Ink Magazine explores the diverse, ever-changing culture of the VCU student body. Ink is a reflection of both student's interest in and impact on Richmond arts, fashion and music. The content we deliver is made by students, for students, and our staff promises a surprise in every issue.

ink

Magazine

Ink is a split issue full-color magazine made entirely by VCU students. One half is dedicated to student culture while the other half covers VCU fashion. This highly anticipated magazine is released once a semester at no cost for students. Issues feature a fully student-produced fashion shoot in addition to featured stores, locations and artists from Richmond.

Online

Ink Online is the companion website to Ink Magazine. Ink Online releases new content each week complementary to the magazine. Featured stories are unique from the magazine, making Ink Online a popular source of content for students throughout the semester.

PUBLICATION AND AUDIENCE INFORMATION

FAST FACTS- Ink Magazine

Frequency: October (Fall) and February (Spring)

Circulation: 1,000

Distribution: Available to students for free at a number of locations on campus

Full Color Magazine on Glossy Paper: Free color for all ads

Long Shelf Life

31,163
ENROLLED STUDENTS

40% Male
60% Female
1.

STUDENT AUDIENCE

Partnering with the Student Media Center is the best way to effectively reach the VCU community. If you or your business advertise with Ink Magazine, your message will be targeted to VCU students in media made specifically for them.

ARE VCU STUDENTS SPENDING?

VCU students make up the highest-spending demographic in the Richmond area. The "Broke College Student" myth is not true. VCU students have proven they are not afraid to spend money, especially with the local businesses and restaurants that are part of their community.

$15.5 MILLION
STUDENT AVERAGE MONTHLY DISPOSABLE INCOME AT VCU
2.

CROSS MEDIA ADVERTISING

Cross-media advertising with student media is the best option for reaching the VCU community as it lets you reach the largest number of students and faculty across multiple media. We have advertising options available for print publications, online websites and radio underwriting. If you are interested in purchasing across multiple platforms, ask about the different bundle discounts we offer.

3.

7.3% *INCREASED INTENT TO PURCHASE WHEN ADVERTISING ACROSS MULTIPLE MEDIA*

1. http://www.vcu.edu/about/facts-and-rankings.html
2. http://www.nationwide.com/college-student-spending-habits-infographic.jsp
3. https://www.insightexpress.com/docs/default-source/white-papers/insightexpress-cross-media-norms-white-paper.pdf?sfvrsn=2

DISPLAY ADVERTISING PRICES AND SIZES
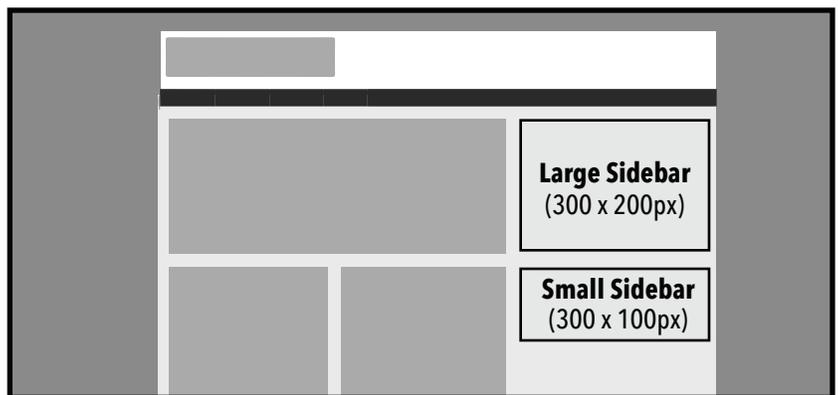
INK MAGAZINE
Prices & Sizes

Double Truck (16"x 9.75")	$1200
Full Page (9.75"x 7.6")	$600
Half Page (4.75"x 7.6")	$350

Double Truck $1200
(16"x 9.75")

Full Page $600
(9.75"x 7.6")

