



LINDENLINK MEDIA KIT



Lindenwood University, St. Charles, Missouri
Updated February 2020

ABOUT LINDENLINK

Lindenlink.com is a student-run news website that uses multiple forms of media and storytelling to keep readers informed of campus and community news. It is updated daily during the school year.

Link is a magazine published once per semester by the Lindenlink staff. It is distributed for free on news stands on the campus of Lindenwood University in St. Charles, Missouri.

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Lindenlink



Lindenlink



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Lindenlink is run by students who seek to produce journalism that readers can rely on, whether they are on campus or in the community. Our website publishes regular news, sports, culture, opinions and multimedia content, and Link provides more in-depth stories in print. We always seek to connect with our readers and make sure our coverage reflects their lives.

Our motto:

Facts matter.
Voices matter.
Stories matter.

Our mission:

We help link the Lindenwood community to the world around it. We create honest and engaging stories, and we serve as a resource to help develop students' professional skills.

Did you know?

Lindenlink.com was founded in 2011 and the first issue of Link came out in 2019, but Lindenwood has a much longer history of student journalism. The first known student newspaper, The Experiment, dates back to the 1840s.



POLICIES

Lindenlink reserves the right to change advertising prices at any time, but advertisers will be notified if and when changes occur. However, if you have ordered but not yet paid for ad space, we guarantee the price for one month from when the order was placed.

The Lindenlink staff has the right to edit or reject any advertisement at any time. All political ads must clearly show endorsements.

Credit Policy

Payment is required five days before online publication. Lindenlink will send invoices for payment with a tear-sheet of the ad. Any ads inadvertently left out of the publication will be placed in the next issue or online. No refunds will be given for unused portions of the signed contract. Payment plans are available upon request.

At this time, Lindenlink only accepts credit card or cash payments, checks are not accepted.

Design Policy

Lindenlink will not design ads, but we will make adjustments to pre-designed ads, such as edits to text or size changes, at no extra cost.

YOUR **LINK** TO THE LINDENWOOD COMMUNITY

We strive to connect organizations with our audience through both online and print advertising. We estimate more than two-thirds of our audience is Lindenwood University students, but it also contains a significant number of parents, alumni, faculty, staff, and local citizens.

By the numbers

- **8,800** unique viewers per month
- **17,700** website views per month
- **1,500** Twitter followers
- **1,700** Instagram followers
- **1,700** Facebook followers
- Link magazine circulation: **2,000** copies

We are the one and only Lindenwood-focused news source. When you invest in advertisements on Lindenlink.com or in Link, not only does it show you support our publication, it connects you with our diverse, energetic audience. We are a publication readers trust, and we provide them with relevant news, which gives us value not only for our readers, but for our advertisers who introduce them to products and services.

Important Dates

Jan. 13	Classes start
Jan. 20	MLK Day No School
March 9-13	Spring Break No School
Apr. 10	Good Friday No School
May 4-8	Finals



