

Student Media

Advertising Media Kit

Crescent Magazine and Fireside Aces Radio

Put your business, event, or offer alongside University of Evansville student journalism and programming. Start with a website campaign, add podcast or radio messages, or reserve a magazine package with digital advertising included.

A community worth connecting with

Our advertising is designed for businesses and organizations that want to connect with UE students, faculty, staff, parents, alumni, and the surrounding community. Restaurants, local retailers, service providers, employers, and event organizers can pair a clear offer with a direct way to respond.

UE describes its student community as more than 2,000 undergraduate, graduate, and adult students. This is campus context, not a count of Student Media readers or listeners. Faculty, staff, families, and community members broaden the potential market; their audience totals have not been measured here.

Campus context: University of Evansville Fast Facts, evansville.edu/aboutue/facts.cfm, accessed October 29, 2026.

Our latest website activity

Past 30 days	Crescent website	Fireside website
Active users	2,000+	249
Views	3,000+	Not reported
Sessions	Not reported	314
Events	8.4k	1.6k

Rolling past 30 days, as reported by Student Media in October 2026. Figures are team-reported and not independently audited. Events are interactions, not people or ad impressions. Site users are not necessarily UE students; website activity does not measure all app or audio listening.

Podcast and radio listening

Podcasts average approximately 1,000 downloads per 10-episode season, according to Student Media, or about 100 per episode as a simple season average. Results vary by show and episode; downloads do not establish unique listeners.

Radio listening is estimated by Student Media at 20–25 listeners daily and has not been independently verified. Radio is available through the internet station and app, separate from website traffic.

Audiences can overlap across channels. Campus population, website users, downloads, and estimated listeners should not be added together. Advertising does not guarantee audience size, impressions, clicks, redemptions, or sales.

Website advertising

Our 2026 website rates offer an accessible way to test a local message. Each rate covers one ad unit on one agreed page for 30 consecutive days, with a link to your website, offer, registration page, or menu.

Crescent website rates

Placement	30 days	Scope
Homepage banner	\$100	One agreed homepage position
Section or issue sponsor tile	\$60	One section landing page or issue page
Top of article	\$60	One selected article page
Middle of article	\$45	One selected article page
Bottom of article	\$25	One selected article page

Fireside website rates

Placement	30 days	Scope
Listen page sponsor unit	\$60	One sponsor unit on the listen page
Homepage sponsor unit	\$40	One agreed homepage position
Podcast or video page sponsor tile	\$40	One selected show or production page

2026 rates supersede the previous 16-week website schedule. Placements are subject to page suitability and availability. No sitewide delivery or category exclusivity is included; any rotation must be disclosed in the order.

Make the advertisement useful

Lead with one offer and one action: redeem a coupon, view a menu, apply for a job, buy a ticket, or register for an event. A tagged link, QR code, or dedicated offer code can help you measure response. Advertisers supply offer terms and expiration dates.

Creative and campaign details

Before booking, we confirm the live page, position, desktop and mobile dimensions, accepted file type, destination link, and start and end dates. New positions are confirmed only after the page can support them. Custom design or audio production is quoted separately before work begins.

Campaign reporting covers delivery dates and any agreed, available click or redemption data. Ad impressions are included only when impression measurement has been implemented and validated. The website totals on page 1 are historical context, not promised ad delivery.

Magazine and digital packages

Each magazine package includes your advertisement in one digital flip-through issue and one linked Crescent website placement for 30 days. A color print placement in that issue is included when the print edition is funded and confirmed.

2026 magazine package rates

Magazine placement	Per issue	Included website placement
Double inside front cover	\$900	One homepage banner
Back cover	\$650	One homepage banner
Inside front cover	\$600	One top-of-article ad
Inside back cover	\$550	One top-of-article ad
Full page	\$500	One middle-of-article ad
Half page	\$275	One middle-of-article ad
Quarter page	\$150	One bottom-of-article ad

One selected article page is included where specified. Website placement dates and pages are agreed in the order. Included digital space is part of the package price; it is not charged again. These package prices replace the 2023–24 magazine rate card.

Print depends on advertising support

Our target is \$1,500 in advertising revenue allocated to an issue to support a planned 1,500-copy print edition. Before finalizing print-dependent orders, we confirm funding, quantity, and distribution dates. A smaller run may be offered with its quantity disclosed. Campus-wide readership is not guaranteed.

If print is not funded, we agree on a digital-only alternative and price before invoicing. Printed copies are distributed around campus; copies printed do not equal readers.

