



Student Media

at Florida International University

MEDIA KIT

2021-2022

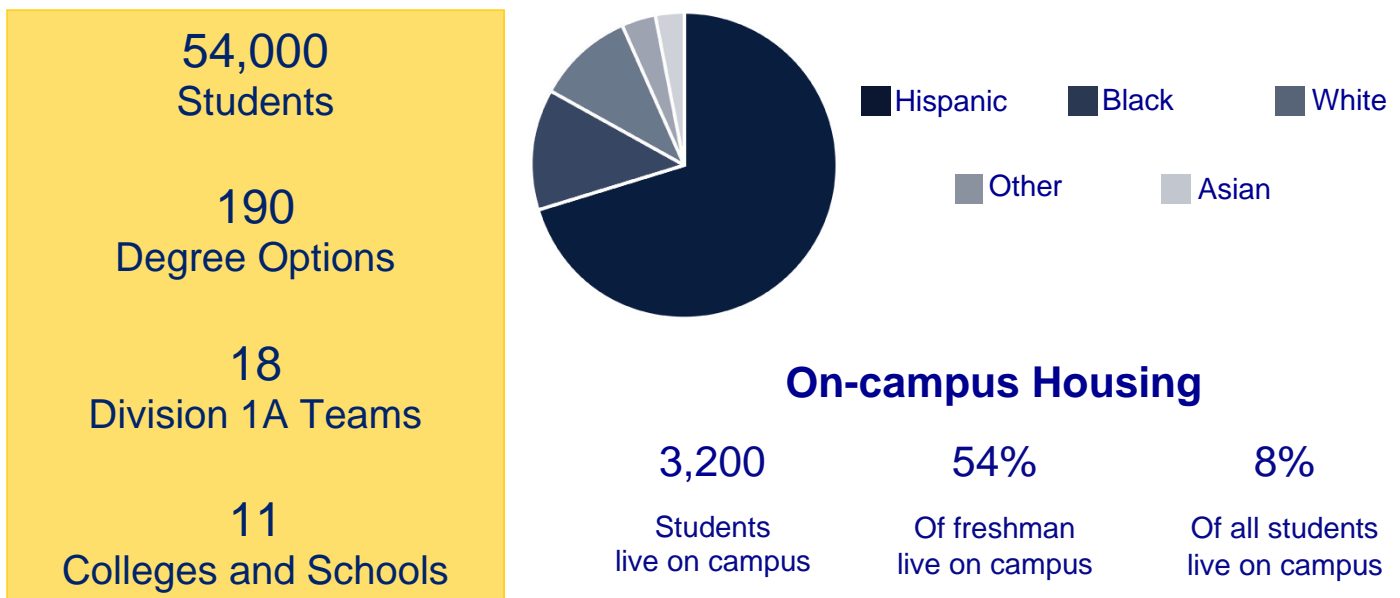
FIU STUDENT MEDIA



FIU Student Media consists of three student-run mediums: PantherNOW newspaper, The Roar radio station and the PantherNOW.com website.

As the largest public university in South Florida, FIU has a total enrollment of over 54,000 undergraduate and graduate students. Our media variety can get your message to reach the University's growing market.

DEMOGRAPHICS



POLICIES AND CONDITIONS

Artwork should be e-mailed with advertiser contact information, the ad size purchased, run date(s) and color preference. It is the responsibility of the advertiser to ensure artwork has been received by the deadline. No advertisement will be accompanied by news stories. Refunds will be made only in credit for future ads. No credit refund will be given if ad is canceled after the deadline.

Ads must be in English. Ads that are discriminatory, degrading or insulting on the basis of race, gender, creed, sexual orientation and/or national origin will not be accepted. Ad material cannot infringe copyright, trademark or other property rights. Advertisements that offer pyramid or other commission jobs that do not involve the sale of a legitimate product are prohibited. FIUSM reserves the right to reject ads considered distasteful or libelous. Each advertiser agrees to indemnify and hold blameless Florida International University and its staff from and against any and all loss, costs and expenses, including reasonable attorney fees, resulting from the publication by Student Media of any and all advertisements.

RADIO ADS



88.1 FM

95.3 FM

96.9 FM

Named Miami New Times' 2012 best radio station and 2016 No. 2 local radio station.

