THE NORTHERNER

the independent student news organization of northern kentucky university

Media Kit
2026-27

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Who Are We?

- **The Northerner** is an independent student-run media outlet innovatively providing relevant and credible content to facilitate informed discussion within the Northern Kentucky University community. While upholding the ethical standards of traditional journalism, we are constantly evolving into the digital age.
- **The Northerner** is also a print magazine published monthly and an online newsletter published weekly. thenortherner.com is a student-produced news website that publishes new content daily. The Northerner, thenortherner.com and its staff are members in good standing of the Kentucky Press Association and the College Media Association.

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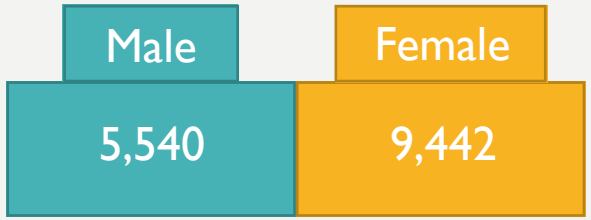
University Statistics (2022)

STUDENT ENROLLMENT

14,985

GENDER



ATTENDANCE

FULL TIME	8,383
PART TIME	6,602

FACULTY AND STAFF

2,406

DIVISION I TEAMS

23

STUDENT-FACULTY RATIO

17:1

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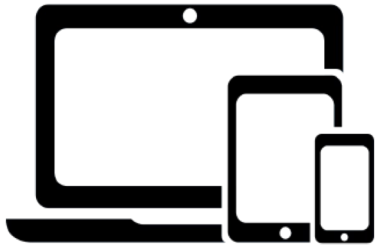
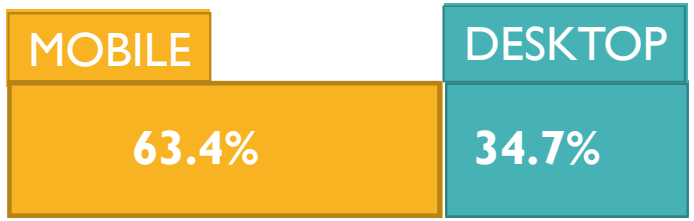
Northerner Online Statistics

We publish nearly daily to our online website thenortherner.com and it is directly linked through our social media.



The Northerner's website was visited 770,292 times in 2025-2026.

USERS



VIEWS PER MONTH:

64,191

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Northerner Online Statistics

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Top stories of 2025-2026	Views
Watching the Norse	15,837
Holly's top ten cartoons	16,255
Diamond Rice remembered	15,457
Update on missing NKU student	13,173
NKU mourns sprinter	6,325

Top online stories last year were clicked on more then 13,000+ times.

We published over 259 stories for the 2025-26 year.

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Northerner Newsletter Statistics

Our newsletter goes out once a week and highlights our top stories of the week.

We currently have 17,377 recipients of our newsletter, and this grows each year with new freshman emails.

We averaged a 10% open and click rate for 2025-26, meaning around 1,737 recipients opened and read through the newsletter each week.

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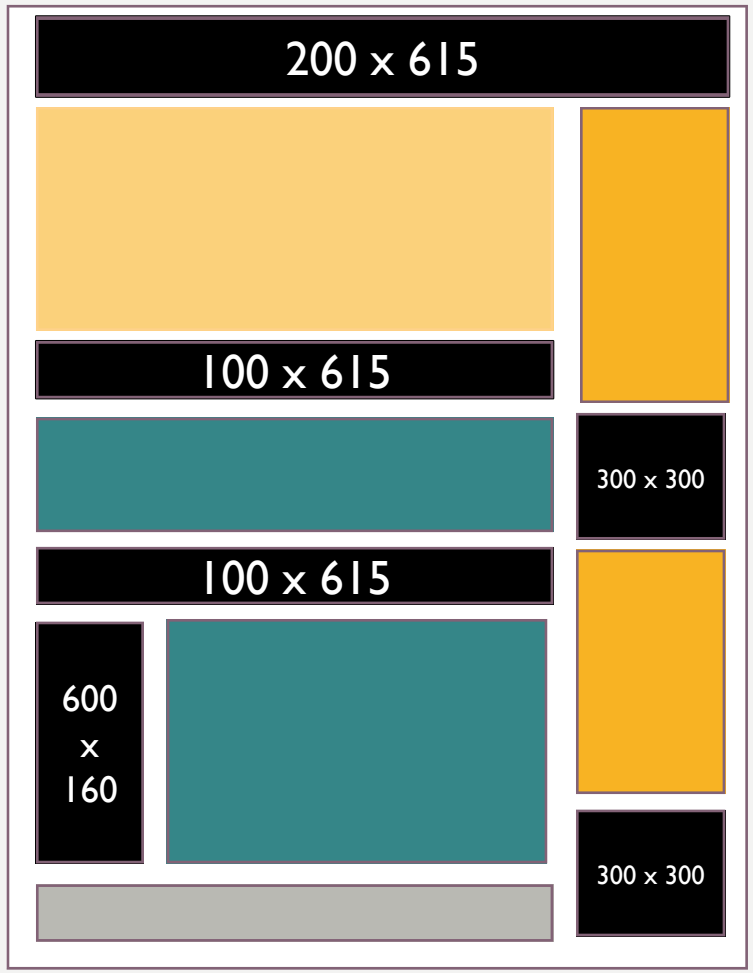
Online Advertising and Newsletter



