



Daily Nebraskan Media Group

Media Kit 2025-26

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Contact

Located inside the Nebraska Student Union.

Daily Nebraskan Media Group

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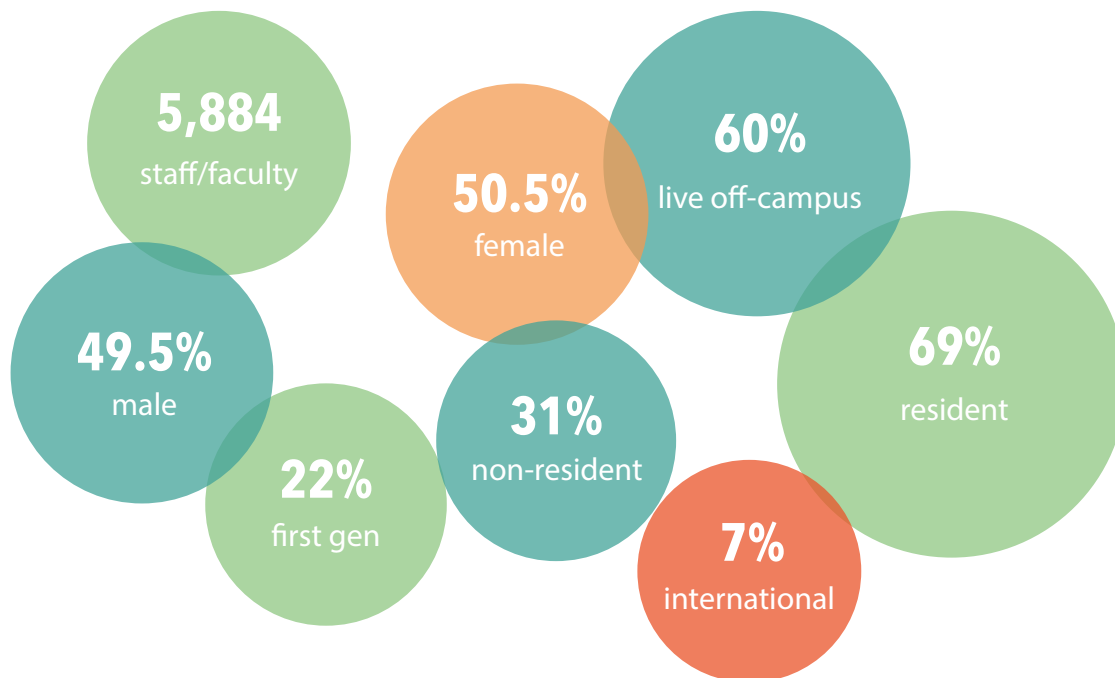


STUDENT ENROLLMENT BREAKDOWN

The UNL student population is made up of almost

24,000 students

from all 93 Nebraska counties.

