



2025-2026 Media Kit

www.easternecho.com

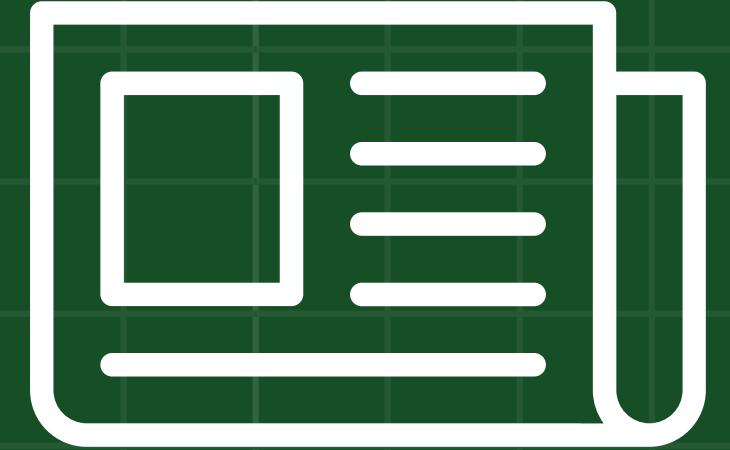
About Us



The Eastern Echo is a college student-run news organization serving Eastern Michigan University and the Ypsilanti community for over 100 years. Our mission is to inform the Eastern Michigan University and Ypsilanti community by highlighting newsworthy content in a fair, accurate and timely manner.

We do this by providing 24/7 news, sports, and entertainment coverage on our website and weekly print edition. We also use social media and podcasting to expand our accessibility. In 2023 and 2024, we were awarded College Newspaper of the Year by the Michigan Press Association.

Print Editions



The Eastern Echo produces a weekly print during the fall and winter semesters. Copies are delivered to spots on and off campus.

On campus, we have over 30 spots including newsstands in which advertisements can be placed. Off campus, we have over 20 spots.

Our audience includes 12,000 students and 1,800 faculty and staff, in addition to Ypsilanti community members.

Website Analytics



Our website, EasternEcho.com, saw 201,000 active users from August 2024 to April 2025. Our website is accessible across the globe, with our largest audience being in the United States, but also popular in the United Kingdom, Canada, China, and more.

Through this channel, our advertisers can reach a large audience. On average, we have 46,000 monthly impressions. Of these impressions, 30,000 thousand are 100% viewable. We have a monthly average of 150 clicks on website advertisements.

Social Media Analytics



In addition to our website, we broaden our audience through our use of social media. We use Instagram, Facebook, TikTok, X, and YouTube.

TikTok, @theeasternecho

- More than 700 followers.
- In April 2025, our page received 4.7 thousand views.
- We had around 100 content interactions and more than 50 profile visits.

Social Media Analytics



Instagram, @easternechoofficial

- More than 2,000 followers.
- From August of 2024 to April of 2025, our page received 120,000 thousand views.
- We had 5,700 content interactions.
- The main audience of our Instagram is people ages 18-24, followed by people ages 25-34.
- Ypsilanti is our top city followed by Ypsilanti Township and Ann Arbor.

Social Media Analytics



Facebook, The Eastern Echo

- More than 3,800 followers
- From November of 2024 to April of 2025, our page received 42,200 views.
- We had 1,500 thousand content interactions.
- The main audience of our Facebook is people ages 25-34, followed by people ages 35-44.
- Ypsilanti is our top city followed by Ann Arbor and Detroit.

Print Advertising

Front page ads start at \$1,000.

Ad Type	Size	Price (one week)
Full Page	11.5 x 19.5	\$1,300
Half Page Vertical	5.75 x 19.5	\$725
Half Page Horizontal	11.5 x 9.75	\$725
Quarter Page	5.75 x 9.75	\$295
Eighth Page	3 x 5	\$175

	Full Page		

1/8 Page Horizontal			
		1/2 Page Vertical	
1/8			
Page Vertical			

			1/16 Page
1/4 Page			
	1/2 Page		
	Horizontal		

Ad Sizes

Print Calendar



Fall 2025 (15 editions)

August 26 (Welcome Back edition)
September 9, 16, 23 and 30
October 7, 21 and 28
November 4, 11, 18 and 25
December 9

Winter 2026 (14 editions)

January 13, 20 and 27
February 3, 10, 17 and 24
March 10, 17, 24 and 31
April 7, 14 and 21

Newsstand Advertising

The Eastern Echo has 8 newsstands around Eastern Michigan University's campus.

