

MEDIA KIT

The **DePAULIA**



DePaul's student-run newspaper since 1923.

depauliaonline.com





ABOUT THE DEPAULIA

The DePaulia is DePaul University's student-run newsroom covering campus and city news. Through our biweekly print edition, daily website, newsletters and social media, we keep the DePaul community informed and engaged.

Founded in 1923, The DePaulia has a legacy of award-winning, student-powered journalism. We're editorially independent, committed to impactful storytelling and deeply embedded in campus life — not just a training ground, but a vital part of DePaul's community.





QUESTIONS? EMAIL ROBIN AT BUSINESS@DEPAULIAONLINE.COM

Our Market



14,188

undergraduate
students

7,022

graduate
students

1,987

faculty

1,332

full-time
staff

D

Our Digital Audience



50,000

Average
monthly site
views

5,100

Instagram
followers

2,800

Facebook
page likes

AS OF JUNE 2025



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Newsletters

Our newest digital product.
Allowing you to meet readers in
their inbox.



667

Total
Subscribers

Mondays: News round-up
Thursdays: Arts & Life or Sports

Thursday newsletters are exclusively on basketball during the season.

AS OF JUNE 2025



DIGITAL RATES

Facebook Post	\$35/2 Ads
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Instagram Post	\$40/2 Ads
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Bluesky Post	\$35/2 Ads
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Top Leaderboard Website Ad	\$125/Week
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Sidebar Ad	\$110/Week
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Top Leaderboard Newsletter Ad	\$150/Month
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Mid-roll Newsletter Ad	\$TK/Month
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WEB AD MOCKUPS

SPONSORED

**This is an Ad space
300x250 px**

The DEPAULIA

**Advertisements on
depauliaonline.com reach our
largest audience**

Creative must be submitted in
jpeg or GIF format. Placement
includes content link.

The DEPAULIA

THIS IS AN AD SPACE 728x90 px

The DEPAULIA

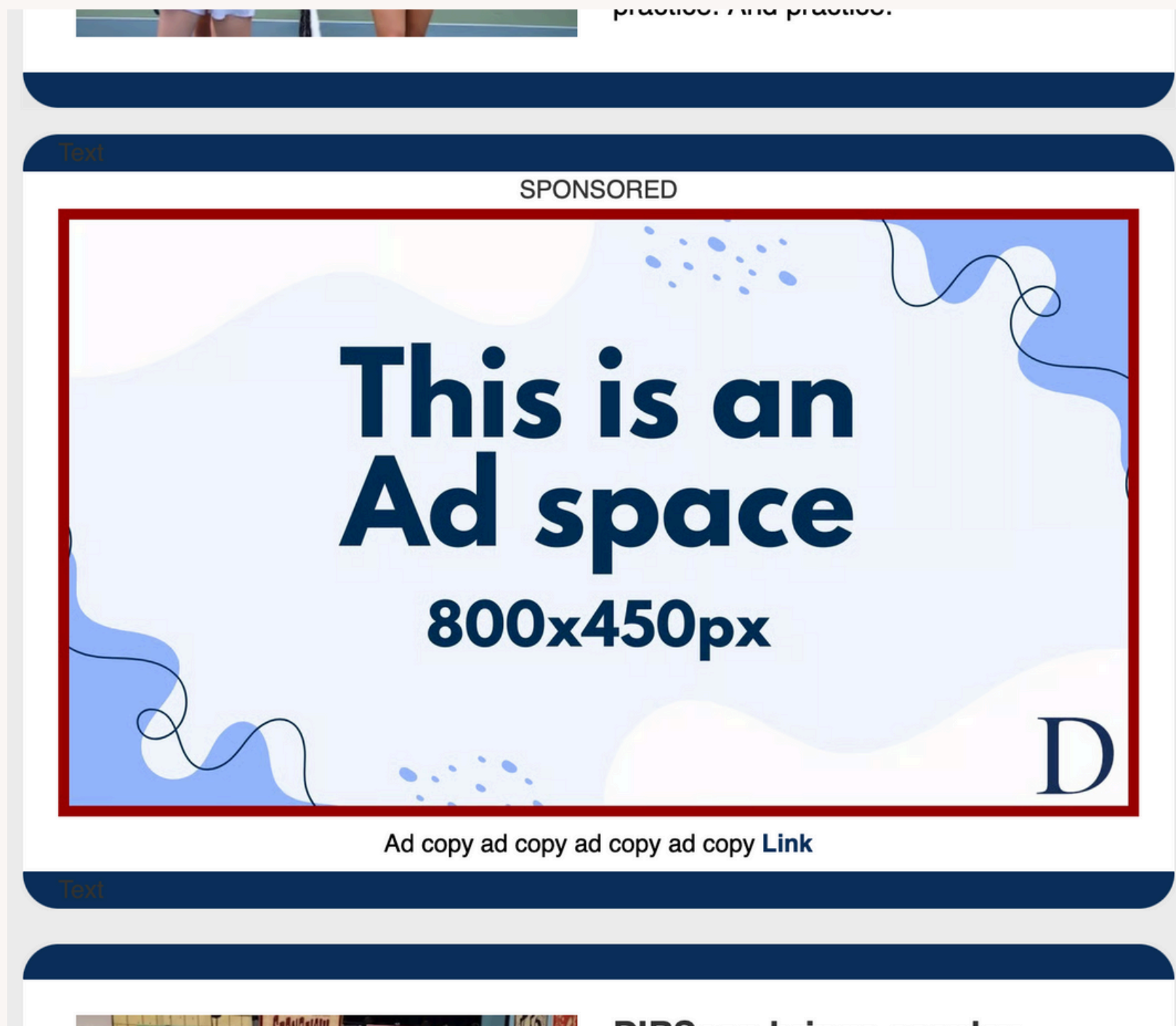
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NEWSLETTER AD MOCKUPS