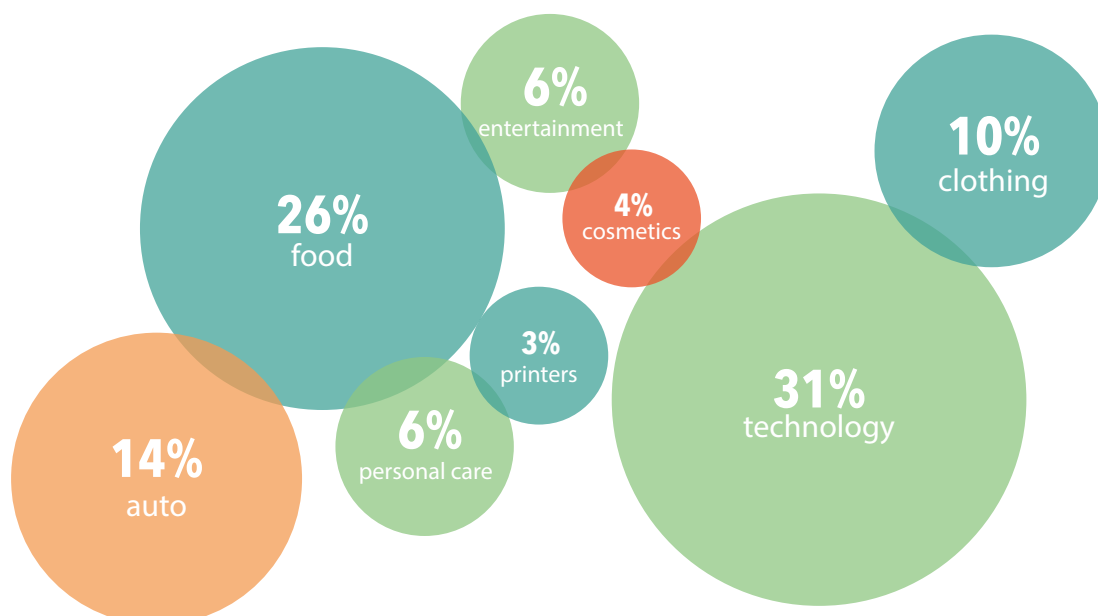


STUDENT SPENDING BREAKDOWN

Beyond tuition and fees, UNL students spend

over \$323 million.

Take a closer look at our students discretionary spending.



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CALENDAR

Academic Year 2025-26

- Husker Mania
- Job Fairs
- Housing Fairs
- Pet the Stress Away
- Spring Festival
- Breaks
- Classes Begin

Fall Semester

AUGUST

Su	Mo	Tu	We	Th	Fr	Sa
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

OCTOBER

Su	Mo	Tu	We	Th	Fr	Sa
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

SEPTEMBER

Su	Mo	Tu	We	Th	Fr	Sa
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

Spring Semester

MARCH

Su	Mo	Tu	We	Th	Fr	Sa
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

APRIL

Su	Mo	Tu	We	Th	Fr	Sa
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

Husker Mania

Celebrate students' arrival back to campus during Big Red Welcome week. This must-attend Friday night event attracts thousands of Husker students. Engage as they have fun, play games, and compete for prizes.

Housing Fairs

Held during the fall and spring semesters, the Housing Fair offers student housing communities the opportunity to get in front of students before they make their decision on living plans for the following year.



Job Fairs

Held during the fall and spring semesters, the Job Fair highlights local part-time jobs that are targeted towards college students. This is a must-attend event to gain traction and talk to potential candidates for your company!

Pet the Stress Away

College can be stressful - that's why we hold Pet the Stress Away each semester. We team up with local animal shelters to bring dogs to campus and cheer up stressed out students. Sponsoring this event allows us to continue the joy.

Spring Festival

This is our final event of the school year, celebrating the end of the semester nearing. Students join the celebration to experience food, live music, games, and more. Vendors can join in by bringing the students a fun experience while promoting their business.



EVENTS

PRODUCTS

Orientation Bag Inserts

All incoming freshmen are required to attend orientation the summer before they move to campus. Be one of the first businesses to introduce yourself to these students by putting a flyer, coupon, swag, etc. into their welcome bags. Would you prefer to reach out to their parents? Your insert can go in the parent orientation bags as well.



The Daily Nebraskan Media Group's

Rack Posters

offer marketing space above our large magazine racks around campus. Our network of almost 20 high-traffic billboards

reach 30,000+ students, staff, and alumni

on campus. Choose one or more locations to get your marketing message in front of this valuable demographic.

Campus Visitor Guide

Thousands of prospective students, families, alumni, and sports fans visit campus each year. 12,000 copies of this annual guide, printed in partnership with University Communications and Marketing, are accessible all over campus.

Welcome Back Magazine

With more than 3,000 copies handed out to new students at the Big Red Street Festival, there's no better way to get your message in front of this new group of highly receptive student consumers! Additional copies are available around campus for students to grab. With info on the new school year, it is a popular piece for returning students.

Access to our 9 high-traffic elevators and

over 6,000 daily users

throughout UNL's four parking garages offer you a creative and impactful way to engage potential customers. This option is becoming increasingly successful as the ever-growing student population purchases resident and commuter parking passes.



