

# *the* EAGLE



## **MEDIA KIT 2025-26**

**The Eagle - American University Student Media**

4400 Massachusetts Avenue NW | Washington, DC | 20016 | [businessmanager@theeagleonline.com](mailto:businessmanager@theeagleonline.com)

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## WHO WE ARE

The Eagle is American University's 100-year-old newspaper of record. We reach readers with our website, email newsletter and print edition. It is editorially independent of the university. The Eagle was named Best Newspaper at a four-year school with 5,000-10,000 students by the College Media Association in 2023 and 2022.



# OUR PRODUCTS

## Online

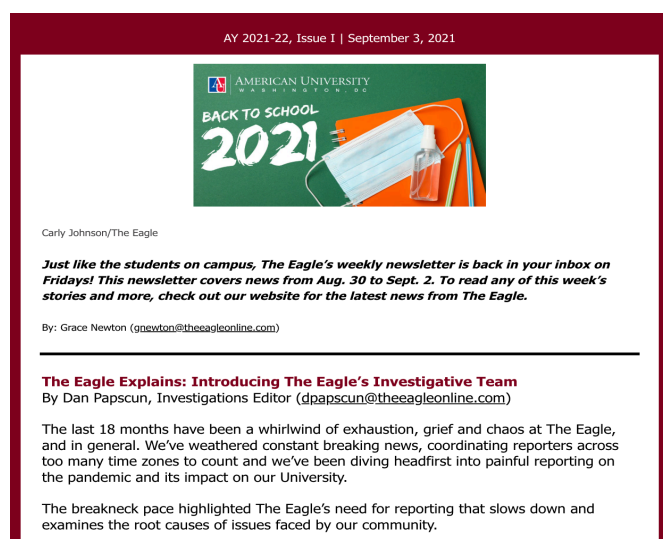
**Unique Viewers**  
(per month)  
**35,000**

**Page Viewers**  
(per month)  
**62,000**

**Articles Published**  
(daily)  
**3-5**



## Newsletter



**Over 5,000 subscribers**

**45% open rate**

Our email newsletter goes out every Friday morning with a roundup of stories from the week and columns written by our staffers. By advertising in our newsletter, you will get a clickable banner at the bottom of the weekly email for our readers to learn more about your products or services.

## Social Media (Instagram)

We post multiple Instagram stories each day to promote articles to students. Your story ad will run for 24 hours on the weekday of your choice. This is the quickest and most effective way to reach American University students.



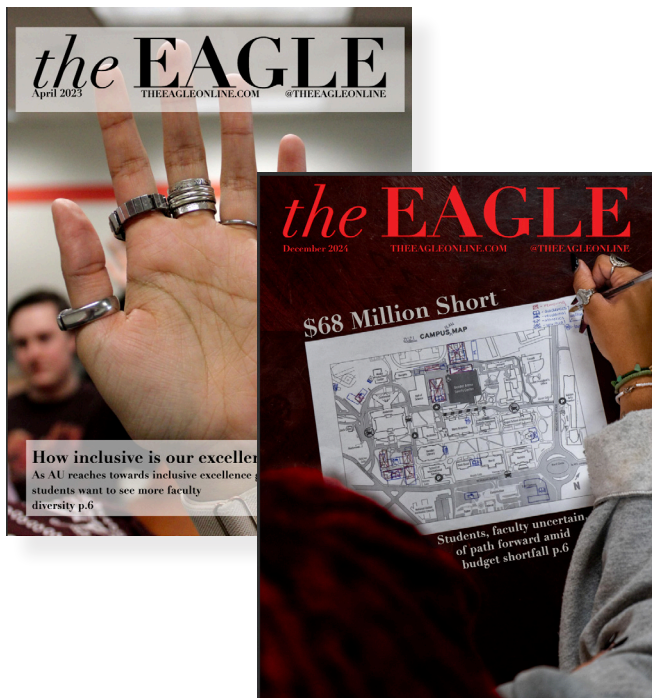
**Stats:**

**+ 6,500  
Followers**

**+100,000  
Views**  
(per month)

**+20,000  
Accounts reached**  
(per month)

# OUR PRODUCTS



## Page Prints

The Eagle publishes one special print edition each semester, giving advertisers two exclusive opportunities each year to connect with students at pivotal moments.

