UNIVERSITY OF EVANSVILLE / STUDENT MEDIA

2026

University of Evansville STUDENT MEDIA

Make room for student voices.

ADVERTISE. SPONSOR. GIVE.



A creative community.
A meaningful place for your support.

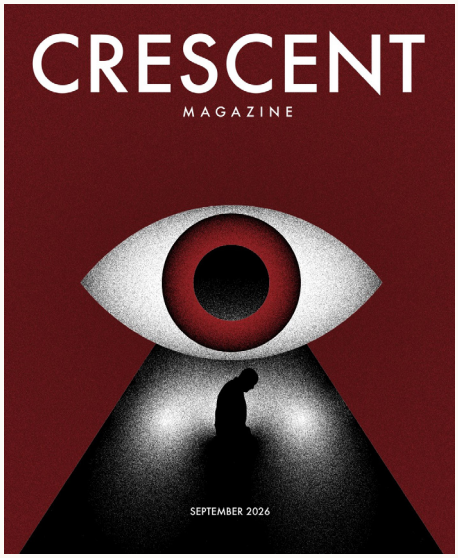
CRESCENT MAGAZINE + FIRESIDE ACES RADIO

THE WORK. THE PEOPLE. THE POSSIBILITY.

Built by students. Made for connection.

University of Evansville

University of Evansville Student Media is a student newsroom and creative production community. Students report and interview, publish Crescent Magazine, create podcasts, run Fireside Aces Radio, and produce short films, photography, and video projects for campus.







READ

Crescent Magazine

Student journalism, essays, interviews, arts, culture, design, and photography - published in the magazine and online.

LISTEN

Fireside Aces Radio

Curated music, student radio programming, interviews, and podcasts that connect campus voices with a wider community.

CREATE

Student productions

Short films, campus video and photography projects, and collaborative storytelling - with hands-on production experience.

Your support helps cover equipment, software, production time, and the costs of publishing and sharing this work.

Three ways to make a difference

ADVERTISE
Place a clear message.

SPONSOR
Support a defined program.

DONATE
Give without an ad campaign.

Our community includes students, faculty, staff, families, alumni, and Evansville neighbors. This is not a guaranteed audience count. Images: UE Student Media archive.

MEASURED ACTIVITY

A growing audience. An honest snapshot.

CRESCENT WEBSITE

~2K

active users

~3.2K views / last 30 days

FIRESIDE WEBSITE

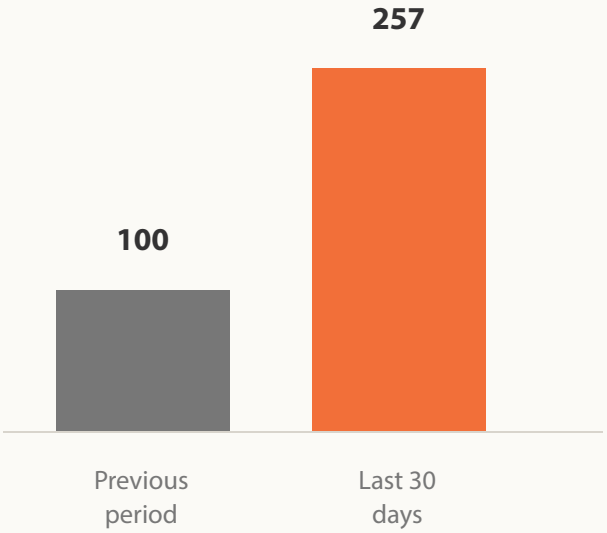
245

active users

310 sessions / last 30 days

Crescent views are growing

+156.7% vs. the previous period



Views index: previous period = 100. Current index rounded from GA4's reported change. This is not an ad-impression chart.

Selected podcast downloads

Hot Mess Help Desk

1,423 all time / 46 in last 30 days

We Grow Aces

1,155 all time / 19 in last 30 days

Gaslit

748 all time / 72 in last 30 days

RSS.com show dashboards. Selected examples, not a network total. Downloads do not establish unique listeners.

