



# **INSIGHT**

**MAGAZINE**

## **Media Kit**

### **2017-2018**

# About Insight Magazine

Insight Magazine is the university's student-run feature magazine focused on local news, reviews, features, lifestyle, opinions, and our insight on topics. Insight is written by students for students. The magazine is committed to quality reporting, writing, photography, and design to inform its readers.

Insight strives to deliver news in a colorful and captivating way to best tell the stories of people, places, and events of Reno. In addition, the magazine is committed to helping students master their craft through opportunities to develop their skills through print and web mediums.

Whatever your advertising needs might be, you can rest assured that Insight Magazine, the 5th best feature magazine in the country, is the right fit to advertise to the Reno community at an affordable price.

## To our advertisers:

It's great to be a member of the Wolf Pack Family!

There's no doubt that the University of Nevada, Reno has a large presence in the Northern Nevada community. Whether you and your business are in Reno, Sparks, Tahoe, or beyond the Nevada Wolf Pack has a strong presence throughout the state.

College magazines thrive with the progressing media. Insight Magazine is in a unique position due to its extended shelf life. Four issues are published a year which gives your business the chance to stretch its advertising dollars for months at a time.

The award-winning Insight Magazine is here to provide your business with a direct outlet to over 30,000 students and faculty in the Northern Nevada area.

Please take a look at the 2017-2018 media kit to learn more about the exciting opportunities available to you here at Insight Magazine.

If you have any questions, feel free to contact the Editor-in-Chief, Andrea Heerd. We look forward to working with you.

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## Contact Us

**Web:** [insightunr.com](http://insightunr.com)

**Email:** [insighteditor@asun.unr.edu](mailto:insighteditor@asun.unr.edu)

**Mailing Address:**

Insight Magazine  
1664 N. Virginia St.  
Reno, Nevada 89557-0058

**Andrea Heerd**

Editor-in-Chief

E: [insighteditor@asun.unr.edu](mailto:insighteditor@asun.unr.edu)

P: (702) 727-9259

**The Insight office is located on the 3rd floor of the Joe Crowley Student Union in the Center for Student Engagement**

# University Statistics

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**21,353**

enrolled students

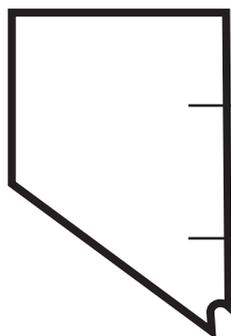
**17,794** undergrads

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**30,000**

**UNR Students and Faculty at  
your fingertips**

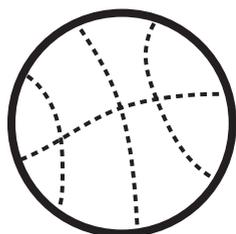
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71.7% Nevada Residents

71.7% non-Nevada  
Residents

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**NCAA**

Division 1 Athletics

**250+**

Clubs and  
Organizations

**227**

University  
Departments

**09**

Colleges and  
Schools

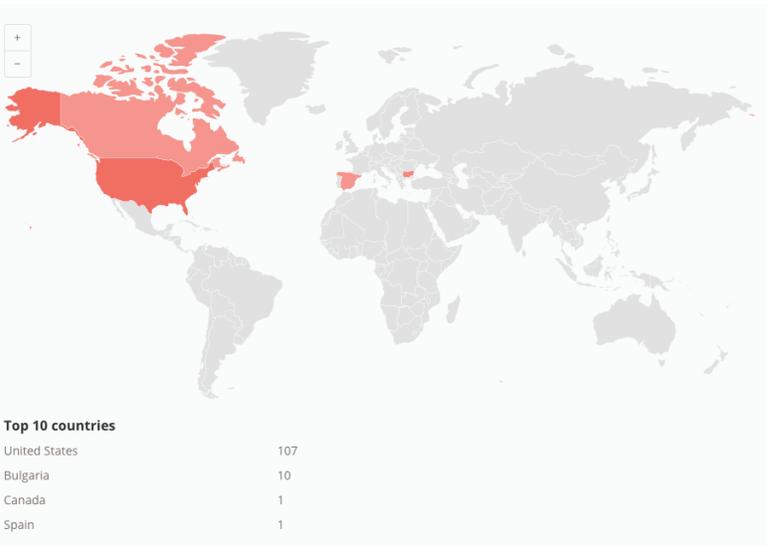
**53%**

Female  
Students

**47%**

Male  
Students

# Our Readership



Audiences reach as far as Bulgaria, Canada, and Spain

## Lifetime Statistics for Insight Magazine

You have been a member since March 12th 2015



Over 5,600 impressions made for our digital magazines in addition to the 1,000 printed copies of each issue