Meet readers directly in their inbox!

Creative must be submitted in jpeg format. Placement includes content link.



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Social Ad Slots

INSTAGRAM

Submit:
500x500px
creative
Brief caption
Link for story

FACEBOOK

Submit:
500x800px
creative
Brief caption
Link



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The Print Edition

16 full-color pages printed biweekly.

2250 Issues distributed across Lincoln Park & Loop campuses



Doug Bruno laughs during an interview in the Sullivan Athletic Center on Wednesday, April 2, 2025. Bruno served for 39 years as the head coach of the DePaul women's basketball team.

QUENTIN BLAIS | THE DEPAULIA

Doug Bruno steps down from coaching, but his love for basketball — and DePaul — endures

By PEYTON HOPP
Asst. Sports Editor

Doug Bruno started out as a hockey player at the former Archbishop Quigley Preparatory Seminary South on the South Side of Chicago. He enjoyed the fast pace of hockey, but he fell in love with a game he was not so good at: basketball. His sophomore year of high school, he tried out for the team but didn't make it.

This led Bruno to what he called the "first goal of his life."

"I will make the team next year," Bruno said, recalling his high school years.

Bruno wasn't going to let his dream of playing basketball slip through his fingers, so he kept on practicing. He

eventually made the team his junior year and became a starter his senior year.

"Working at your sport — working at the craft of basketball — is playing basketball," Bruno said.

Since then, Bruno has been surrounded by the game.

Bruno announced on March 28 that he would be stepping down as the DePaul women's basketball head coach after 39 years at the helm of the program.

But his love for basketball isn't stopping — he will take on a new position as the special assistant to the vice president/director of athletics for women's basketball, effective May 1.

Bruno's tenure at DePaul began during his high school summers, when he worked at a basketball camp orga-

nized by coaching legend Ray Meyer. Bruno said he didn't have enough money to attend Meyer's camp, so he became an employee. Bruno said Meyer saw him get "progressively better" at basketball and told Meyer he wanted to play in college, but he wasn't sure where to go.

