

Draw a crowd!



We have access to UAB's 30,000-member community; and as an advertiser, so will you!



•Every Tuesday* Kscope student newspaper distributes **6,000** copies across the UAB community and surrounding Birmingham areas!

•Our on-campus newspaper pickup rates climb as high as **82 percent** and as high as **91 percent** off campus.

•BlazeRadio broadcasts music and talk **24 hours a day, 7 days a week** via the web, a convenient phone app and at various on-campus live remotes throughout the year!

•Our new and improved website – www.uab.edu/studentmedia – has nearly **8,500** unique visitors every month and those numbers are climbing!

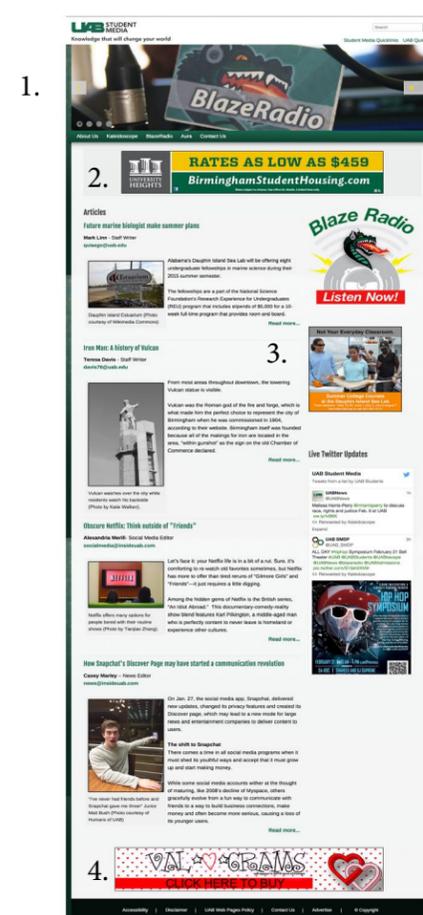
Print Schedule

Fall 2015	Spring 2016	Summer 2016
<input type="checkbox"/> August 25	<input type="checkbox"/> January 12	<input type="checkbox"/> June 7
<input type="checkbox"/> September 1	<input type="checkbox"/> January 19	<input type="checkbox"/> July 5
<input type="checkbox"/> September 8	<input type="checkbox"/> January 26	
<input type="checkbox"/> September 15	<input type="checkbox"/> February 2	
<input type="checkbox"/> September 22	<input type="checkbox"/> February 9	
<input type="checkbox"/> September 29	<input type="checkbox"/> February 16	
<input type="checkbox"/> October 6	<input type="checkbox"/> February 23	
<input type="checkbox"/> October 13	<input type="checkbox"/> March 1	
<input type="checkbox"/> October 20	<input type="checkbox"/> March 8	
<input type="checkbox"/> October 27	<input type="checkbox"/> March 15	
<input type="checkbox"/> November 3	<input type="checkbox"/> March 29	
<input type="checkbox"/> November 10	<input type="checkbox"/> April 5	
<input type="checkbox"/> November 17	<input type="checkbox"/> April 12	
<input type="checkbox"/> November 30	<input type="checkbox"/> April 19	
<input type="checkbox"/> December 1		

•UAB Student Media•

1110 12th St. South
Birmingham, AL 35205
(205) 934-3354

Unique web visitors



- Rotating Banner Ad**
(960 x 247px)
\$225 per week
\$950 per month
- Prominent Banner Ad**
(700 x 125px)
\$200 per week
\$750 per month
- Web Marquee Ad**
(250 x 250-450px)
\$75 per week
\$200 per month
- Lower Banner Ad**
(700 x 125px)
\$125 per week
\$400 per month

Thousands of followers

Get access to our nearly **6,000** followers on social media!

Light Social Media Package (\$50/week):
one advertisement per day pushed through Twitter, Facebook, or Instagram regarding the business or product. All social media advertisements must include a featured sale, discount, or pricing.

Heavy Social Media Package (\$100/week):
three advertisements per day (morning, noon, evening) pushed through Twitter, Facebook, or Instagram regarding the business or product. All social media advertisements must include a featured sale, discount, or pricing.