## Winter 2017-2018

### Page Performance



### What are our readers looking at?

1. Artist Spotlight: Casio 210 - A feature on a local band written by Wolf Pack Radio. This article talks about two roommates who found a shared synthesizer at a thrift store and decided to start their own band and go on to performing live in Reno
2. Book and Concert Reviews - *Unbelievable: My Front-Row Seat to the Craziest Campaign in American History, Sticky Fingers, and The Handmaid's Tale*. Animals in the Attic concert review and Star Wars: The Last Jedi.
3. Awaken Reno Aims to End Sex Trafficking - A local non-profit works to end the abduction of women and children who are sold into sex trafficking in Reno and Tahoe.
4. Best Bar for you Flow Chart - Readers go through the flow chart to see if they're a party animal, hipster, sports fan, and so on, determine their budget, and music to figure out the best bar

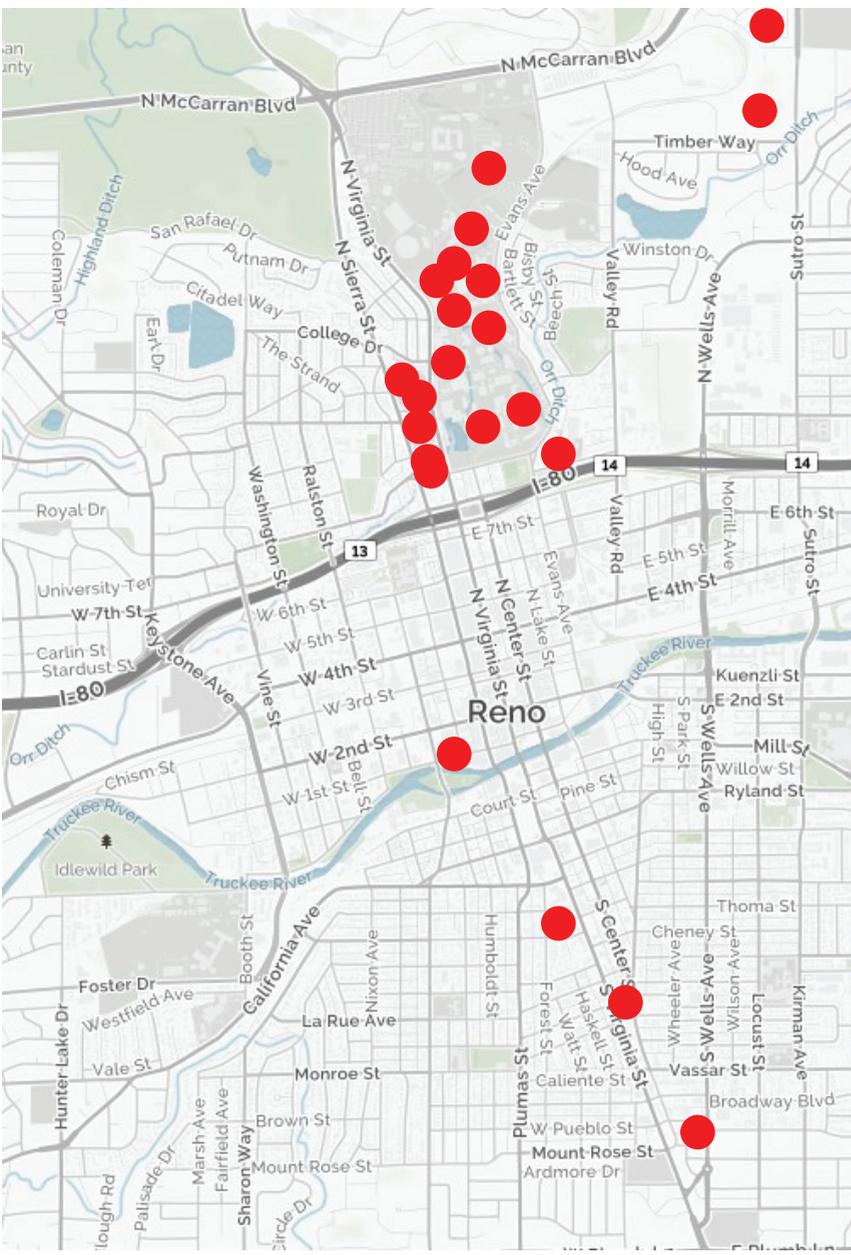
## Fall 2017

### Page Performance



1. Challenging Gender: Life as a Trans Student at UNR - This article speaks to underrepresented groups on campus and their daily struggles of being a minority as a transgender student.
2. Book and Concert Reviews - *My Friend Dahmer, Slaughterhouse Five, and The Case Against the Supreme Court*. Fleet Foxes concert review and IT movie review.
3. Local Business Reviews - The Studio: Midtown's ultimate yoga studio and tea lounge, Epic Pole Fitness: Unique classes to get you in shape through pole dancing
4. Take Two for Eddie - A profile on a local filmmaker, Eddie Vigil, and his latest productions and workshops focused on film.

# Distribution Locations



## On Campus

- Reynolds School of Journalism
- Joe Crowley Student Union
- Pennington Student Achievement Center
- Knowledge Center
- Ansari Business Building
- Frandsen Humanities
- Mack Social Science Center
- William J. Raggio Building
- Davidson Math and Science
- Church Fine Arts Building