Meyer suggested none other than DePaul and gave Bruno a scholarship. Little did Bruno know that that would be the start of what would become his renowned career at DePaul.

"I got lucky to come here and play for coach Meyer," Bruno said. "I just had no idea what a great place this was."

It has been more than five decades since Bruno, now 74, made his decision to become a Blue Demon.

Coaching the same team for nearly

four decades is something few coaches do. Those who have coached as long include Geno Auriemma of the University of Connecticut (1985-present), Mike Krzyzewski of Duke (1980-2022) and Pat Summitt of Tennessee (1974-2012).

"There haven't been a lot of people in the history of women's basketball that have given as much to the game as he has," Auriemma said on March 28 during the NCAA Tournament Spokane Regional press conference. "He's dedicated his life pretty much to women's basketball, and all of it in Chicago where he grew up, so he's an institution."

Bruno's first college coaching gig was for the DePaul women's basketball team in 1976. He then left in 1978 to See DOUG BRUNO, page 16

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Print Schedule



**Special issues
are denoted in
light blue.**

***Tuesday
delivery**

Fall Quarter

Sept. 15
Sept. 29
Oct. 13
Oct. 27

Winter Quarter

Jan. 20*
Feb. 2
Feb. 16
March 2

Spring Quarter

April 20
May 4
May 18
June 1

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Special Issues

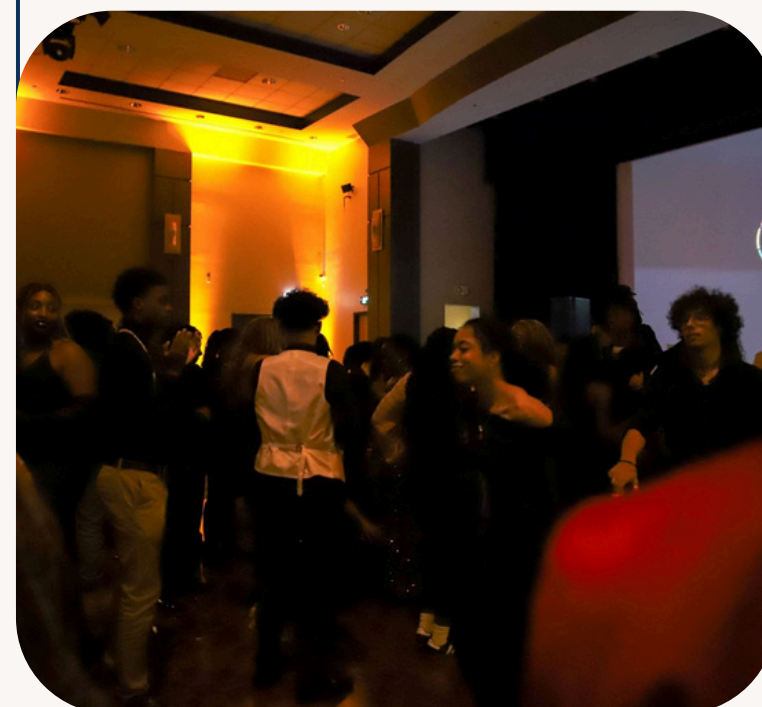
With focused themes and bonus circulation, these editions draw more eyes and deeper engagement. It's a prime opportunity to align your brand with content our readers are actively seeking out.