Released in December and April, these editions align with high-engagement times on campus. They close out the fall semester before the holidays and capture the excitement of spring events, graduation and year-end activities.

With **2,500** copies in circulation, your message will stand out when students are most active and attentive.

## Ad Inserts (NEW!)

Ad inserts are a new feature in The Eagle's print editions this year, giving advertisers another opportunity to connect with students.

Placed inside the newspaper, inserts provide a takeaway piece that extends your message beyond the page.

With **2,500** copies distributed each semester, this format ensures your brand is delivered directly into the hands of our readers.

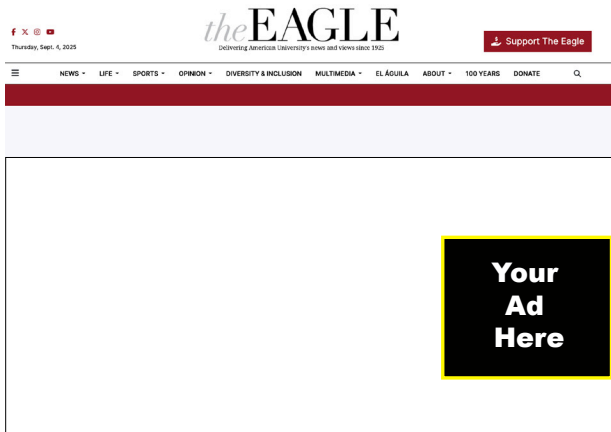
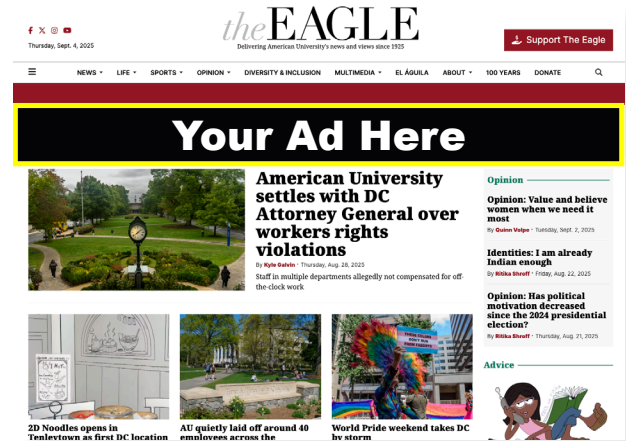




# RATES - ONLINE

## Front Page

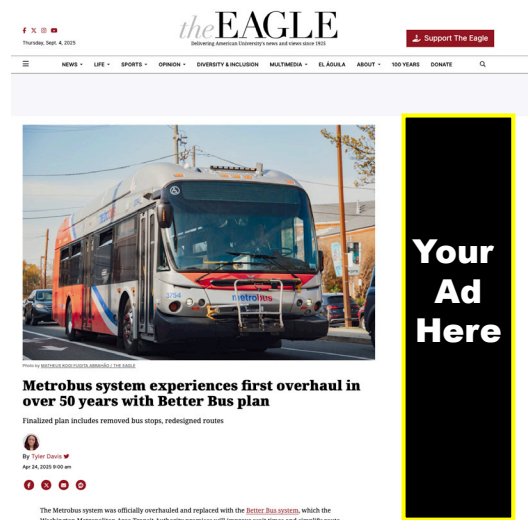
**Ledder**  
**728px x 90px**  
**\$800** per month