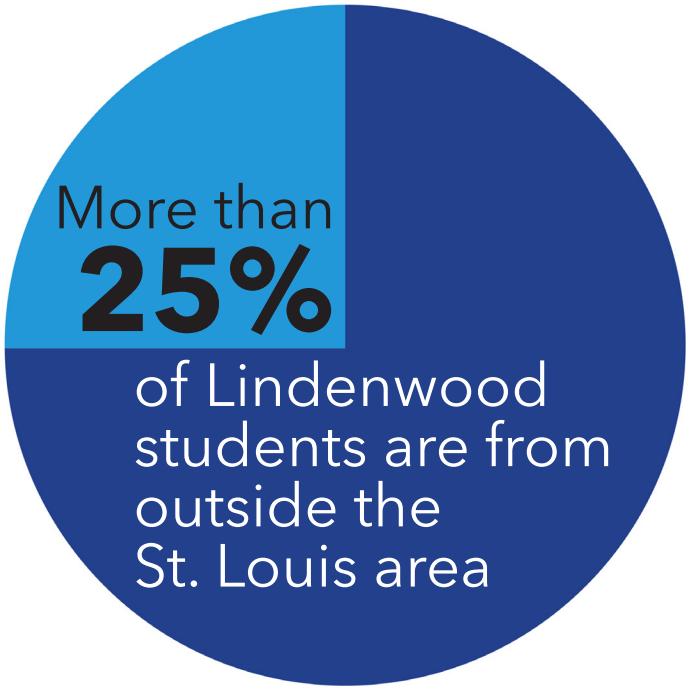
St. Charles, Missouri

St. Charles is located 25 miles from St. Louis on the Missouri River, in the wealthiest county in the state. The town of 65,000 is home to beautiful natural areas, historic sites, and thriving local businesses.

Lindenwood University

Lindenwood was founded in 1827 as the first women’s college west of the Mississippi. Today, it is a private, co-educational, four-year university with a thriving community of students from all walks of life.

- **115+** degree programs
- **40+** intercollegiate sports
- **6,000+** students at Lindenwood-St. Charles
- Students from **47** states and over **70** countries
- **13%** of students are international.



Breakdown by ethnicity

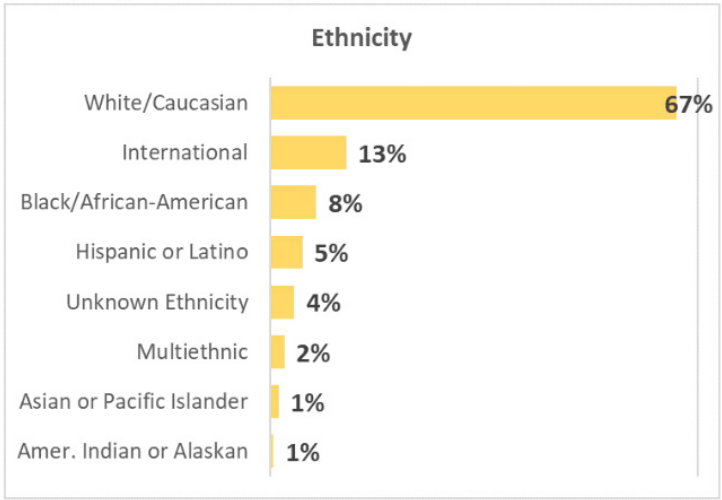


Chart from Lindenwood.edu

PRINT ADVERTISING

Link features stories that relate to Lindenwood and the community, that showcase the lives and accomplishments of students, faculty, staff, and alumni, and that look at issues and trends impacting our generation as a whole. We seek to tell unique stories and present them in an engaging way. Headlines from the last magazine include:

Last of its kind: The Corner Bar, 5 blocks from LU campus, is home to the only “cocked hat” bowling alley in the US

Who’s a good dog? Emotional support, service dogs assist students

Peaked interest: Professor climbs Mount Kilimanjaro for second time

Vaping culture: while health officials decry its potential dangers, the number of young users continues to rise

The value of advertising in Link

We seek to provide competitively priced print ads, and to give advertisers value for what they spend.

Because Link is only published once per semester, its release will be highly anticipated. Each copy has the potential to be passed around to multiple readers.

Link will be distributed in news racks in popular campus buildings, and its release will be promoted on Lindenlink’s social media.

Full color printing is included for free with any ad in Link.

A digital version of the magazine will also be available on Issuu.com, further extending the ad’s reach.

Ad submission policies

For best print quality, we request that any submissions for print ads be in the CMYK color or Grayscale with a resolution of 300 dpi and in high quality PDF format. All of our print ads are sold by issue. All ads are due no later than 5 p.m. 14 days prior to the publication date. Material submitted after the deadline will be placed at the discretion of the editors. Link cannot guarantee placement in a specific section of the magazine, but we will do our best to accommodate requests.