Upper Poster: 22x46 inch poster
\$100 per stand, per month

Lower Poster: 20x32 inch poster
\$50 per stand, per month



Lower poster



Upper poster

Digital Advertising

With monthly discount applied.

Ad Type	Weekly Price	Monthly Price
Leaderboard	\$90	\$288
Upper Right	\$85	\$288
Lower Right	\$55	\$272
Sponsored Links	\$20	\$176
Classifieds	\$20	\$64

Ad Type	Size in Pixels
Leaderboard	728 x 90
Upper/Lower Right	300 x 250

Digital Advertisement Sizing



Discounts



The Monthly Discount

This discount offers 20% off to advertisers who would like their ad to run for 4 or more prints.

The Semester Discount

This discount offers 30% off to advertisers who would like their ad to run for 12 or more prints.

Not looking to advertise?

If you don't want to purchase an advertisement right now, we completely understand! Consider supporting us in other ways:

- Donate to our scholarship funds.
- Become a patron of Cellar Roots.
- Sponsor a podcast episode, or a season.
- Put your name on a puzzle.
- Participate in our annual media gala.

Scholarship Donations

The Eastern Echo staff are constantly hard at work all year. Whether it be working on a news story or filming a video for social media, we are filled with dedicated students constantly striving to create quality content.

To help support students at The Echo, you can donate to one of the following scholarships through the donation link on EasternEcho.com.

- EMU Echo Editor Endowed Scholarship
- Scott Stephenson Eastern Echo Scholarship
- Larry Cathey Memorial Scholarship
- Art Brooks Memorial Scholarship
- Student Media Development Fund

Cellar Roots Sponsorship

Do you love and value art? Help out student artists by sponsoring Cellar Roots, our student art magazine and subset of The Eastern Echo.

Chose from one of three tiers for a donation to support the yearly edition of the Cellar Roots magazine.

Sponsors will be listed in the magazine.