Half Page $350
(4.75"x 7.6")
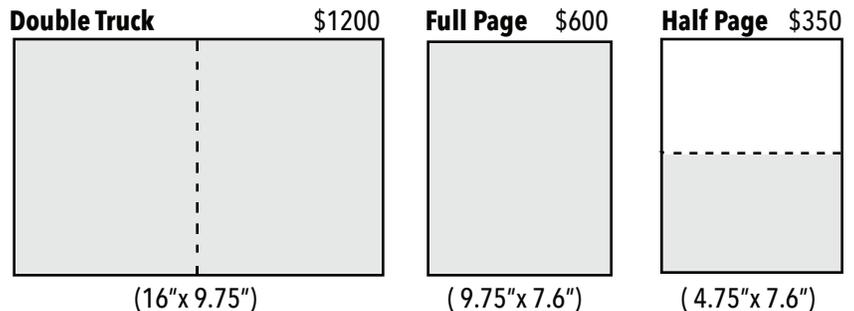
INK ONLINE
Prices & Sizes
(Prices based on monthly runs)

Large Sidebar (300 x 200 px)	$200
Small Sidebar (300 x 100 px)	$125

Large Sidebar
(300 x 200px)

Small Sidebar
(300 x 100px)

Discounts
(Discounts for Ink alone cannot exceed 15%)

Full Year (Fall+Spring)	5%
VCU Organizations	10%
Nonprofit Organizations	10%
Cross Media	5% (Each Media)

Ink Bundles

Double Truck + Banner	$1385
Double Truck + Sidebar	$1290
Full Page + Banner	$785
Full Page + Sidebar	$690
Half Page + Banner	$485
Half Page + Sidebar	$390

Formats for Ads

Camera-ready ads are preferred. Please send files in one the following formats: .jpg, .pdf or .tif. If a file requires reformatting, there will be an additional $35 fee. This fee will also apply if a .doc or other text file type is sent. Please send files to advertising@vcustudentmedia.com. Place the name of the publication in the subject line. Specify the dates and size you would like your ad to run in the body of the e-mail. If you wish to run ads of different sizes, please specify which size ads will run on which date. Please contact the advertising department about creative design services.

Penalties & Fees

A 10% late fee will be added if payment is not received within 60 days of invoicing. If payment is still not received after 90 days, the account will be sent to collections and will incur an additional 30% administrative fee.

Invoicing and Payment

Payment is always accepted in advance, but for those who prefer, invoicing is done within two days of publication. Payment is due 30 days from the date of invoicing and can be made by mail or in person with a check made payable to Ink Magazine VCU. VCU must appear on the check. Do not send cash through the mail.

Please include the invoice number in the memo line of your check, and mail it to the following address:

Ink Magazine Business and Advertising Office
P.O. Box 842010
Richmond, VA 23284-2010

Payment may also be personally delivered to our Richmond office at 817 W. Broad St.

ADVERTISING AND UNDERWRITING OPPORTUNITIES

The VCU Student Media Center is dedicated to the support and encouragement of quality independent student media. The SMC and its various student-run media have won over 60 awards for their content and have become an important part of the constantly growing VCU community. Partner your business with VCU's Student Media Center to reach students across seven different publications.

THE CT

PRINT ADVERTISING

THE COMMONWEALTH TIMES

The CT is an independent, award-winning newspaper produced and distributed weekly by VCU students. Topics cover VCU events, sports and news from the Richmond community.

WEB ADVERTISING

MESH MEDIA

Mesh Media is a collection of four student produced websites. Each site focuses on a different aspect of Richmond culture. Mesh Media sites create multimedia journalism catered to their specific audience. Each site covers a specific niche, so the content goes more in-depth than any other publication at the SMC.

mesh media

PR
VCU Sports

THE HORN
Local Music

RC FU
Fashion

Richmond Dining

WVCW

RADIO UNDERWRITING

WVCW

WVCW is VCU's student run radio station broadcasting on local FM signal 102.9 from the hours of 6pm-1am Mon-Thur (9pm-1am Fridays). Variety of shows include live VCU basketball coverage, local and top music and more.

CROSS-MEDIA

MEDIA BUNDLE DISCOUNT

Receive 5% off for each separate media you choose to advertise or underwrite with. Potential maximum discount of 30% for buying across all seven student-produced media.

5% DISCOUNT FOR EACH SEPARATE MEDIA BOUGHT