DIGITAL

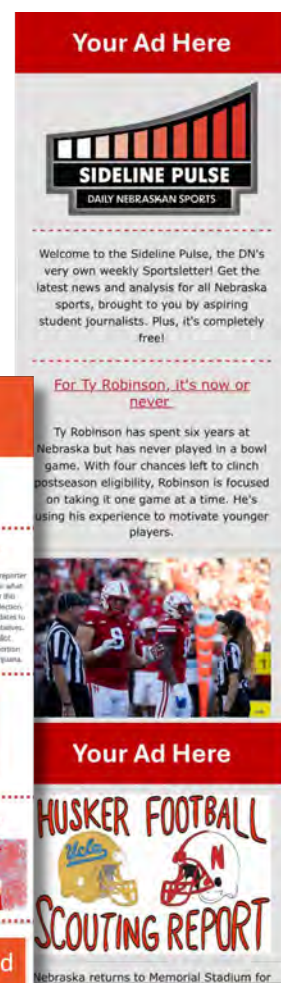
The Daily Nebraskan sends out a daily email newsletter Monday-Friday during the months' school is in session (August-December and February-May). This email is sent to all 22,000+ UNL students, with new freshmen added every fall.

E-Newsletter

The e-newsletter includes the latest news headlines from around campus. Choose to sponsor an email once or the whole year.

Business Sponsored Email

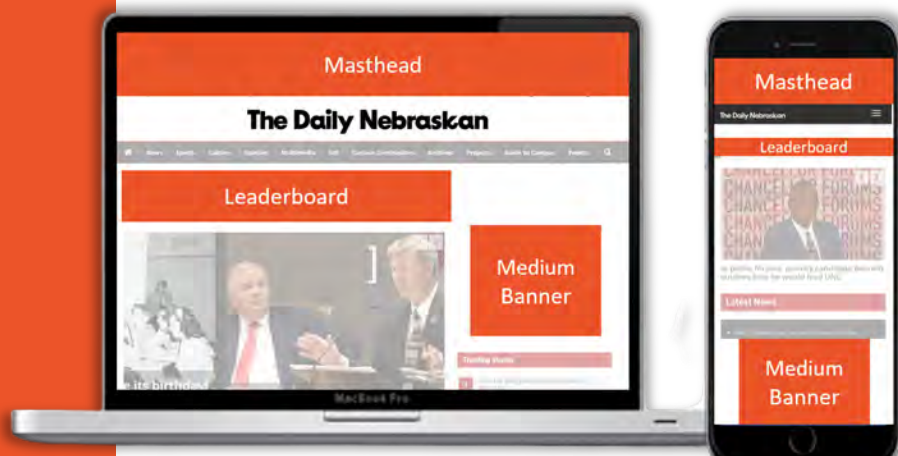
Do you want to make a huge impact on UNL students? We can help! Let us email your message to the entire student body.



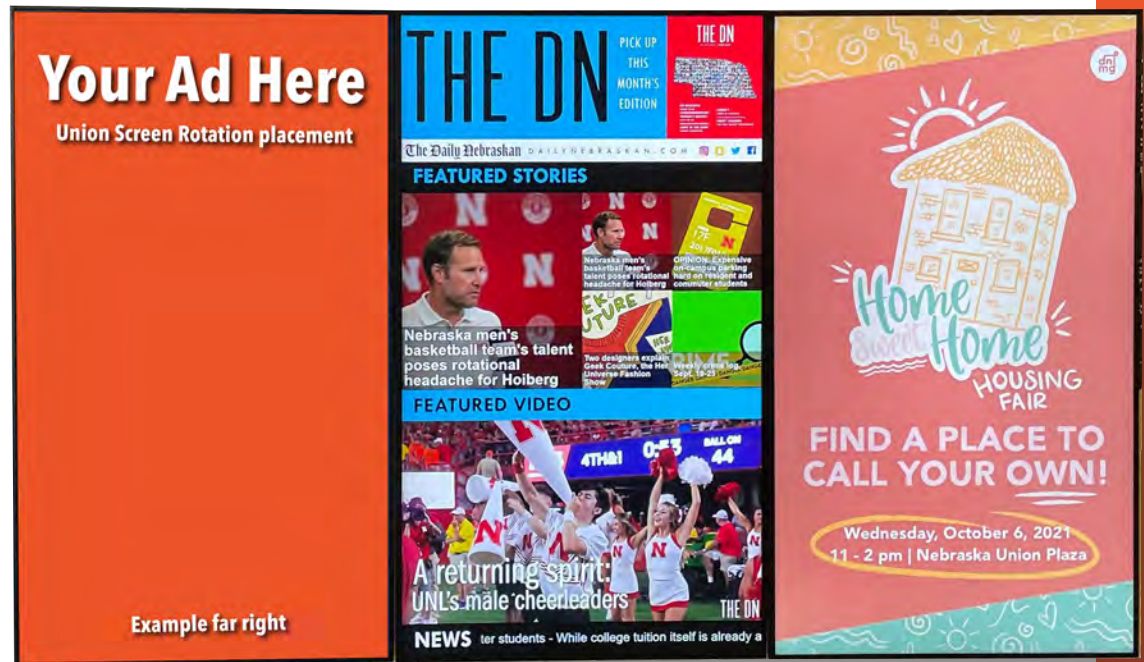
When it comes to technology's influence on America's young adults, reading is not dead—at least not the news.