Facebook
/UABKscope
/BlazeRadio.org

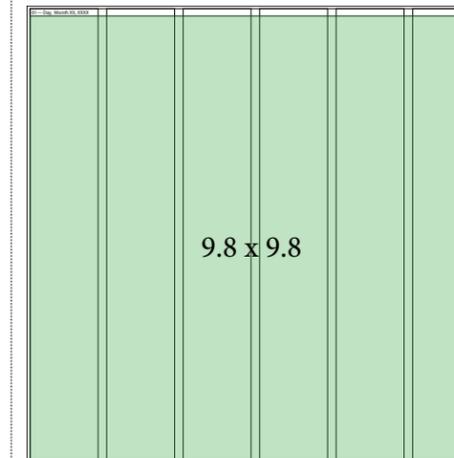


Twitter
@UABKscope
@BlazeRadio



Instagram
@UABKscope
@BlazeRadioUAB

Your ad seen by the masses



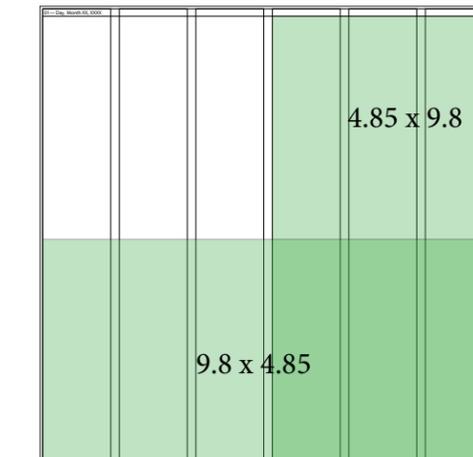
Full Page

	Color	B & W
Local -	\$625	\$475
Campus/ Non-Profit -	\$565	\$425
National -	\$815	\$615



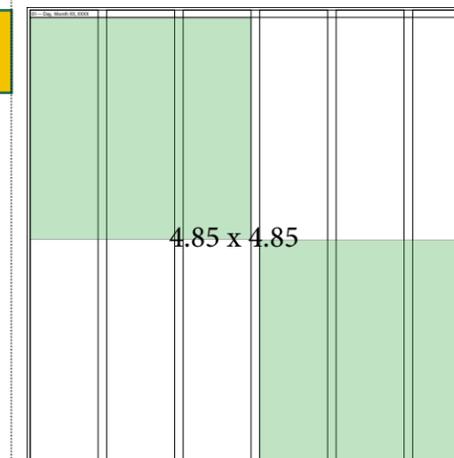
Half Page

	Color	B & W
Local -	\$315	\$235
Campus/ Non-Profit -	\$280	\$210
National -	\$410	\$305



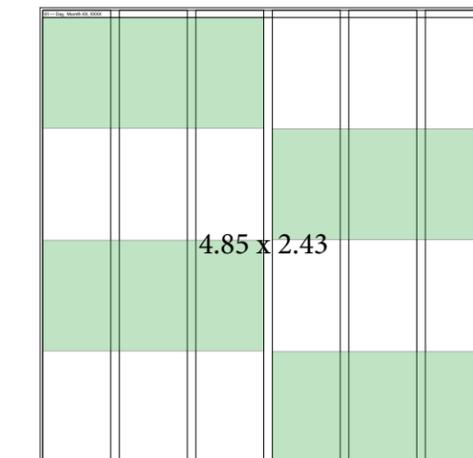
Quarter Page

	Color	B & W
Local -	\$155	\$115
Campus/ Non-Profit -	\$140	\$105
National -	\$205	\$155



Eighth Page

	Color	B & W
Local -	\$80	\$60
Campus/ Non-Profit -	\$70	\$55
National -	\$105	\$75



* We print 31 issues during the school year and summer.



-Student Media- Advertising Kit

-Combo Packages- Want to bundle a few of our advertising offers?

Maximize your exposure across all of our brands.
These combinations bring together the best of all of our mediums.

Combo	Print Size	Underwriting Package	Web Ad	Social Media	Campus/ Non-Profit	Local	National
FRESHMAN	1/8th	Basic	Marquee	Light	\$240	\$250	\$275
SOPHOMORE	1/8th	Basic	Marquee	Light	\$290	\$300	\$320
JUNIOR	1/4th	Basic	Lower Banner	Light	\$365	\$375	\$425
SENIOR	Half	Standard	Lower Banner	Light	\$520	\$550	\$635
GREEN	Half	Standard	Prominent Banner	Heavy	\$565	\$595	\$670
GOLD	Full	Standard	Prominent Banner	Heavy	\$775	\$820	\$965
BLAZER	Full	Advanced	Prominent Banner	Heavy	\$835	\$885	\$1025
#SPITFIRE	Half x 2	Advanced	Rotating Banner x 2	Heavy	\$1025	\$1070	\$1205
BLAZER VICTORY	Full x 2	Advanced	Rotating Banner x 2	Heavy	\$1365	\$1445	\$1705