- Dorms including: Nye Hall, Argenta Hall, Nevada Living Learning Community, Sierra Hall, Peavine Hall, Canada Hall, and the Downunder Cafe

## Off Campus

- The Highlands Student Housing
- Sterling Summit Student Housing
- The Jungle
- Süp
- Bibo Coffee on Record Street
- Hub Coffee (University Location)
- Laughing Planet (University Location)
- Junkee Clothing Exchange
- Holland Project

# Sizes and Pricing

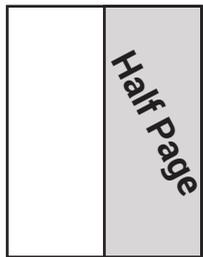
## Rates

<b>Full Page</b> (8.5 by 11 in)	<b>Half Page</b> (4.25 by 11 in)	<b>Quarter Page Vertical</b> (2.125in by 11 in) <b>Horizontal</b> (8.5in by 2.75in)
<b>\$800</b>	<b>\$500</b>	<b>\$300</b>

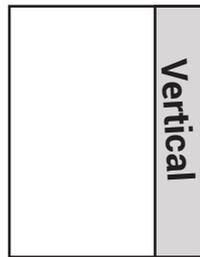
\*Rates and Sizes can be negotiated with Editor-in-Chief, Andrea Heerd, if you don't see the price or size you want here. Digital advertisements for our website [insightunr.com](http://insightunr.com) are also available upon request. For further advertising inquiries please email Andrea at [insighteditor@asun.unr.edu](mailto:insighteditor@asun.unr.edu)



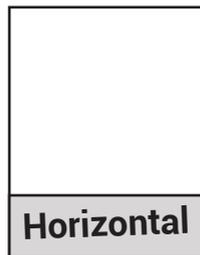
(8.5 by 11 in)



(4.25 by 11 in)



or



**Quarter Page Vertical**  
(2.125in by 11 in)

**Horizontal**  
(8.5in by 2.75in)

## Upcoming Deadlines

### Pre-Summer

Reserve your space with a signed contract, and submit your artwork by Friday, April 6th to be published by Friday, May 4th.

# Terms & Conditions

## Basic Creative Requirements

PDF with all fonts embedded  
EPS file with all fonts embedded  
All images should be 200-300 dpi  
Black and white images must be in grayscale  
Color images must be in CMYK  
Creative due 7 business days prior to deadline

## Terms & Conditions

All advertising is subject to the approval of the Editor-in-Chief, who jointly reserves the right to refuse any advertising content that doesn't meet standards of acceptability. However, the Editor will always have the final word on any content that is not accepted.