With more than 110,000 unique users per month,

dailynebraskan.com should be the foundation of your campus marketing plan. Most of our readers use their mobile device to engage with our content and we make engagement easy with multiple size options and premium positions.



One of our most popular products is our exclusive digital billboards on campus. The large digital flatscreens are in two locations, The NE Union and Campus Rec. These rotations are an attractive option for striking, full-color digital ads. These high traffic placements are displayed in prime locations and are sure to get the attention of students.



Example far right

Campus Recreation Screen Rotation

Reach students as they come and go from Campus Rec.

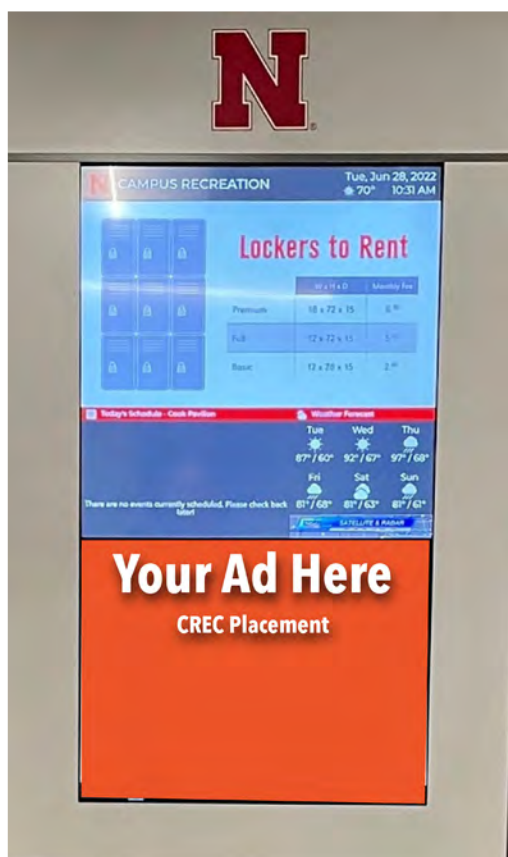
This group of students may be working out, training, or playing intramural sports. This is a great opportunity to reach students with a specific interest in health, wellness and being active.

Student Union Screen Rotation

This high impact spot covers one-third of the digital display screen and runs on a 10 second rotation. It's a great way to get your branding message in front of UNL students as they come and go throughout the day.

Student Union Screen Takeover

This giant ad is sure to get attention! The takeover position covers the entire digital display for 10 seconds before transitioning back to the rotation spots. It's a great way to make a HUGE impact.



SOCIALS

What's the best way to reach college students?

By placing your message where they spend the most time - social media.

And there's no better way to do that than through our full suite of social media platforms.

