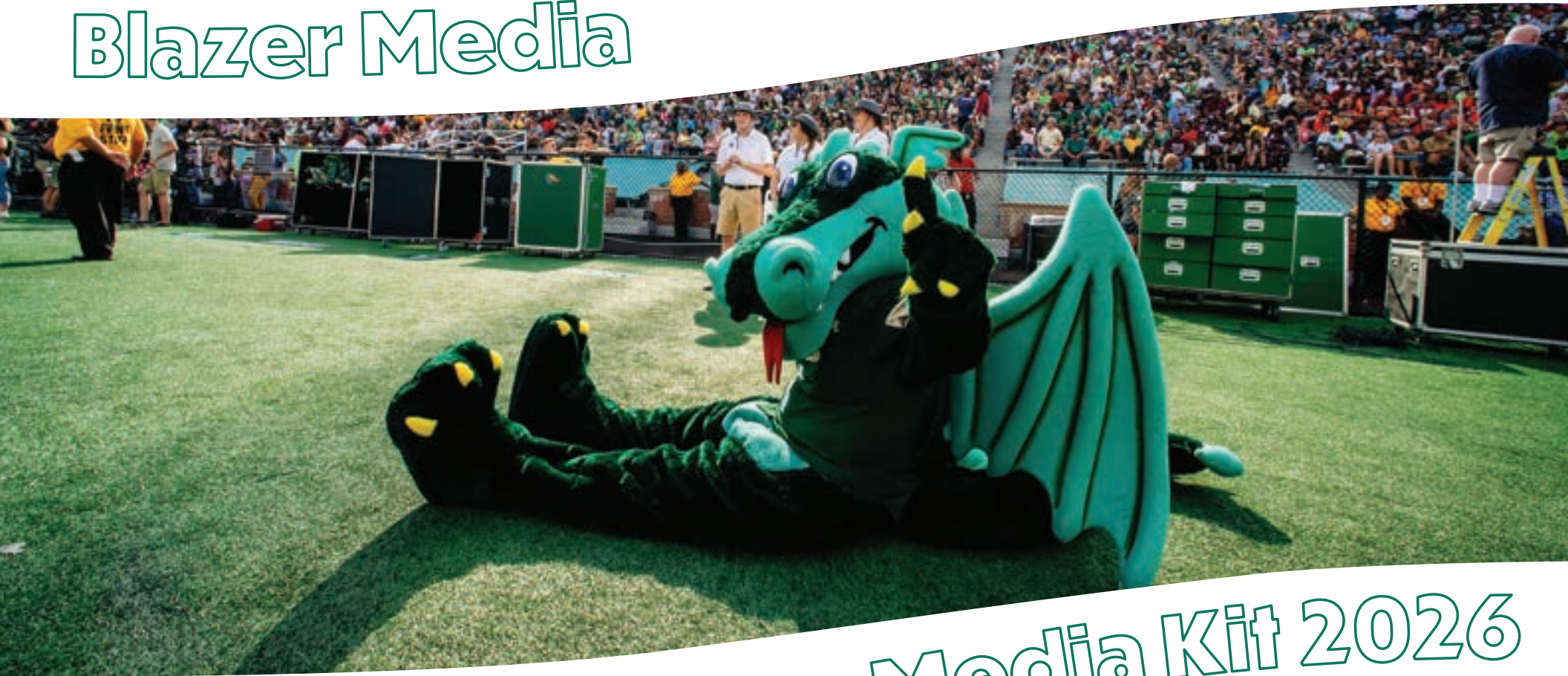


Blazer Media



Media Kit 2026

KALEIDOSCOPE | uabtv | *Aura* REVIEW

Blazer Media

UAB Hill Student Center, 1400 University Boulevard, Suite 130, Birmingham, AL 35294 | info@uabbblazermedia.com | 205-996-6543



UAB Student Media

About UAB Student Media

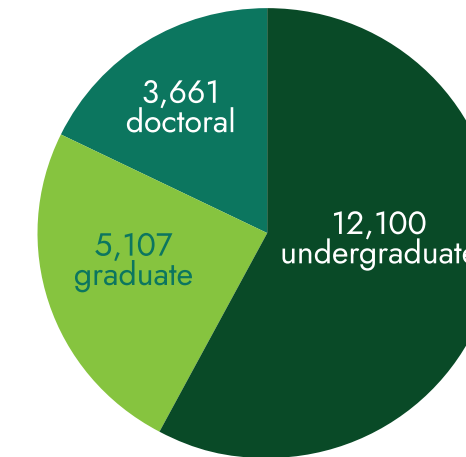
UAB Student Media is the home of the University of Alabama at Birmingham's student-run media outlets. They include Kaleidoscope, an award-winning news outlet and UAB's oldest student organization; Aura, a much-heralded literary arts magazine; and UABtv, original, web-based video programming.