Link has a circulation of **2,000** copies. If the circulation is reduced from this number, we will refund the advertiser in proportion to the number of copies not printed.

To avoid cutoff on bleed ads, please keep all logos and copy at least 0.25 in from the edge.

DISCOUNTS

See the “online advertising” page for more online deals, or contact us to ask about other options. Discounts do not stack.

Repeat client discount

5% discount if you have bought ads with us before.

Print & online bundles

\$70: Postcard ad, 350x725 sidebar ad for one week (save \$15)

\$100 - Quarter page ad, 350x725 sidebar ad for one week (save \$25)

10% off digital ads with the purchase of a print ad quarter page or larger

Campus discount

20% off all ads for campus-affiliated organizations.

Banner

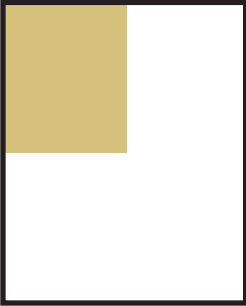
8.25”x3.5”
\$100

Classified

2.75”x3.5”
\$30

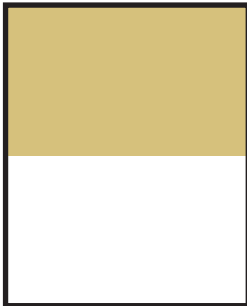
Postcard

5.5”x3.5”
\$50



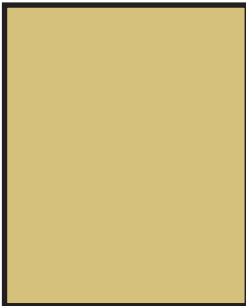
Quarter-page

(4.125”x5.25”) \$90



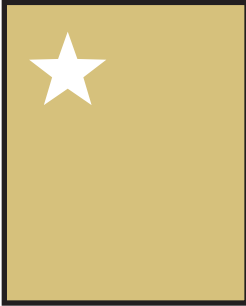
Half-page

(8.25”x5.25”) \$125



Full page

(8.25”x10.5”) \$275



Back cover

(8.25”x10.5”) \$300

Future of North Main Street alcohol law still uncertain going into 2020



The St. Charles City Council chambers in City Hall.

Matt Hampton, Editor-in-Chief
December 19, 2019



In its final meeting of 2019 Tuesday night, the St. Charles City Council again

Trending Stories

- 1 The history of Lindenwood's aging water tower
- 2 New police board members to replace LU's ex-interim president
- 3 Where Lynx are going before Belleville undergrad ends in May
- 4 Real experience, real intensity: Students spend 3 days simulating emergency calls
- 5 Grubhub comes to campus, allowing Lions to skip food lines

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News



Future of North Main Street alcohol law still uncertain going into 2020

Matt Hampton, Editor-in-Chief
December 19, 2019 • No Comments

In its final meeting of 2019, the St. Charles City Council again postponed voting on a new liquor bill introduced in November.



Finals power outage was not due to a transformer, rumors dispelled

Kyle Drake, Editor-in-Chief

What will be open on campus during winter break

December 13, 2019
If your team is competing or practicing during winter break or you are staying on campus, here's what is going to be open.

Fall graduation to recognize 750 Lions

December 11, 2019
Commencement for Lindenwood graduate students will be Friday, Dec. 13, at the St. Charles Family Arena, and undergraduate students will graduate the following day.

Crime log: two assaults happen over the weekend

December 11, 2019
This past weekend two assaults happened, property damage and a drug violation.

Public Safety's toy drive is waiving parking tickets

December 9, 2019
Public Safety & Security is waiving student parking ticket fees if offenders donate to the officer's Toys for Tots drive.

Follow us on Twitter

Tweets by @Lindenlink



425x425

Homepage or story sidebar
\$30 per week

ONLINE ADVERTISING

Ads on Lindenlink.com have access to:

- **17,700** views per month
- **8,000** unique viewers per month
- **4,400** new viewers per month

Online advertisers must purchase two or more weeks.