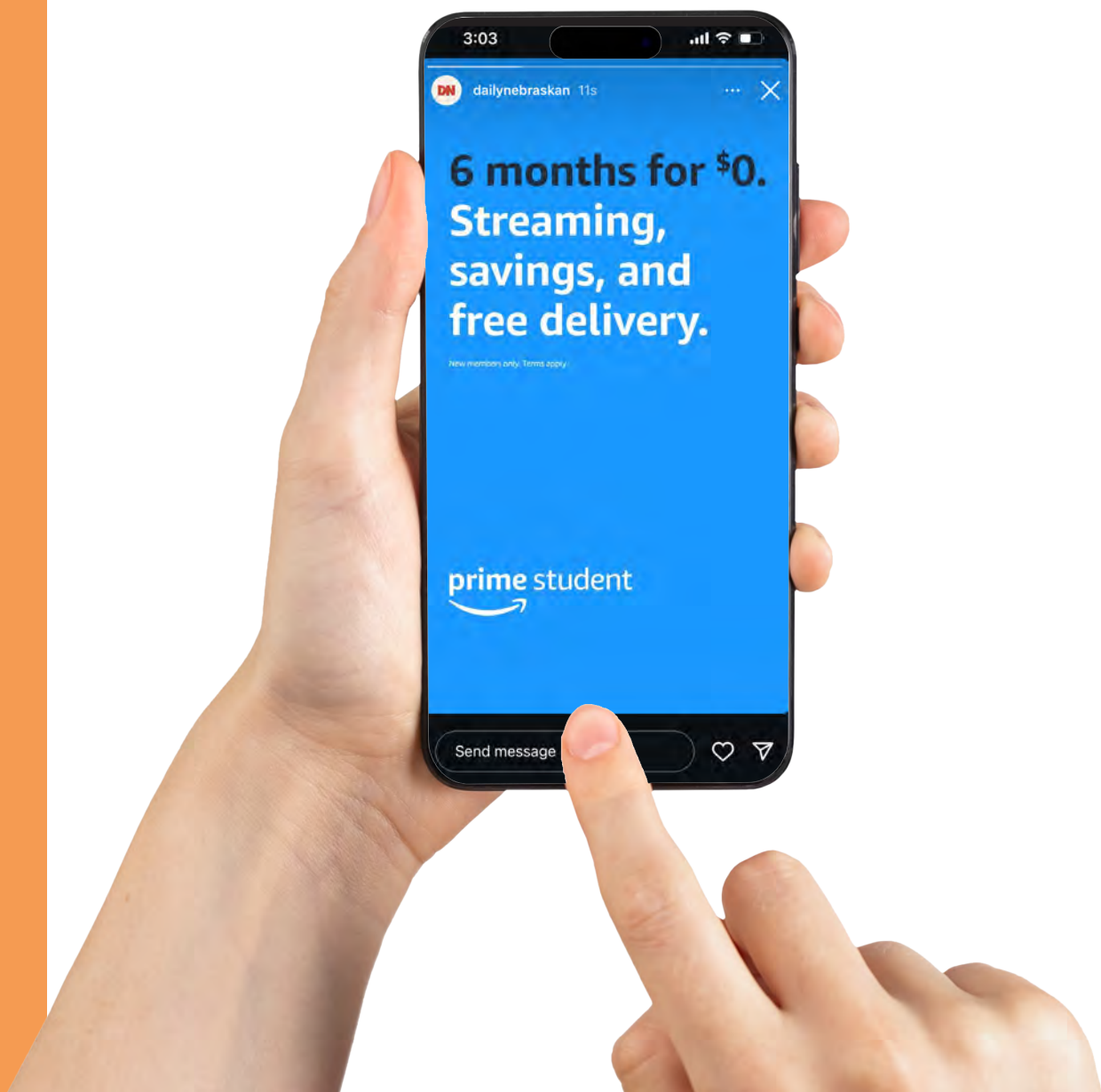


Choose to run your company branded post/story on one or all of our most popular channels. Choose between Facebook and X posts and/or Instagram story.