Basketball Issue October 27

Issues delivered to
Wintrust Arena for Men's
& Women's openers



Black History Month Issue February 16



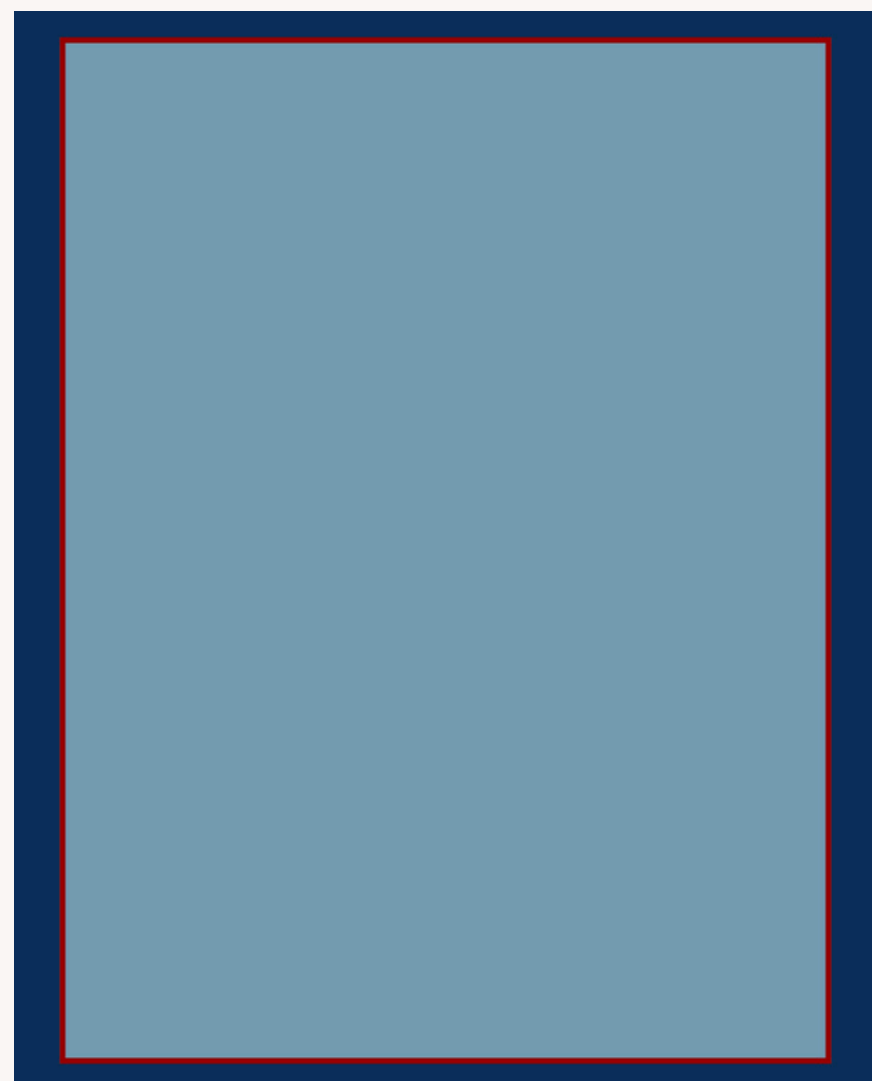
Cannabis Issue April 20



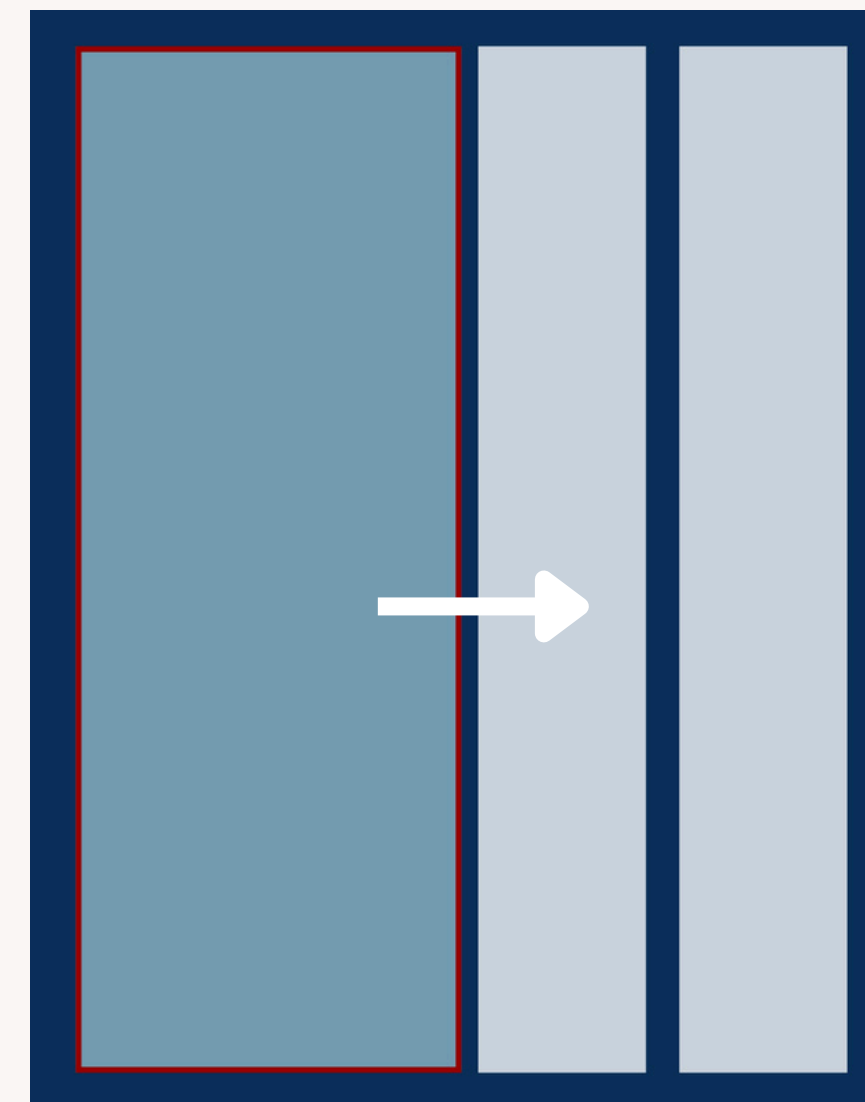
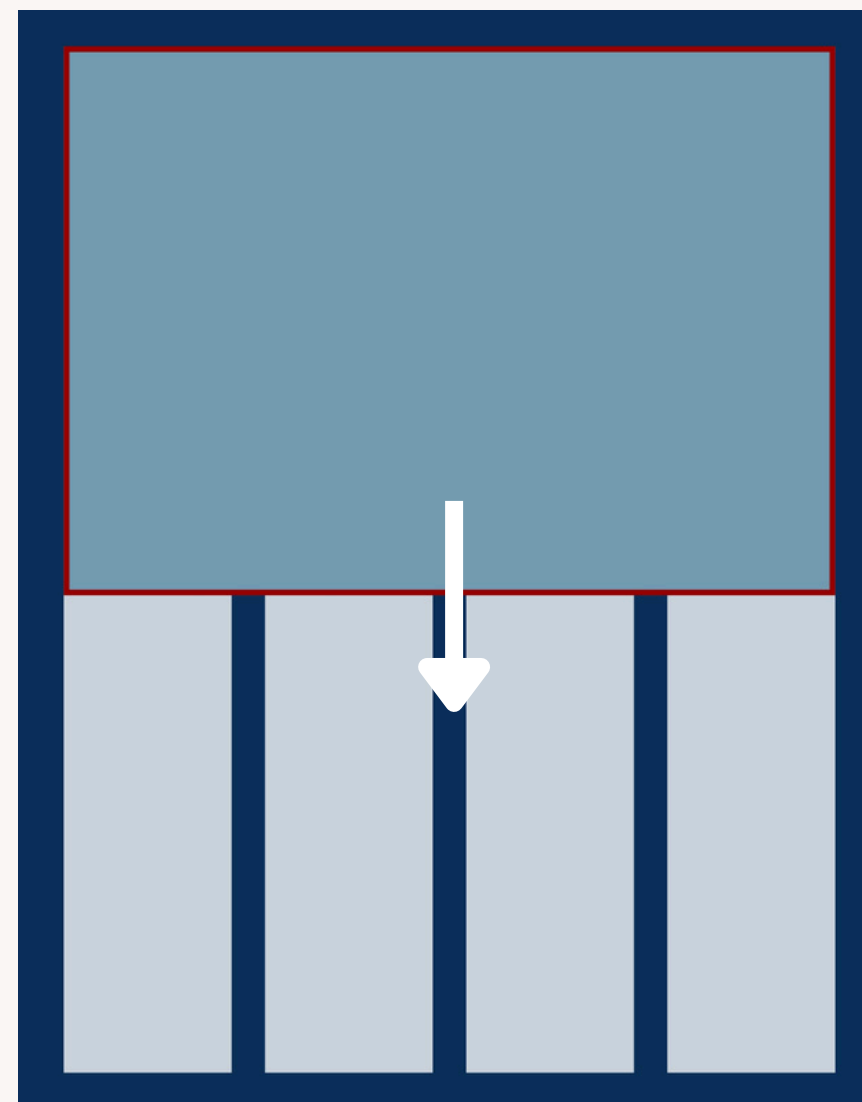
Graduation Issue June 1



