

The Penn

IUP'S STUDENT VOICE | EST. 1924

MEDIA KIT

2026-27

724.357.1306 // PENN-ADS IUP.EDU // THEPENN.ORG

The Penn

IUP'S STUDENT NEWSPAPER | YOUR VOICE. YOUR CAMPUS.

DIGITAL WEBSITE ADVERTISING

Reach thousands of engaged readers online with The Penn—your trusted source for IUP news, sports, opinions, and campus life.



118,832+

ANNUAL
WEBSITE PAGEVIEWS



105,000+

UNIQUE
PAGEVIEWS



ONLINE
24/7



STUDENTS • FACULTY
STAFF • ALUMNI
& COMMUNITY READERS

BUTTON AD

300 x 250

\$150

ONE MONTH



INCLUDES

- ✓ Sitewide placement
- ✓ Visible alongside campus news coverage
- ✓ One month of exposure

★ MOST POPULAR

LEADERBOARD

2000 x 300

\$300

ONE MONTH



INCLUDES

- ✓ Premium website placement
- ✓ High-visibility banner format
- ✓ One month of exposure

PREMIUM

MODAL POPUP

600 x 600

\$275

ONE MONTH



INCLUDES

- ✓ 4 featured popup placements
- ✓ One appearance each week for one month
- ✓ Attention-grabbing full-screen format
- ✓ Premium engagement opportunity



TRUSTED CAMPUS NEWS.
TARGETED DIGITAL REACH.

IUP



LET'S PARTNER

Scan to learn more
or request a media kit.

✉ ads@thepenn.org
🌐 thepenn.org/advertise
☎ 724-357-2231



@thepenn_iup | #YourVoiceAtIUP

The Penn

IUP'S STUDENT NEWSPAPER | YOUR VOICE. YOUR CAMPUS.

EMAIL NEWSLETTER

Put your message in front of engaged subscribers every week with The Penn's email newsletter.



EMAIL NEWSLETTER PACKAGE

\$100

ONE MONTH



4 ADS FEATURED
ONCE EACH WEEK
FOR A MONTH



INCLUDES

- ✓ 4 ad placements (one per week)
- ✓ Featured in our weekly newsletter
- ✓ Delivered to 600+ engaged subscribers
- ✓ Direct exposure to students, faculty, staff, alumni, and community members

POTENTIAL MONTHLY IMPRESSIONS

2,000-4,000+

Based on 600+ subscribers with an average open rate of 35-40% and click rate of 12-14%.



662
SUBSCRIBERS



WEEKLY
DELIVERY



35-40%
OPEN RATE



12-14%
CLICK RATE



DIRECT. ENGAGING. EFFECTIVE.
YOUR MESSAGE. THEIR INBOX.

IUTP



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HUB DIGITAL DISPLAYS

Reach more than 405,677 annual HUB visitors through digital signage in one of IUP's busiest locations.



405,677+
ANNUAL
HUB VISITORS



7
DIGITAL
DISPLAY SCREENS



8:00 AM - 10:00 PM
DAILY DISPLAY
SCHEDULE



STUDENTS • FACULTY
STAFF • ALUMNI
VISITORS

DIGITAL DISPLAY PACKAGE

\$250
— ONE MONTH —



INCLUDES

- ✓ Display on all 7 HUB screens
- ✓ High-traffic campus exposure
- ✓ Continuous rotation throughout operating hours
- ✓ Professional ad placement in Hadley Union Building

POTENTIAL MONTHLY IMPRESSIONS

25,000-40,000+

Based on annual HUB traffic of 405,677+ visitors and display rotation across seven campus screens.



ONE LOCATION.
SEVEN SCREENS.
THOUSANDS OF STUDENT IMPRESSIONS.



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HUB FITNESS CENTER ADS

Advertise in the IUP HUB Fitness Center—the largest and most widely used gym on campus.