Online discounts

Buy 4 or more consecutive weeks of online ads, receive a 20% discount

Buy 5 weeks of online ads in one semester, receive a 25% discount

Buy 14 weeks in one school year, receive a 50% discount.

Newsletter sponsorship

The Lindenlink newsletter is sent out to 250 subscribers every week. **For no extra cost**, online advertisers can sponsor a week of their choice for every week of online ads they purchase while space is available.

Sign up for our newsletter, which recaps the top stories each week, at eepurl.com/gDCt4X.



We believe we have a duty to keep our readers informed and to be a publication that deserves their trust. This mission carries through what we publish in print, on our website, and on social media.

All ads submitted for consideration need to be pre-designed and finalized in a PDF, in either RGB or grayscale color format with a resolution of 72 ppi for best display performance. All ads submitted need to be 350 px by 725 px or 425 px by 425px.

All online ads are due no later than 5 p.m. seven days prior to the scheduled post. Material submitted after the deadline will be placed at the discretion of the editors.

When requesting ad space, please indicate where you would like your ad to run.

Ad space is sold by the week, and prices vary on location and duration of the ad.

Lindenlink does not guarantee specific placement on a given page; for example, if you purchased a homepage ad, its location on the homepage may change during the duration of its display, but it will stay on the homepage. Lindenlink staff has the right to move ads or run ads in locations other than what was requested by the customer as long as it fits into the price bracket the customer paid for.

SOCIAL MEDIA

You can also connect to our readers on social media with sponsored posts on our Instagram story, Twitter, or Facebook for only **\$19 per post** at the day and hour of your choosing. Our social media following contains:

- **1,500** Twitter followers
- **1,700** Instagram followers
- **1,700** Facebook followers

Social media advertisers cannot purchase fewer than two posts total or more than three in the same week.

none meet in two years.

The Lions were topped by Emmanuel by a 31-15 final score, earning two outright wins and a forfeit in 10 different weight classes.

Shania Melendez debuted in the 101-pound weight class, earning the first takedown of her match, but later on, Melendez got pinned by Iesha Washington from Emmanuel.

After Emmanuel earned a forfeit in the 109-pound weight class, senior Angelique Terrones-Cruz hit a technical superiority two minutes and 49 seconds into the first period in the 116-pound weight class. At that point, the match was 10-4.

In the 123-pound weight class, Emmanuel's Emily Sie earned an 8-5 decision over freshman Jasmine Ward. Even with the loss, the Lions gained a point and were trailing by 8 points, 13-5.

Emmanuel took the win in the following two matches. Alexis Altamira got pinned in the 130-pound weight class and freshman Rachel Koolstra got defeated by technical superiority in the 136-pound weight class.

In the 143-pound weight class, freshman Belle Erhardt pinned her opponent to get the match closer in points. However, Emmanuel kept its run going when freshman Kiersten Noonan got pinned in the 155-pound weight class.

The Lions received a forfeit in the 170-pound weight class. In the last match of the dual, Kenya Henderson took a 9-0 lead in the 191-pound weight class before getting pinned three minutes and 45 minutes into the period.

"That was a winnable dual; they [Emmanuel] are ranked number fourth in the country, so this goes to show where we are at," head coach Mike Mena said. "We are very capable of beating that team; even though they are ranked fourth, I am pretty sure we can beat them."

The Lions competed in Naperville, Illinois, on Saturday for the North Central College Invite and closed out their Fall season. The Lions will be back on January 12th for the Ez Flex Open in Ottawa, Kansas.

Embed

View on Twitter

425x425

In story
\$40 per week

Lindenlink media kit
Lindenwood University
student media
St. Charles, Missouri



See stories online at
Lindenlink.com or sign up for
our newsletter, which recaps
the top stories each week, at
eepurl.com/gDCt4X.