Standards of acceptability: no ads will be placed that promote unlawful activity, have false or misleading content, are fraudulent, dishonest or violate the laws of libel, privacy, copyright, trademark, trade names, patents or obscenity.

Insight Magazine may refuse to accept any copy not furnished before established deadlines, and should the Insight Magazine accept such late copy, no proof will be submitted to the Advertiser before publication and Insight Magazine will not accept liability for errors therein.

Insight Magazine assumes no responsibility for errors when a finished (camera-ready) artwork has been submitted by the Advertiser or if a proof has been submitted in advance of publication to the Advertiser, his/her agent or representative.

Any Advertiser failing to use the number of discounted column inches for which they have contracted will be required to pay the difference between the discounted rate and the open rate for all column inches used. The Advertiser shall indemnify, defend and hold harmless NSHE, its officers, employees, and agents from and against any and all liabilities, claims, losses, costs or expenses to the person or property, including but not limited to claims of libel, violations of privacy, infringement of any trademarks, copyrights, trade names, patents, and lawsuits, judgments, and/or expenses, including attorney fees, arising either directly or indirectly from any act or failure to act by the Advertiser, or any of its officers and employees, which may occur during or which may arise out of the performance of this agreement.

Insight Magazine does not guarantee position placement. However, requests will be honored whenever possible.

Advertisements resembling news items will be labeled as advertisements.

If the Editor rejects any ad(s), the Editor must let the advertiser know, so he or she can be contacted. New ad(s) may be sent for replacement or money refunded or not charged to the advertiser due to non-placement.

Ads that run incorrectly because the proof was returned by the Advertiser after deadline or not returned at all will be billed at the full value.

Ads that are in error due to the fault of Sagebrush Advertising will be discounted at the discretion of the Advertising Coordinator based on the error in question. Claims must be received in writing within 10 business days from the date of publication. Insight Magazine is not liable for damages caused by content of paid advertisements or by poor production quality due to printing flaws.

The Advertiser will assume full liability for his/her advertisements and agree to hold Insight Magazine and the represented media entities at the University of Nevada, Reno, harmless for the content of all advertisements authorized for publication and broadcast and any claims that may be made against Insight Magazine

Agencies placing ads on behalf of clients are jointly and severally liable for the full cost of advertising. Insight Magazine reserves the right to sell special promotions and advertising packages that carry special rates.

Advertising reserves the right to bill any party that chooses to insert unapproved advertisements of any kind to a publication rack or within a publication at the rate of \$600.00 per instance.

Acceptable forms of payment are check, money order, visa, mastercard and internal purchase orders (for campus departments or organizations only). All clients require a credit card on file, unless they will be prepaying with a check. On-campus departments can include an IPO number in the credit card line if they choose to pay using university internal purchase orders.

Prepayment requires the Advertiser pay for half or more of their entire contract in order to receive the applicable discount.

There is a \$25.00 service charge on all returned checks.

Billing terms are net amount due and payable in 30 days from invoice date. All accounts are due as defined in the signed contract and in the corresponding media kit. Accounts more than 30 DAYS PAST DUE will be granted additional credit only at the discretion of the Advertising Coordinator. If special collections procedures become

necessary, Advertiser agrees to pay all costs of collections, including court costs and reasonable attorney's fees. In addition, a 10 percent fee will be added to your account for every 30 day period your account is overdue. In the event that the Advertiser's account is 60 DAYS PAST DUE, no further advertising will be accepted unless payment is received in full. Accounts 120 DAYS PAST DUE will automatically be sent to collections.

Invoices, account statements and papers (tear sheets) for print advertising are mailed the day after publication. Invoices for online advertising will not be sent unless requested. All receipts for prepayment and online ads are sent out on Wednesdays.

Either party may terminate this agreement by giving written notice at least 10 business days before the date of the deadline that is to be cancelled. In the event that the Advertiser alone terminates this agreement, failure to comply with the aforementioned terms will result in the Advertiser being responsible for the full contracted amount. In the event that Insight Magazine terminates this agreement and the Advertiser has prepaid, Insight Magazine shall credit back the amount of only the ads that were not published after date of cancellation.

**For all questions regarding our Terms and Conditions, contact the Editor-in-Chief at: [insighteditor@asun.unr.edu](mailto:insighteditor@asun.unr.edu) 702-727-9259**