Online Sizes and Prices:

BOX (300 pi x 300 pi): $300 per month
SIDE RAIL (600 pi x 160 pi): $300 per month
TOP CENTER (100 pi x 615 pi): $325 per month
BANNER (200 pi x 615 pi): $350 per month

*All online ads must be submitted in JPG, PNG or Flash format. Ads must be formatted to correct size and be 72dpi.

Newsletter Sizes and Prices:

TOP BANNER (200 pi x 615 pi):
$110 per newsletter ($100 for campus)
MEDIUM RECTANGLE (250 pi x 300 pi):
$90 per newsletter ($80 for campus)
BOTTOM BANNER (200 pi x 615 pi):
$80 per newsletter ($70 for campus)

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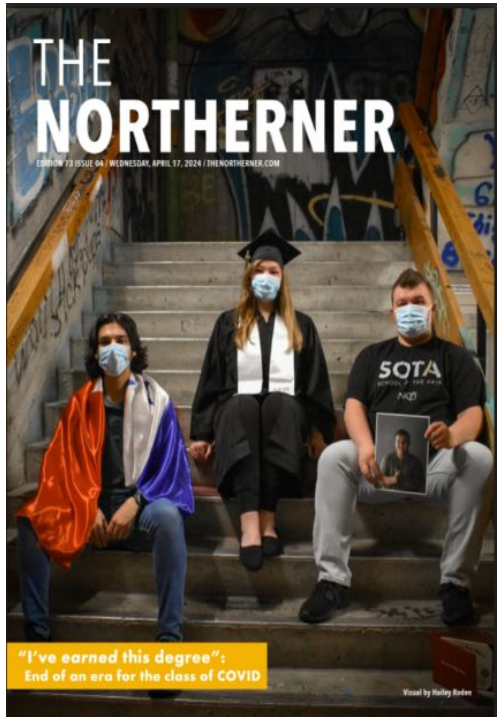
Northerner Print Magazine

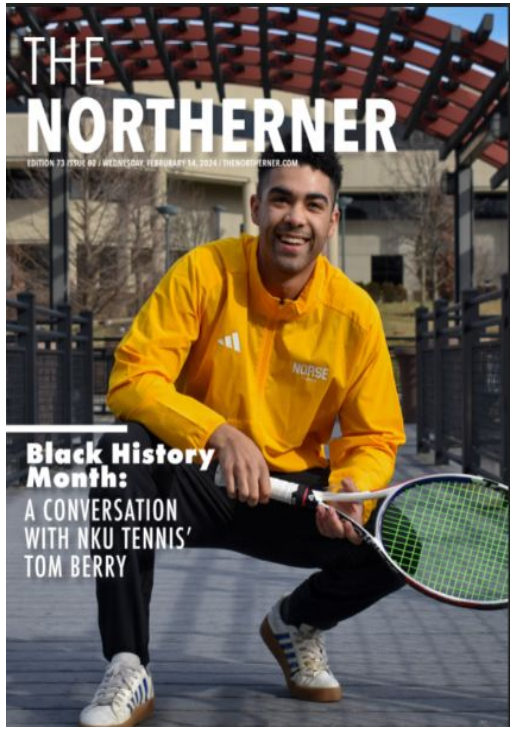
Our print magazine is published once a month and distributed throughout the community.



Magazines are printed on *high definition, glossy* pages.

We currently publish a 16-page magazine with a circulation of 750 copies.

These are distributed into every building on campus.



