb. 12
Aug. 28	Nov. 6	Feb. 19
Sept. 4	Nov. 13	Feb. 26
Sept. 11	Nov. 27	March 5
Sept. 18	Dec. 4	March 19
Sept. 25	Jan. 8	March 25
Oct. 2	Jan. 15	April 2
Oct. 9	Jan. 22	April 9
Oct. 16	Jan. 29	April 16
Oct. 23	Feb. 5	

PRINT

With more than 50 years of experience, The Kaleidoscope news outlet shares the unique student voice of UAB. The Kaleidoscope spreads news, entertainment and sports every Tuesday in print at more than 60 locations across greater Birmingham and on campus.

Special issues include the summer First-Year Flyer mailed home to incoming students, Welcome Back and Best of UAB in the spring. Please inquire directly about special issue rates.

Full	\$565	\$625	\$815
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Quarter	\$140	\$155	\$205
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Page reservation is +10 percent for the back cover.
Inserts must be full run (6,000) at \$420.

ONLINE

All four of Blazer Student Media outlets have robust social media accounts, from Facebook and Twitter to Instagram and Snapchat. Reach our audience right in the palm of their hands.

TWEETS

3-5 tweets per month..... \$20 each
6-10 tweets per month..... \$15 each
+10 tweets per month..... \$10 each

STORIES

Using Instagram or Facebook, we create a branded story for your business or cause.

Steel package: 3-5 still images, \$100

Alive package: 3-minute live stream on location, \$150

EVENTS & SERVICES

EVENTS

UAB Student Media's trained student DJs and professional sound equipment can help add the right atmosphere at your next event. Increase your reach with our live remotes: we host one of our shows on-site and streaming live on social media and the station.



DJ SERVICES

Includes sound equipment, set-up, and custom playlist

\$40/HOUR



LIVE REMOTE

2 Hours
1 hour live on BlazeRadio
1 hour DJ service
Up to 30 minutes streaming on Facebook, Instagram or Twitter

\$500



ADD-ONS:

Hosting: \$20
Photographer: \$50
Videographer:
Starts at \$100



VIDEO

We're here for your social media video and commercial needs. Our trained broadcast and video production students will help develop the concept, write the script and deliver the video.

30 SECONDS

\$350

60 SECONDS

\$475

INCLUDES

One hour script and concept development meeting
Two hours on-site filming in Greater Birmingham
Two video edits

For custom projects, please contact Production Manager Patrick Johnson at plj3@uab.edu.

SPONSORSHIPS

BLAZERADIO

Whether it's political talk, country or urban contemporary, your favorite show at BlazeRadio can now be sponsored.

Sponsorship includes two 30-second announcements per show, logo/name included on all promotional materials, and social media shoutouts.

\$750
per semester

\$1350
academic year



AURA LITERARY ART MAGAZINE RELEASE

Tap into the creative side of UAB with Aura literary arts magazine. The award-winning magazine releases two editions each year with release events in the heart of campus. Sponsorship supports the arts and includes a back cover logo, tabling at the release event and sponsorship announcements during the event and online.

Please contact us with interest in this specialty offering.

POLICIES

ARTWORK

- All graphics must be camera-ready or subject to creative service fees. Camera-ready means the graphic is the correct size and specifications.
- For print ads, PDFs are preferred. The artwork must be 300 DPI and CMYK with fonts embedded.
- Creative services fees for those needing artwork created is \$20 per hour.
- Social media graphics must be JPG and sized for the specific platform.

DEADLINES

- For ads in the Kaleidoscope, a physically signed ad contract must be received by 5 p.m. Wednesday prior to the issue date.
- Camera-ready ads must be received by Thursday at noon prior to the issue date.
- Event services must be requested at least two weeks in advance.
- Social media ads must have a signed contract five business days before placement date.
- Title sponsorships for Aura literary arts magazine are due October 1 and March 1.

PAYMENT

- All check or money order payments must be mailed to: UAB Student Media, ATTN: Jackie Alexander, 1400 University Blvd. Suite 130, Birmingham, AL 35294.
- All invoices for print ads are due with 30 days of invoicing. Any overdue invoices may be subject to a 2 percent late fee.
- All event services and sponsorships must be prepaid and are subject to a \$25 administrative fee.
- Festival and political advertising must be prepaid.
- Student Media reserves the right to require prepayment at any time on any account and/or refuse to run further advertising until payment is made in full.
- Advertising or contracts cancelled by the deadline date will be refunded or not billed. Any client failing to cancel before deadline will be fully responsible for the contents of the contract.

RESTRICTIONS

All of University of Alabama at Birmingham's Student Media organizations reserve the right to reject any advertisement or underwriting message. Advertisements or underwriting messages that discriminate on the basis of race, ethnicity, creed, color, disability, sexual orientation or gender expression will not be accepted.

Advertisements that Student Media or its member organizations deem false or misleading will be rejected. Advertisements and underwriting messages for products, services or promotions that are illegal in the state of Alabama will be rejected.

Alcohol and tobacco advertising is not accepted. Students, faculty or staff placing advertisements or underwriting messages on behalf of businesses, whether those are personal businesses or whether they are employees of one, will not be eligible for any student/staff/ organization discounts and will be charged the full local or national rates as applicable.

Student Media is not liable for any error in any advertisement or underwriting message submitted camera- or broadcast-ready.

HAVE QUESTIONS? CONTACT US AT [JDALEXA@UAB.EDU](mailto:jdalexa@uab.edu).