**Body Rectangle**  
**300px x 250px**  
**\$650** per month

## Article Page

**Skyscraper**  
**160px x 600px**  
**\$400** per month



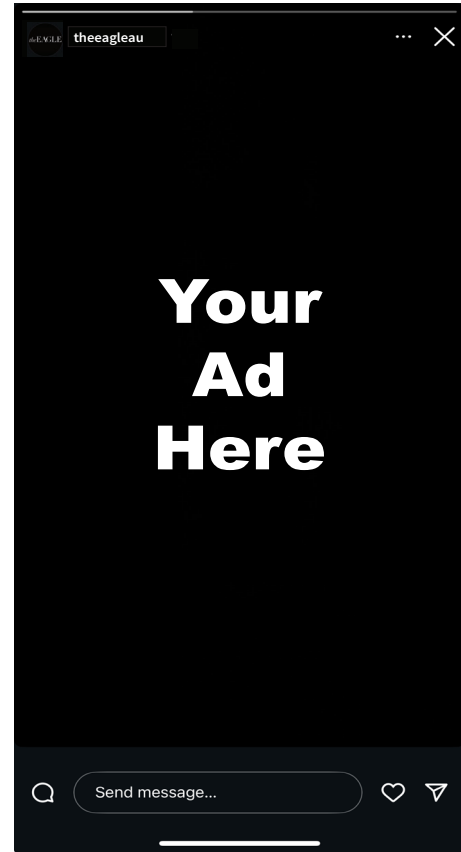
## RATES - SOCIAL MEDIA

### Instagram Stories

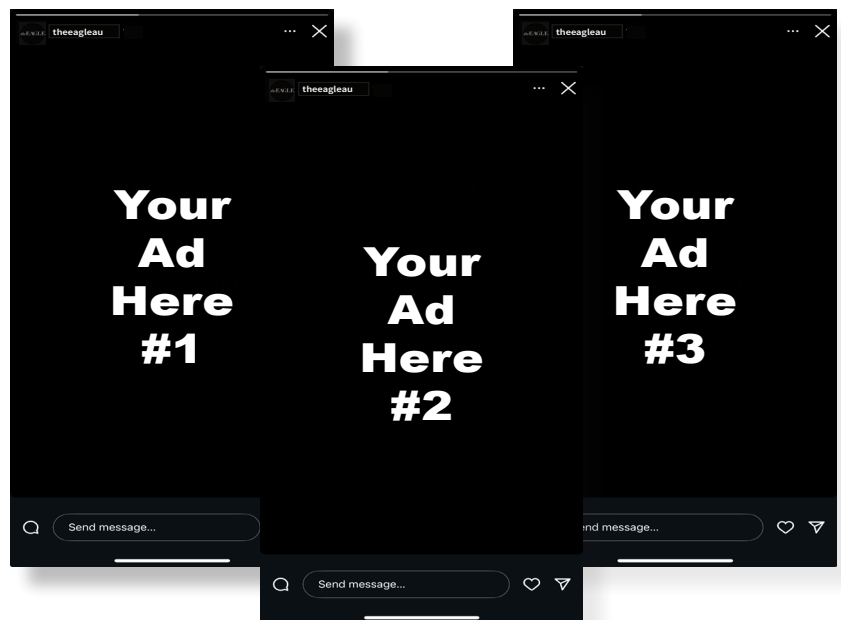
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**One Story Post**  
**(Up for 24 hrs)**  
**\$125**

Inquire for Main Feed Posts



**Bundle of**  
**3 stories**  
**\$350**



# RATES - PRINT EDITION

**4 NEWS** theEAGLE April 2013

## AU ANC commissioners bring student voices to DC politics

*by David Loring*  
*Local News Reporter*

For David Carney, a freshman in the School of Public Affairs, his first job was to push a message through campus and across the globe. He was the student representative to the AU National Conference, a biennial gathering of students from all over the world. Carney's job was to represent the AU community at the annual meeting of the American Association of Christian Universities (AACU).

Carney and his fellow commissioners represent a part of the AU community that is often overlooked in the national conversation. They are the students who are not just the face of the university, but the backbone of the AU community. They are the students who are the future of the university, and they are the students who are the future of the world.