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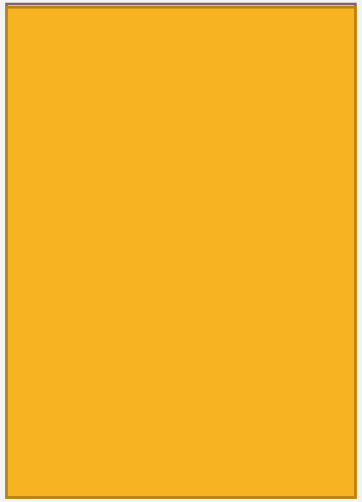
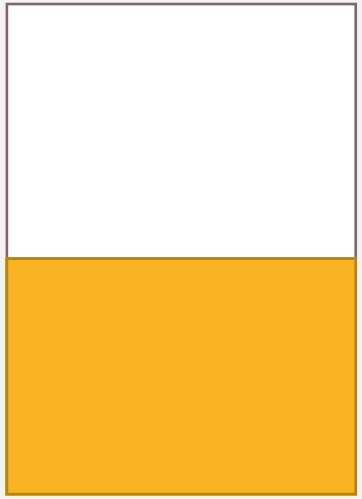
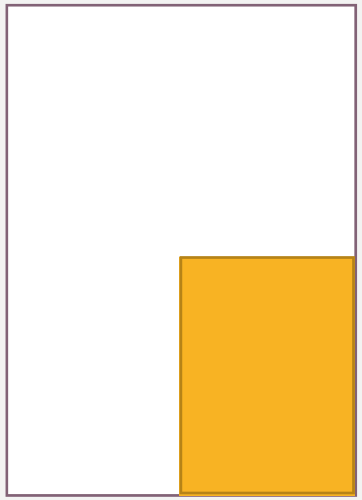
Print Advertising



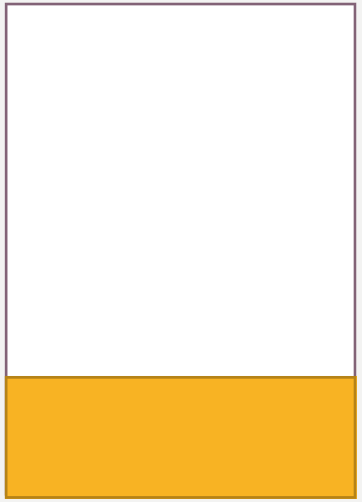
Full Page
(11 in x 8.5 in)
Campus: $560
Standard: $640



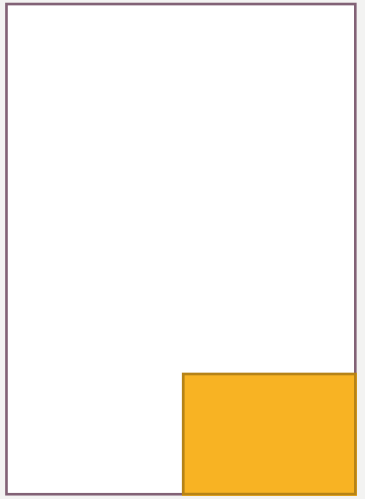
1/2 Page
(5.5 in x 8.5 in)
Campus: $300
Standard: $350



1/4 Page
(5.5 in x 4.25 in)
Campus: $165
Standard: $190



Front Page
(2.75 in x 8.5 in)
Campus: $175
Standard: $200



1/8 Page
(2.75 in x 4.25 in)
Campus: $105
Standard: $120

INSERTS

Campus: $100 per 1,000
Open: $125 per 1,000
Additional charges may be applied for delivery to printer

A digital form of your ad is due by 5 p.m. the Thursday before publication.

Acceptable file types for advertising includes:

PDF (.pdf)
TIFF (.tiff)
JPEG (.jpg)
Photoshop (.psd)
Illustrator (.ai)
InDesign (.indd)

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Bundles:

Buy any web + newsletter
10% discount

Buy any print + newsletter or web
10% discount

Buy any print + newsletter + web
15% discount

First time buyers:

Buy any single ad or bundle and get 15% off your next purchase.

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General Information

GENERAL POLICIES

- Advertising copy is subject to the approval of The Northerner staff. Student editors may refuse any advertisement.
- All ads require a signed insertion agreement. Verbal agreements, promises or waivers of any nature not contained on the signed insertion agreement shall not be binding.
- The Northerner shall not be responsible for incorrect copy submitted or approved after the deadline.
- Position/page request will be honored when possible, but not guaranteed.
- Advertisements having the appearance of news articles must have the words "Paid Advertisement" printed above them.
- You can submit your own ad creatives, or our team of award-winning graphic designers can develop one for your business, for a $50 charge.

PAYMENT POLICIES

- Invoices will be sent out the day after the ad appears online or in our print edition.
- Campus ads will be due within two weeks of publication and open ads will be due within 30 days of publication.

You can reach one of our Account Executives at:

Phone: 770-655-6246
Email:
bucknerc4@mymail.nku.edu Business Editor Caden Buckner
hammockl2@nku.edu Faculty Advisor Annie Hammock