UNDERWRITING SPOTS

The Roar is a college radio station; therefore, it falls under the FCC category of a “noncommercial radio station.” In compliance with FCC rules and regulations, the only way to have your business or vent mentioned on air is to become an underwriting sponsor. Underwriting announcements provide on-the-air broadcasts about your company, organization, or event in exchange for station sponsorship.

Underwriting Spot Prices

5 Spots - \$100
10 Spots - \$170
25 Spots - \$380
50 Spots - \$650
80 Spots - \$800
100 Spots - \$1,000

Certain FCC rules and regulations apply to announcements on non-commercial stations

1. Donor/Underwriter announcements may be up to 30 seconds
2. Donor may be identified by name, phone number, address and/or service without the use of qualitative terms.
3. Donor announcements may not urge people to call, stop or go by their place of operations
4. Donor's description of products and/or services may include brand names and trade names which air in identifying the donor.
5. Donor announcements may include the donor's logo defined as identifying its products and/or services in a value generic sense
6. Donor announcements cannot be comparative
7. No reference to alcohol/tobacco is to be mentioned.

Spots are first distributed on the basis of availability, and second by the underwriter's preference. An additional production fee may apply depending upon whether the underwriter submits their own produced spot, or one is made by the station. Furthermore, production costs are determined by the level of work done for the spot.

ONLINE ADS

PantherNOW's website provides multimedia news with video features and blogs, extending the coverage of Panther NOW and The Roar to the World Wide Web.

AD OPTIONS

Premium Banner – Monthly
728 x 90 pixels
On-campus departments: \$530
Open advertisers: \$635

Premium Sidebar – Monthly
336 x 280 pixels
On-campus departments: \$375
Open advertisers: \$500

Low Banner – Monthly
728 x 90 pixels
On-campus departments: \$230
Open advertisers: \$265

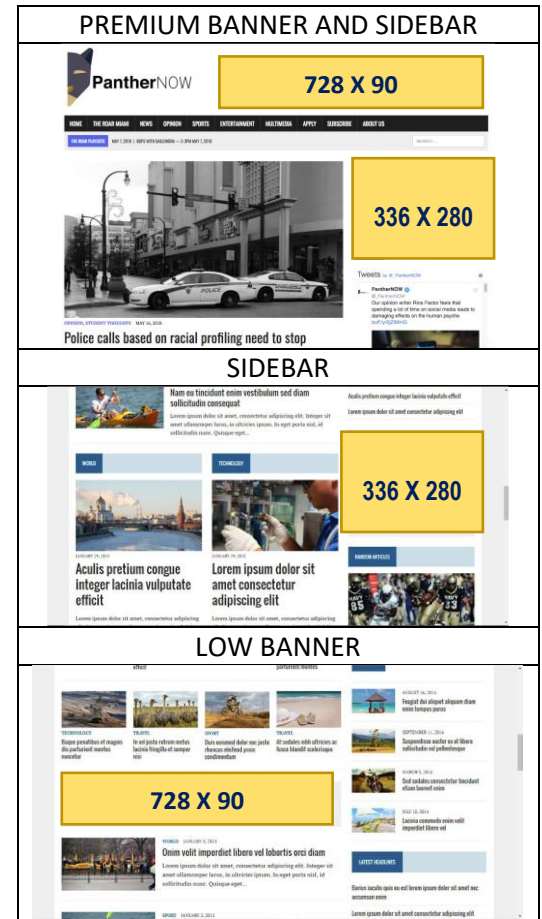
Sidebar – Monthly
336 x 280 pixels
On-campus departments: \$200
Open advertisers: \$300

Premium Banner – Weekly
728 x 90 pixels
On-campus departments: \$175
Open advertisers: \$225

Premium Sidebar – Weekly
336 x 280 pixels
On-campus departments: \$150
Open advertisers: \$170

Low Banner – Weekly
728 x 90 pixels
On-campus departments: \$100
Open advertisers: \$130

Sidebar – Weekly
336 x 280 pixels
On-campus departments: \$75
Open advertisers: \$100



Online advertisement will be posted once payment is received. Up to seven advertisers can rotate throughout the site per spot. Email ad material in JPEG or GIFF format to advertising@fiusm.com

FIUSM PACKAGES

Package 1
50 The Roar spots
Two quarter page ads
Two weeks of small sidebar
\$1,200

Package 2
80 The Roar spots
Three quarter page ads
1 month of large sidebar
\$1,900

Packages cannot be combined and are available per-semester. Offer only applies to campus and local advertisers in the Miami, FL area, excluding AD agencies. Rates, specs and terms are subject to change without notice and are non-negotiable.