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**Your Ad Here**

**1/4 Page**

**5 x 6.8**

**\$300**

**1/2 Page**

**10.5 x 6.8**

**\$500**

**Back Cover**

**Fullpage**

**10.5 x 14**

**\$750**

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**Back Cover**

**Fullpage**

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**1/2 Page**

**10.5 x 6.8**

**\$500**

**Back Cover**

**Fullpage**

**10.5 x 14**

**\$750**

# Newsletter (**weekly**)

**\$125**

**Opinion:**

## Your Ad Here

# Ad Inserts - Eagle Prints Ad ***NEW!***

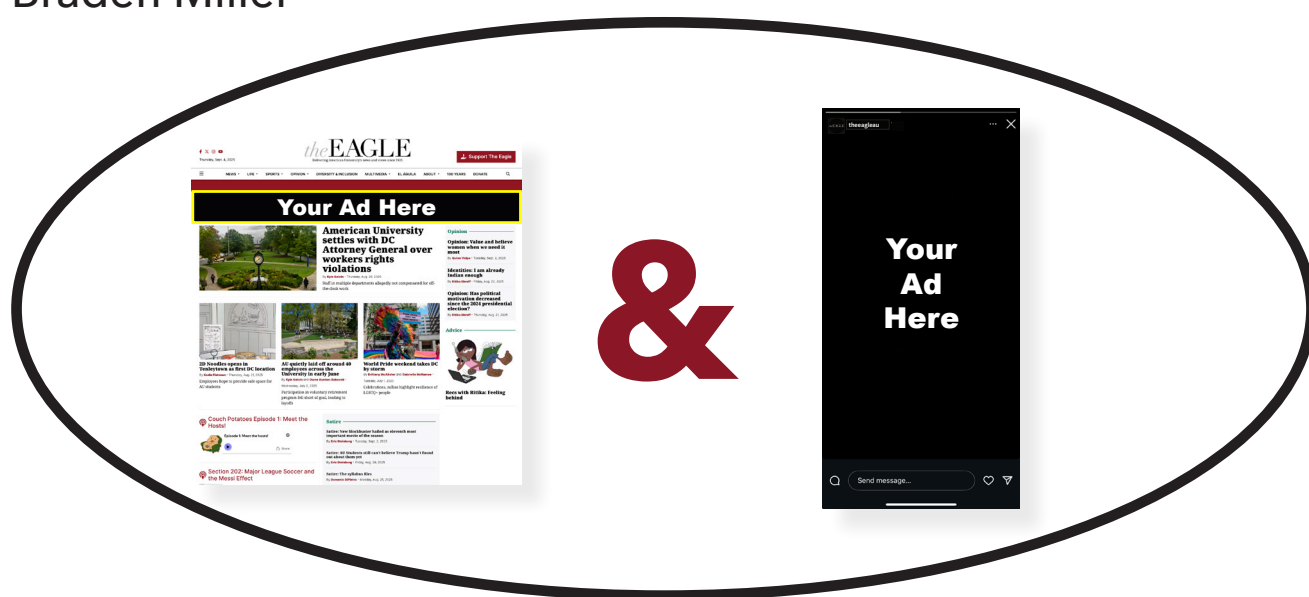
**\$525**

**\$725**



# PACKAGE DEALS

The Eagle offers package deals that allow advertisers to combine multiple ad options at a discounted rate. For example, pairing a website ad with an Instagram Stories ad allows you to share your ad with readers online and followers on social media at the same time, while also receiving a lower price than booking separately. To learn more or set up a package plan that works best for your goals, contact our Business Manager, Braden Miller



# CONTACT US

For more information or to place an advertisement with The Eagle, please contact our Business Manager, Braden Miller:

**[businessmanager@theeagleonline.com](mailto:businessmanager@theeagleonline.com)**

or

**[bmiller@theeagleonline.com](mailto:bmiller@theeagleonline.com)**

Please note: Payment is due upon initiation of ad run for new advertisers. The Eagle does not accept paid or sponsored guest posts, nor do we offer link insertions.