Sources: GA4 Home, each property's "Last 30 days" card; RSS.com show analytics. Viewed October 31, 2026. "K" figures are rounded as displayed. Website users, sessions, views, and podcast downloads are different measures and may overlap. Do not add them together. Past activity does not guarantee campaign delivery or results.

ONE OFFER. ONE CLEAR NEXT STEP.

Start small.
Make your message useful.

Every website rate covers one ad unit on one agreed page for 30 consecutive days, linked to your website, menu, event, job, or offer.

Crescent Magazine

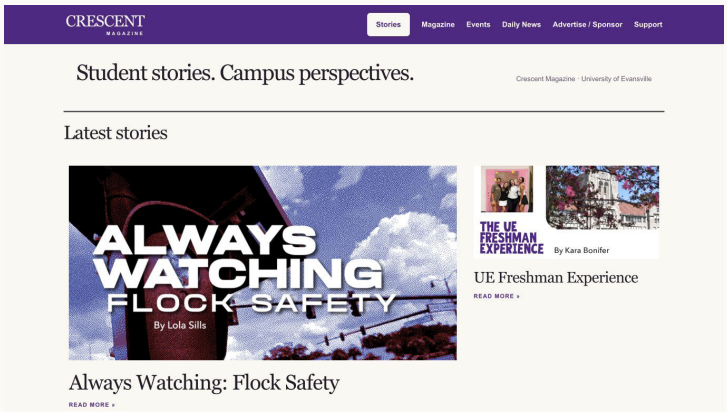
Homepage banner	**$100**
Section or issue sponsor tile	**$60**
Top of article	**$60**
Middle of article	**$45**
Bottom of article	**$25**

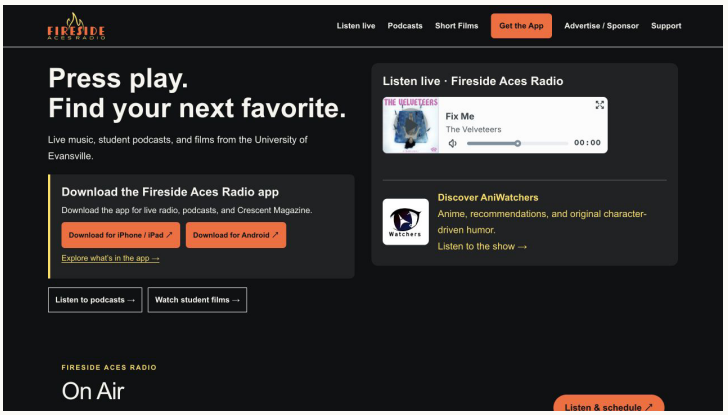
Fireside Aces Radio

Listen-page sponsor unit One sponsor unit on the listen page	**$60**
Homepage sponsor unit One agreed homepage position	**$40**
Podcast or video sponsor tile One selected show or production page	**$40**

A useful local message

Lead with a single offer. A tagged link, QR code, or offer code can help you track response.





Website previews, October 31, 2026. Exact live page, position, dates, desktop/mobile dimensions, file format, and link are confirmed before booking. No sitewide delivery or category exclusivity is included. Any rotation is disclosed in the order.

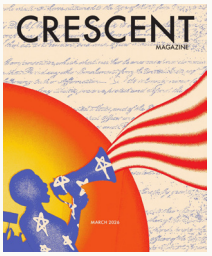
Custom design and production are quoted separately. Reporting includes agreed, available delivery/click data. Ad impressions are reported only when validated measurement is in place; no clicks, redemptions, or sales are guaranteed. Advertisers supply offer terms and expiration dates.

CRESCENT MAGAZINE

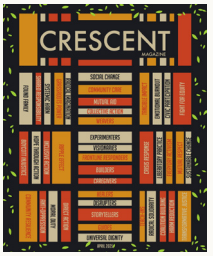
Your message. Their next read.

University of Evansville

Each package includes an ad in one print issue and its digital flip-through edition, plus one linked Crescent website placement for 30 days.