UAB students operate all media. The articles, posts, newscasts and opinions are solely those of its student writers, producers, editors, deejays, etc. They connect to what students want to read, hear, see... and buy.

20,868

students enrolled in Fall 2025

Student Breakdown



\$12.1 billion

in UAB annual economic impact



2,800
followers



7,600
followers



Print

The Kaleidoscope

With more than 50 years of experience, The Kaleidoscope shares the unique student voice of UAB. The Kaleidoscope spreads news online daily at uabblazermedia.com and through specialty magazines.



Special Magazine Editions

Kaleidoscope’s specialty issues include a themed feature magazine, Best of UAB highlighting the best businesses in and around Birmingham, and a welcome back magazine.

Print Ad Rates

\$750

Full-page University Ad

\$750

Local Ad*

\$1200

National Ad

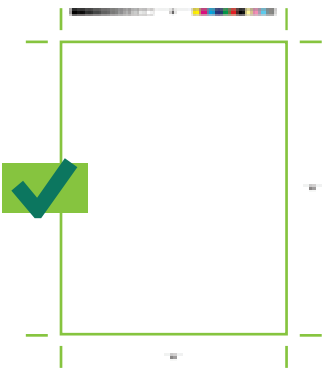
20%

Premium back page placement

Print Ad Specs

- 8.5x11 inches
- 0.25 inch bleed
- 300 dpi
- Full color

Designer Checklist



Settings:

- ☐ CMYK color profile
- ☐ 300 DPI resolution
- ☐ Fonts embedded
- ☐ Images embedded
- ☐ Exported with bleed and crop marks



Accepted formats:

- ☐ Adobe PDF (.pdf)
- ☐ Tiff (.tif)



Procedure:

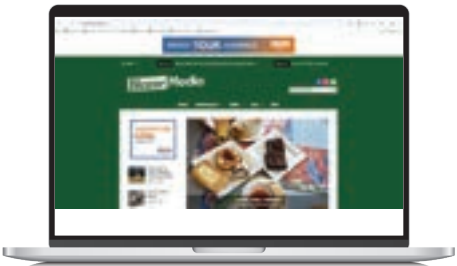
- ☐ Artwork emailed to info@uabblazermedia.edu

Additional charges may incur if submitted artwork does not meet the above requirements.

***Must have an Alabama billing address.**

Digital

Established in 2020, uabblazermedia.com is the home of all content for all Blazer Media organizations. The website is updated weekly with content spanning entertainment to breaking news. The website, following a refresh in fall 2025, saw more than 26,000 visitors.



Social Media

A series of social media posts allows your message to get in front of students multiple times to build a lasting impression. Sponsored posts can be shared by Kaleidoscope or UABtv on Instagram.

\$175

3 posts bundle

\$50

Carousel story ad:
3-5 frames

\$75

Carousel feed post
(Instagram): 3-7 slides

All images will have “paid advertisement” or “sponsored” at the top of the image. That caption will start with “PAID ADVERTISEMENT.” Social media advertising posts are archived after one month.

Sponsored Post

Now, tell your story your way directly to the UAB community. You can submit a sponsored post – or we can write one for you! Sponsored content pieces are labeled being sponsored by your business. Posts may be up to 600 words and include 1-2 photos. All sponsored posts are also shared via email newsletter.

\$200

Submitted post

\$300

Created post



Email Newsletter

Reach Blazers in their inboxes through our email newsletter. Students speak to students in a unique voice, informing them of what’s happening on and off campus day (and night). The email newsletters are distributed Monday for news and entertainment and Wednesday for nightlife and weekend events.

\$50/wk

Masthead: 800x400 px
Positioned above the masthead

\$40/wk

Banner: 600x200 px
Positioned in the middle of newsletter content

Designer Checklist



Settings:

- ☐ RGB color profile
- ☐ 72 DPI resolution
- ☐ Fonts embedded
- ☐ Images embedded
- ☐ Exported at correct digital ad dimensions

Accepted formats:

- ☐ JPG (.jpg)
- ☐ PNG (.PNG)



Procedure:

- ☐ Artwork emailed to info@uabblazermedia.com
- ☐ Signed contract submitted five days prior to placement date



Events & Services

DJ Services

We provide a trained student DJ to get your event rocking. Our DJs bring their own sound and DJ equipment, provide a custom playlist and take cues from the audience to add atmosphere to your event. Booking minimum is 2 hours per event. Event services are subject to a \$75 administrative fee.