Bronze Tier	\$250
Silver Tier	\$500
Gold Tier	\$1,000

Podcast



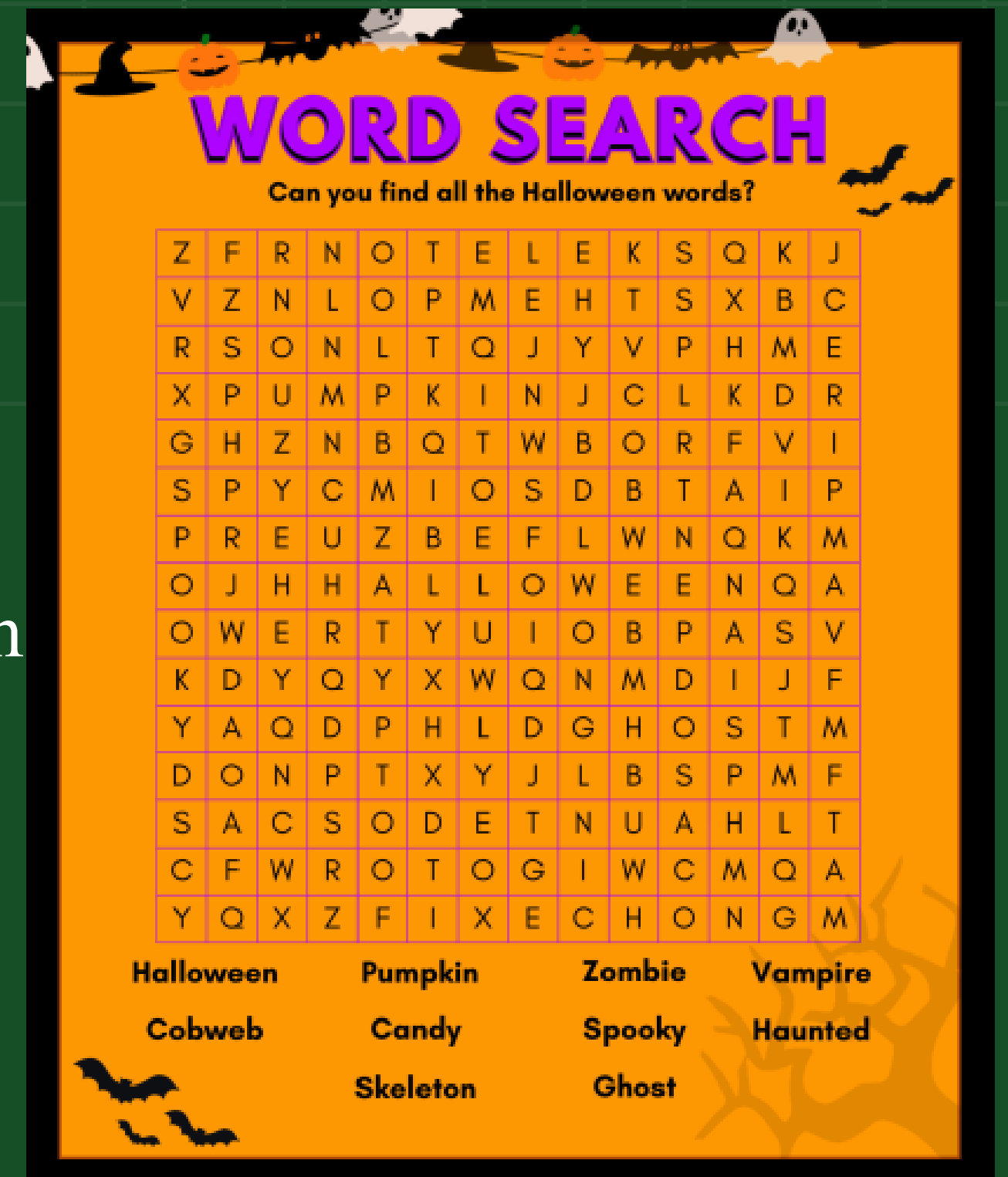
Research has found that 47% of Gen Z that are online in the U.S. are monthly podcast listeners. That is about 24 million Americans. Accounting for this rise, The Eastern Echo started our podcast in 2019 on Spotify and EasternEcho.com.

You can sponsor an episode for \$125, or sponsor a semester of episodes for \$1,500. Sponsors will be named in the episode(s) and listed in the podcast section of easternecho.com.

Puzzles

To keep our audience coming back, we like to engage them with the news. Reading can get boring, and so can class. Thus, we offer crossword and Sudoku puzzles, among others, to keep our audience entertained and engaged.

Sponsors' names will be printed with each puzzle for this option.



Student Media Gala

To celebrate our hardworking staff, and the diligent staff in The Echo's history, an annual Student Media Gala is hosted in the spring. Started in 2023, the Media Gala awards scholarships to students and inducts Echo alum into the Hall of Fame.

To support this gala, donate items for the silent auction. Or consider a donation to the EMU Foundation in honor of the inductees. Donations will support a new Hall of Fame Scholarship for Echo staff members.



Advertising Policies

The Eastern Echo reserves the right to refuse advertising or to limit advertising for any issue.

The advertising manager reserves the right to reject any advertising.

The words “Paid Advertising” may be placed above and/or below any advertisement.

The Eastern Echo has a 25% upcharge for making the creatives.

All advertisements should be submitted one week before the print.

Contact Information

For businesses interested in having print copies of The Eastern Echo distributed from their locations, contact **advisor@easternecho.com**.

For businesses that are interested in advertising in the print, online, or sponsoring an episode of The Eastern Echo podcast, contact **advertising@easternecho.com**.

To buy a classified, check out the classified section of **easternecho.com** for more information and to make the purchase. Classifieds run online and in the print for one price.