MAGAZINE PLACEMENT	PRICE	INCLUDED WEBSITE UNIT
Double inside front cover	**$900**	Homepage banner
Back cover	**$650**	Homepage banner
Inside front cover	**$600**	Top-of-article ad
Inside back cover	**$550**	Top-of-article ad
Full page	**$500**	Middle-of-article ad
Half page	**$275**	Middle-of-article ad
Quarter page	**$150**	Bottom-of-article ad

Digital space is included in the package price - never charged twice.

Help put 1,500 copies into circulation.

Our print goal: $2,800 in advertising sales per issue funds a 1,500-copy edition. If sales fall short, we still publish a smaller print run. Print copies are always distributed on campus and at local businesses around campus.

Print quantity is based on advertising sales and is confirmed before production. Every issue is distributed on campus and at nearby local businesses. Copies printed do not equal readers. Website pages/dates are agreed in the order. Clickable flip-through links depend on platform support and are confirmed separately.

Request current artwork specifications before production; trim, bleed, safe margins, and the quarter-page mechanical require confirmation.

STORIES PEOPLE CHOOSE TO HEAR

Be part of the conversation.







Choose a commercial for one clear message, or a sponsorship with a coordinated role in an episode or season.

Commercials / one placement in one episode

Recorded commercial One advertiser-supplied 15-30 second spot.	**$50**
Host-read commercial One 15-30 second host-read message and call to action.	**$125**

Sponsorships / beginning, middle, and end mentions

Episode sponsor Three mentions in one agreed episode.	**$500**
Half-season sponsor Five agreed episodes. 15 sponsor mentions in total.	**$2,500**
Show sponsor One defined 10-episode season. 30 mentions plus promotion below.	**$5,000**

Show sponsor promotion

A linked graphic at the top of the show page for the campaign dates, plus sponsor credit/tag in each show-related social post published during that period.

Anonymous support is welcome

The same episode, half-season, or season prices apply. Public names, links, and tags are omitted; an optional anonymous acknowledgment can be agreed in advance.

Commercials include one placement, not sponsorship's three mentions. Production is quoted separately. Episodes, dates, wording, position, and available social accounts are agreed in writing. No minimum social-post count or category exclusivity. Other season lengths are quoted separately. Sponsorship buys no editorial control; host-read copy does not imply personal use or endorsement.

FIRESIDE ACES RADIO

A place in the daily soundtrack.

Bring your message to the University of Evansville internet station and app, alongside curated music and student programming.



Decade Dive



Royalty on the Radio



The Mixtape



PRIDE



Underrated Stars



Musical Madness



Listening Local

RADIO SPONSOR

$50

One scheduled 15-30 second message daily.
30 messages over 30 days.

RADIO SPONSOR PLUS

$100

Two scheduled 15-30 second messages daily.
60 messages over 30 days.

"Daily" means each day of the agreed 30-day campaign. Advertiser-supplied audio; production is quoted separately. We confirm pronunciation, message length, format, deadlines, schedule, and technical delivery before booking. A scheduled message is a delivery commitment, not a listener or impression guarantee.

Take Student Media with you.

Download the free Fireside Aces Radio app.

Listen to live radio. Explore student podcasts.
Read Crescent Magazine - all in one app.
Scan your store code to download.

fireside.evansville.edu/get-the-app/

iPhone / iPad

Android

Show artwork: UE Student Media archive. Live schedule: fireside.evansville.edu/aces-radio/

Help the next story happen.



At the University of Evansville, students learn reporting, interviews, design, photography, audio, and film by doing the work - and sharing it with campus and the community.

Give without a campaign.

Choose an amount through UE's Student Media giving form. A donation does not require an advertising package or public recognition.

Let's make something meaningful.

Tommy J. Housman / Student Media Advisor

th208@evansville.edu

For campaigns, send your goal, channel, dates, budget, offer, link, and available artwork or audio. We confirm price, scope, schedule, production costs, and available reporting before work begins.

ADVERTISE

Crescent + digital

SPONSOR

Radio + podcasts

DONATE

Support Student Media

2026 rates in US dollars. Updated October 31, 2026. Space and schedules subject to availability. Advertising and sponsorship do not purchase editorial coverage or influence. Imagery: UE Student Media archive; magazine and show artwork reproduced as published.