\$75/hr

UAB Student Organizations

\$100/hr

UAB departments & supported organizations

\$125/hr

External Clients

Hosting without a DJ

\$25/hr

Photographer

\$40/hr

Sound Equipment Rental

\$40/hr

Film and Video Production

We're here for your social media and commercial video needs. Our trained video production students will help develop the concept, assist with script writing and deliver the views. Base pricing is below depending on video complexity.

\$125/hr

Full video production

\$75/hr

Video editing only

Street Team

Let our students take your marketing to the streets. Student street team distributes your promotional items directly to UAB students during high-traffic events and locations. Contact us for a custom quote.





Aura "Whimsy"
Release Party

Sponsorships

UAB Student Media provides a variety of ways for you to sponsor events and programs. Our sponsors receive premium billing on all event outreach, including emails, posters and other signage. Our events draw hundreds of UAB students and thousands of views. Events we've hosted in the past include Aura release events, Kaleidoscope's Best of UAB reveal, and professional workshops. We also offer sponsorships of digital programs on UABtv. To explore sponsorship opportunities, you will work directly with our Director to find the best fit for your business.

Policies

- Check or money order payments must be mailed to UAB Student Media, ATTN: Jackie Alexander, 1400 University Blvd, Suite 130, Birmingham, AL 35294.
- All UAB Student Media organization outlet heads reserve the right to reject any advertisement or sponsorship for any and all reasons. Advertisements or sponsorships that discriminate on the basis of race, ethnicity, creed, color, disability, sexual orientation or gender expression.
- Advertisements that UAB Student Media or its member organizations deem false, misleading or promoting academic dishonesty will be rejected.
- Advertisements and sponsorships for products, services or promotions that are illegal in the state of Alabama will not be considered.
- Alcohol and tobacco advertising is not accepted.
- All invoices are due within 30 days of invoicing. Any overdue invoices may be subject to a 10 percent late fee.
- All sponsorships must be prepaid and are subject to an administrative fee.
- Festival, political advertising and business closing advertising must be prepaid.
- UAB Student Media reserves the right to require payment at any time on any account and/or refuse to run further advertising until payment is made in full.
- Advertising or contracts canceled by the deadline date will be refunded or not billed. Any client failing to cancel before the deadline will be fully responsible for the contents of the contract.
- Advertising canceled after the publication has gone to print will not be rescinded nor refunded.
- UAB Student Media is not responsible for factual errors, quality of artwork or grammatical and/or typographical errors in an ad submitted by the advertiser.
- Students, faculty or staff placing advertisements or underwriting messages on behalf of businesses, whether those are personal businesses or whether they are employees of one, will not be eligible for any student/staff/organization discounts and will be charged the full local or national rates as applicable.

Rates & Specs At a Glance

The Kaleidoscope

Ad Size	Specs	Rates
Full-page University Ad	8.5x11 inches 0.25 inch bleed 300 DPI Full color CMYK PDF	\$750
Local Ad	8.5x11 inches 0.25 inch bleed 300 DPI Full color CMYK PDF	\$750
National Ad	8.5x11 inches 0.25 inch bleed 300 DPI Full color CMYK PDF	\$1200
Premium back page placement	8.5x11 inches 0.25 inch bleed 300 DPI Full color CMYK PDF	20%

Film & Video Production

Service	Rate
Full video production	\$75/hour
Video editing only	\$75/hour

Social Media

Posts	Specs	Rates
3-posts bundle	1080x1080 px or 1080x1350 px 72 DPI JPG or PNG	\$175
Carousel story ad: 3-5 frames	1080x1920 px 72 DPI JPG or PNG	\$50
Carousel feed post: 3-7 slides	1080x1080 px or 1080x1350 px 72 DPI JPG or PNG	\$75

DJ Services

Group	Rate
UAB Student Organizations	\$75/hour
UAB departments & supported organizations	\$100/hour
External clients	\$125/hour

All event services subject to
a \$75 administrative fee.

Sponsored Post

Post	Specs	Rates
Submitted Post	600 words 1-2 photos	\$200
Created Post	600 words 1-2 photos	\$300

Email Newsletter

Ad Placement	Specs	Rates
Above masthead	800x400 px 72 DPI JPG or PNG	\$50/week
Banner in email body	600x200 px 72 DPI JPG or PNG	\$40/week

Additional Services

Service	Rate
Hosting without a DJ	\$25/hour
Photographer	\$40/hour
Sound Equipment Rental	\$40/hour