PRINT ADS

There are 6,500 copies of the paper printed and delivered door-to-door on campus every first Wednesday of the month during the Fall and Spring semesters.

FREQUENCY DISCOUNTS

Based on One Month

- Run 75-125 col/ inch, receive \$10.50 per column inch.
- Run 125-200 col/ inch, receive \$10.00 per column inch.
- Run 201-275 col/ inch, receive \$9.50 per column inch.
- Run 300+ col/inch, receive \$10.50 per column inch.

Discounts cannot be combined, are based on one month's worth of ads, and only apply to local advertisers in the Miami, FL area, excluding AD agencies.

Total Ad Cost = Width (columns) x Depth (inches) x Rate

Rates

On-campus: \$7.75 per column-inch

Open local rate: \$11.25 per column-inch

Net national (ineligible for discounts): \$11.25 per column-inch

Full Page

EXCLUDES BACK PAGE

96 col-inch

6 col. x 16 inches

On-campus departments: \$744

Open advertisers: \$1,080

Quarter Page

24 col-inch

Horizontal: 4 col. x 6 inches

Vertical: 3 col. x 8 inches

On-campus departments: \$186

Open advertisers: \$270

Half Page

48 col-inch

Horizontal: 6 col. x 8 inches

Vertical: 3 col. x 16 inches

On-campus departments: \$372

Open advertisers: \$540

Eighth Page

12 col-inch

Horizontal: 3 col. x 4 inches

Vertical: 2 col. x 6 inches

On-campus departments: \$93

Open advertisers: \$135

OTHER FEES

Inserts

1-4 pages - \$120 per thousand

5-9 pages - \$125 per thousand

10-14 pages - \$130 per thousand

15+ - Consult Ad Manager

Back Page Replacement:

\$1,260

Full Color Fee: \$200

Spot Color Fee: \$85

Design Fee: \$30

**Consult Ad Manager for frequency discounts.
All rates are net rates.**

All print-ready files must be submitted as a jpeg or PDF file five business days before requested publication. Inserts and ads that are to be created by FIUSM staff require submission of content five days before requested publication. Prepayment is required in the form of a check or I.D transfer. No exceptions.

VISUAL SPECS



Full Page
96 col-inch
6 col. x 16 inches
On-campus
departments: \$744
Open advertisers:
\$1,080



Half Page Horizontal
48 col-inch
6 col. x 8 inches
On-campus
departments: \$372
Open advertisers:
\$540



Half Page Vertical
48 col-inch
3 col. x 16 inches
On-campus
departments: \$372
Open advertisers:
\$540



Quarter Page Horizontal
24 col-inch
4 col. x 6 inches
On-campus
departments: \$186
Open advertisers:
\$270



Quarter Page Vertical
24 col-inch
3 col. x 8 inches
On-campus
departments: \$186
Open advertisers:
\$270



Eight Page Horizontal
12 col-inch
3 col. x 4 inches
On-campus
departments: \$93
Open advertisers:
\$135



Eight Page Vertical
12 col-inch
2 col. x 6 inches
On-campus
departments: \$93
Open advertisers:
\$135

1 col. = 1.5 inches
2 col. = 3.25 inches
3 col. = 4.75 inches
4 col. = 6.5 inches
5 col. = 8.25 inches
6 col. = 10 inches

Front page ads are unavailable. Position requests are accepted but not guaranteed.

All print-ready ads must be submitted using the proper measurements. FIUSM is not responsible for artwork submissions that are improperly sized. For help regarding sizing, contact the Ad Manager.



Student Media

at Florida International University

Business Manager

305-348-6993

business@fiusm.com

Mailing Address

FIU Student Media
11200 SW 8 St, GC 210
Miami, FL 33199

Advertising

305-348-6994

advertising@fiusm.com

**Please make all checks
payable to**

FIU – Student Media