64

CARDIO
MACHINES



81,024+

ANNUAL
FITNESS CENTER
USERS

2025-26 Academic Year



MONDAY-THURSDAY
6:30 AM – 10:00 PM

FRIDAY
6:30 AM – 9:00 PM

SATURDAY
11:00 AM – 5:00 PM



AUDIENCE
Students,
faculty,
and staff

HUB FITNESS CENTER AD PACKAGE

\$150

ONE MONTH



INCLUDES

- ✓ One digital ad placement
- ✓ Displayed on Precor cardio machine screens
- ✓ One appearance each month
- ✓ High-traffic exposure in the HUB Fitness Center

WHY ADVERTISE HERE?

-  Reaches 81,024+ users annually
-  Promote to an active, engaged audience
-  Visible to students, faculty, and staff during every workout



ACTIVE MINDS.
ACTIVE BODIES.
YOUR MESSAGE IN MOTION.

IUP



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SOCIAL MEDIA ADVERTISING

Engage thousands of IUP students, faculty, staff, and alumni across our social platforms.



FACEBOOK

1.1K+

FOLLOWERS



INSTAGRAM

1,745+

FOLLOWERS



TOTAL FOLLOWERS

2,845+

ACROSS PLATFORMS



2,845+

TOTAL FOLLOWERS
ACROSS FACEBOOK
& INSTAGRAM



ACTIVE &
ENGAGED
IUP COMMUNITY



TARGETED
CAMPUS
REACH



CONTENT THAT
CONNECTS.
BRANDS THAT
STAND OUT.

SOCIAL MEDIA
AD PACKAGE

\$100

ONE MONTH



2 FACEBOOK POSTS



2 INSTAGRAM POSTS



INCLUDES

- ✓ 4 total posts (2 on Facebook, 2 on Instagram)
- ✓ Scheduled throughout the month
- ✓ Designed to highlight your business or event
- ✓ Shared with The Penn's social audience

WHY ADVERTISE WITH THE PENN?

- Reach 2,845+ followers across our social media platforms
- Connect with the IUP community students, faculty, staff, and alumni
- Promote events, services, and local businesses
- Affordable monthly social media exposure



YOUR MESSAGE.
OUR PLATFORMS.
REAL CONNECTIONS.

IUP



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CAMPUS MARKETING PACKAGES

Reach the IUP community where they read, gather, engage, and exercise.

★ MOST POPULAR

CRIMSON STARTER

\$250 /month

Perfect for local businesses looking to build awareness with IUP students.

INCLUDES

- ✓ HUB Digital Display
- ✓ 2 Social Media Posts
- ✓ 1 Newsletter Placement

POTENTIAL MONTHLY IMPRESSIONS

8,000–15,000+

Based on placements across campus digital screens, newsletter exposure, and social media distribution.

CAMPUS IMPACT

\$500 /month

Designed for businesses seeking consistent visibility across multiple student touchpoints.

INCLUDES

- ✓ HUB Digital Display
- ✓ Fitness Center Display
- ✓ Weekly Newsletter Placement
- ✓ Weekly Social Media Feature

POTENTIAL MONTHLY IMPRESSIONS

20,000–40,000+

Combines visibility in two of IUP's most heavily trafficked facilities with recurring digital exposure.

CRIMSON ELITE

\$1,000 /month

Maximum campus visibility and brand engagement.

INCLUDES

- ✓ Homepage Leaderboard Ad
- ✓ HUB Digital Display
- ✓ Fitness Center Display
- ✓ Newsletter Placement
- ✓ Social Media Campaign
- ✓ One Campus Tabling Event

POTENTIAL MONTHLY IMPRESSIONS

50,000–75,000+

Premium placement across The Penn's digital ecosystem plus direct student engagement opportunities.



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WEBSITE PAGEVIEWS



405,677+
ANNUAL
HUB VISITORS



81,024+
ANNUAL
FITNESS CENTER USERS



5,500+
SOCIAL MEDIA
FOLLOWERS

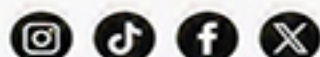


ONE PARTNER. MULTIPLE CHANNELS.
MEASURABLE REACH ACROSS THE IUP COMMUNITY.



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