Artwork dimensions from the original sheet

Format	Listed dimensions	Format	Listed dimensions
Double IFC	18 × 11	Covers	9 × 11
Full page	8 × 10.8125	Half page	8 × 4.8125
Quarter page	2.25 × 2.75		

Dimensions are preserved from the original mechanical guidelines. Units and final trim, bleed, and safe margins must be confirmed before artwork production; the quarter-page dimensions require confirmation. Ask for the current file, resolution, and color specifications.

Coupons and direct response

Include an offer code or QR code in the magazine artwork and link the website unit to the same offer. A coupon can give readers a reason to keep the issue or take action. Any clickable link inside the flip-through is subject to platform support and is confirmed separately.

Podcast advertising and sponsorships

Buy a single commercial message or become a sponsor with a larger role in an episode or season. Commercial placements and sponsorships are separate products with different benefits.

Podcast commercial placements

Commercial option	Per episode	Included delivery
Recorded commercial	\$50	One advertiser-supplied 15–30 second spot in one episode
Host-read commercial	\$125	One 15–30 second host-read message and call to action in one episode

Commercials include one placement, not the three mentions or promotional benefits of sponsorship. Position and release date are agreed in the order. Custom commercial production is quoted separately before work begins.

Podcast sponsorship opportunities

Sponsorship	Price	Included benefits
Episode sponsor	\$500	Beginning, middle, and end sponsor mentions in one episode, with a coordinated message and call to action
Half-season sponsor	\$2,500	Episode-sponsor benefits in five agreed episodes: 15 sponsor mentions in total
Show sponsor	\$5,000	Episode-sponsor benefits in a defined 10-episode season: 30 mentions, plus the website and social benefits below

Show sponsor promotion

A show sponsor receives a linked sponsor graphic at the top of the podcast show page for the agreed season campaign dates, plus a sponsor tag or credit in each show-related social post published during that period. The three mentions in each sponsored episode identify the sponsor and connect the message to an agreed call to action.

A show sponsorship covers one 10-episode season, not the lifetime of a show. Campaign dates, episodes, sponsor wording, page placement, and available social accounts are confirmed in writing. No minimum social-post count or audience response is guaranteed. Other episode counts are quoted separately; category exclusivity is not included.

Anonymous sponsorship

Individuals and organizations may support an episode, five episodes, or a season anonymously at the same sponsorship prices. Student Media retains the sponsor's identity for booking and administration, but omits public names, brand messages, links, and social tags. An optional acknowledgment such as "Supported by an anonymous sponsor" can be agreed in advance; completely uncredited support is also available.

Anonymous support replaces promotional benefits with support for the selected programming. Named sponsors receive the package benefits above. Sponsorship does not purchase editorial control or favorable coverage; a host-read message does not imply personal use or endorsement.

Radio advertising and booking

Add scheduled radio messages to your campaign or combine website, magazine, and podcast placements. Each order defines the delivery you are purchasing and the creative materials needed to run it.

2026 radio rates

Package	30 days	Included delivery
Radio sponsor	\$50	One scheduled 15–30 second message daily, 30 total
Radio sponsor plus	\$100	Two scheduled 15–30 second messages daily, 60 total

Daily means each day of the agreed 30-day campaign. Advertiser-supplied audio; production quoted separately. Schedule and technical delivery are confirmed before booking. A scheduled message is a delivery commitment, not a listener or impression guarantee.

Choose a campaign

Website campaigns start at \$25 for 30 days. Podcast commercials start at \$50 per episode, and three-mention episode sponsorships are \$500. A full-page magazine package is \$500 per issue with digital advertising included and print subject to funding confirmation. Combine channels by adding their listed rates; benefits already included in a sponsorship are not charged again.

Prepare your message

Choose one clear offer and destination link or response code. For audio, provide the business name, pronunciation, key message, offer terms, and call to action. We confirm audio format, message length, deadlines, and any production charges before work begins. Sponsorship messages are developed with the show team; commercial recording or custom production is quoted separately.

Book with Student Media

Send your goal, preferred channel, dates, budget, offer, destination link, and available artwork or audio. We confirm the placement, price, delivery schedule, creative requirements, production charges, and available reporting before the campaign begins. Advertising space does not purchase editorial coverage or influence.

Contact

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2026 rate card • Updated October 29, 2026. Rates are in US dollars. Contact details are carried forward from the original sales sheet. Space and schedules are subject to availability; final campaign scope is confirmed in writing.