With a combined

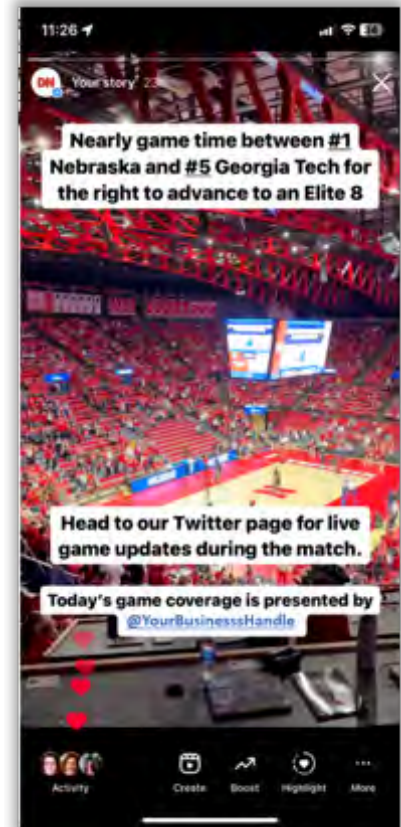
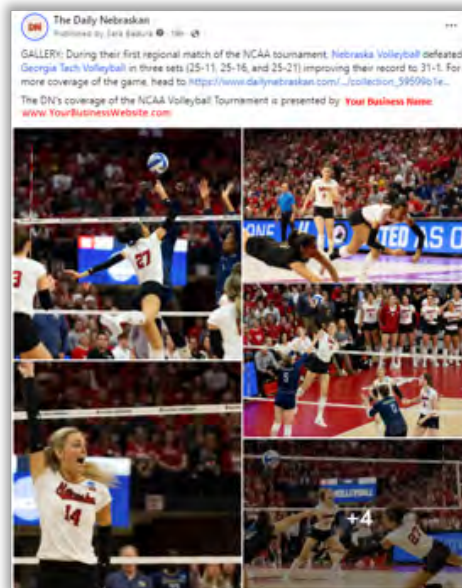
31,000 followers

the Daily Nebraskan's social platforms are the perfect place to reach UNL students.



Sports Editorial Sponsorship*

The Daily Nebraskan is offering a unique chance for your business to sponsor our extensive coverage of the upcoming Husker Football season. This exclusive sponsorship will place your brand front and center as we report on the most followed team in Nebraska. Not only will you reach UNL students but also dedicated sports fans across the state and beyond. Package includes prominent logo placement, social media shout outs and dedicated mentions on our highly followed coverage of the game.



Student Influencer Program

The UNL Student Influencer Program offers a dynamic way to reach the University of Nebraska-Lincoln's student body of over 23,000. By connecting with a student influencer who aligns with your brand's objectives, you can effectively tap into the university's vibrant community and engage with potential customers in a genuine and relatable way.

POLICIES

Billing

Advertisers with approved credit will be billed the last day of the month. Payment is due by the 15th of the month following publication/run time. If an account is past due, advertisements will not be accepted until the account is paid.

Payment

Make checks payable to the Daily Nebraskan. Visa, Mastercard, Discover and American Express are accepted.

Rates

The Daily Nebraskan reserves the right to change its rates and publication dates from those listed in this Media Kit.

Multi-Platform Discount

An effective media mix is crucial for success in this multi-channel marketing world. When you include at least three of the above platforms in your DNMG marketing plan, you'll receive an additional 10% of your entire campaign.

*You must secure an approved plan prior to receiving the discount.

Software Transfer

We prefer print ads to be PDFs. Minimum 300 DPI and a minimum rule of 0.25 points (if used). For Digital ads, a PNG format is preferred with at least 72 DPI. If the ad features motion a GIF or video format is preferred. Email to npilcher2@unl.edu.

Edit or Rejection of Copy

The Daily Nebraskan reserves the right to edit or reject any advertisement for any reason, at any time which does not comply with policies and/or judgements of the newspaper.

Errors

In case of errors or omissions, the Daily Nebraskan's liability, if any, will not exceed the cost of the space occupied by the error. The Daily Nebraskan is not responsible for incorrect copy submitted by the advertiser or typographical errors which do not lessen the effectiveness of an ad.

Political Advertising

Political advertising must be paid in advance. All applicable discounts will be given. Ads must be labeled "Paid Political Advertisement" and the sponsor must be clearly visible.

Indemnification

The Daily Nebraskan will not knowingly accept or publish any ad that is in violation of the law. The advertiser or agency states that it had the authority to place the ad and agrees to assume liability for all contents of all ads printed, as well as any claim arising therefrom made against the Daily Nebraskan.

Miscellaneous

All rates are net. Unfulfilled contracts and commitments will be rebilled at the earned rate.