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.

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.

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.

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™

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.

IUP

LET'S PARTNER

Scan to learn more or request a media kit.

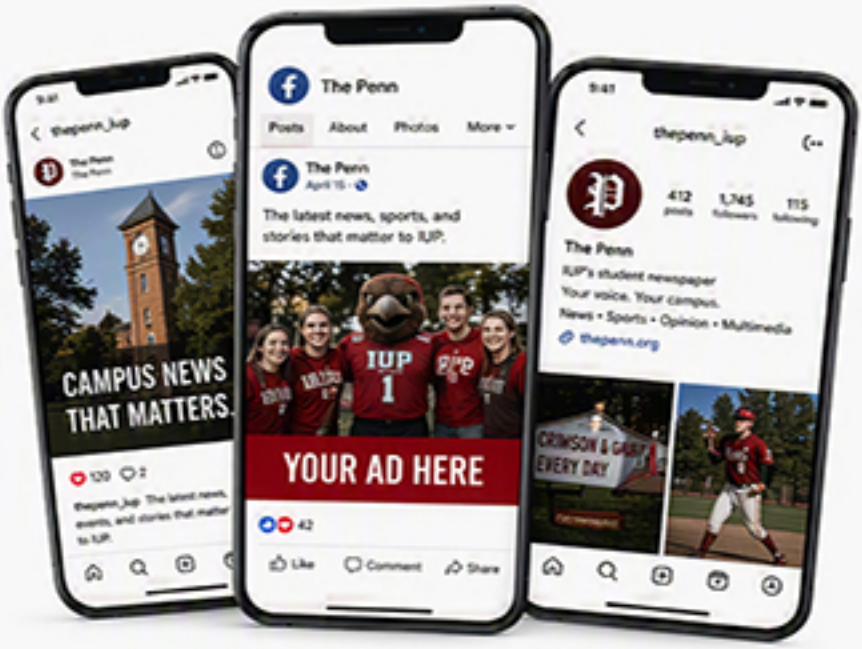
ads@thepenn.org
thepenn.org/advertise
724-357-2231

@thepenn_iup | #YourVoiceAtIUP

The Penn

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

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

LET'S PARTNER
Scan to learn more or request a media kit.

ads@thepenn.org
thepenn.org/advertise
724-357-2231

@thepenn_iup | #YourVoiceAtIUP