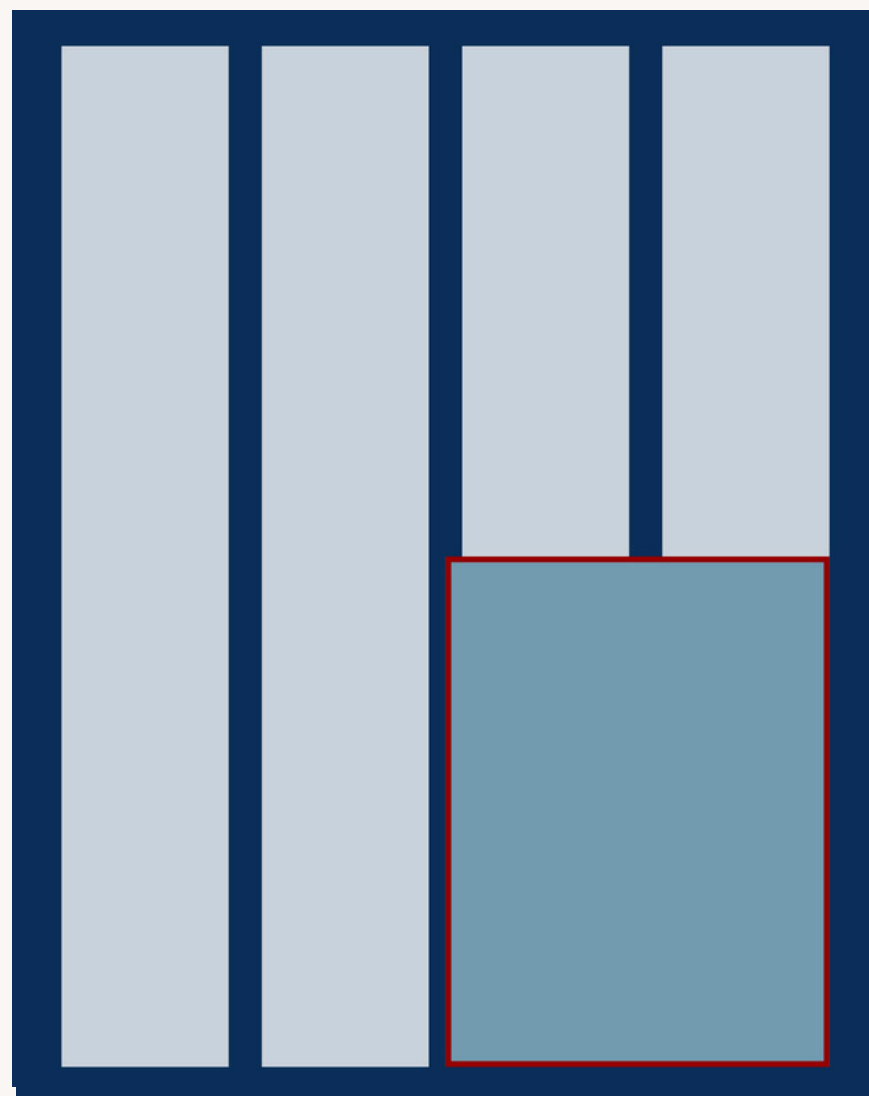
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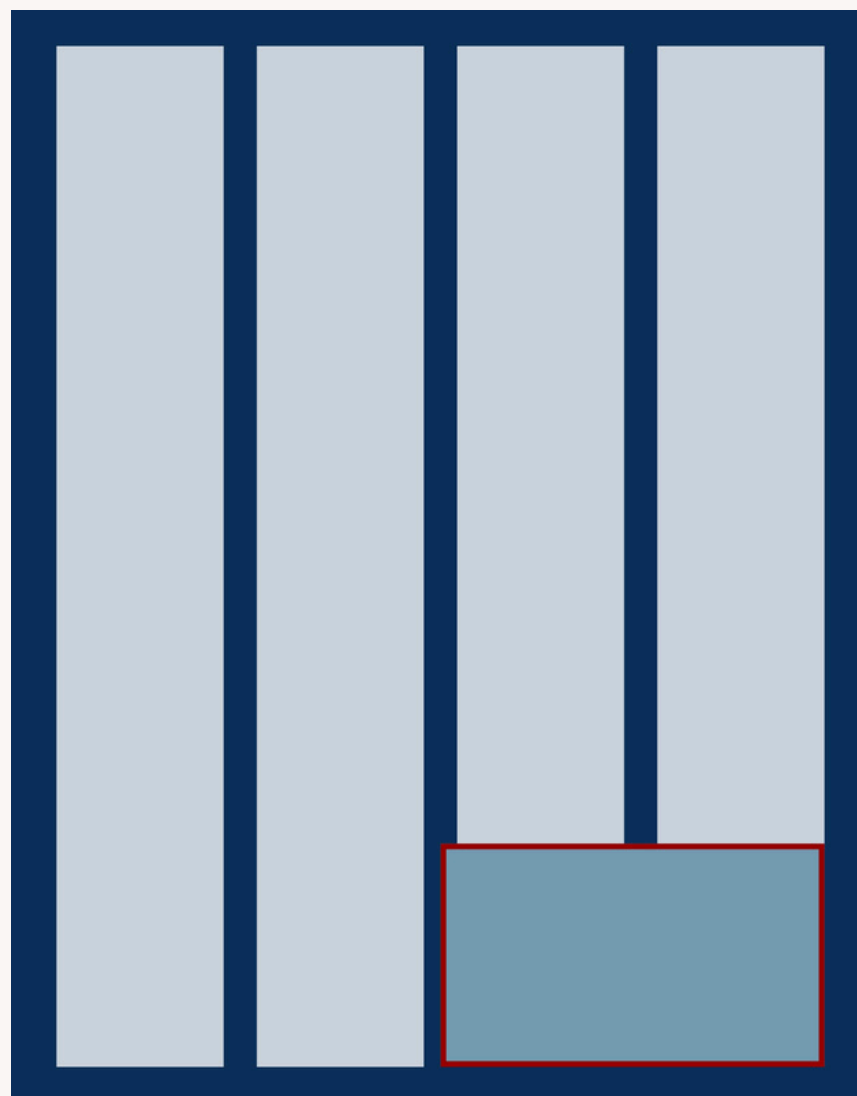
Full Page
10x13



Half Page
10x6
or
5x6.5



Quarter page
5 x 5.5



Eighth page
1.625 x 5



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PRINT RATES

AD SIZE	BLACK & WHITE	DEPAUL UNIT AD	STUDENT ORGS	ADD COLOR
FULL PAGE	\$450	\$432	\$378	+\$200
HALF PAGE	\$225	\$216	\$190	+\$150
QUARTER PAGE	\$101	\$97	\$85	+\$90
EIGHTH PAGE	\$56	\$54	\$45	+\$40
CLASSIFIED	\$30	\$27	\$25	—

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INSERTS

The DePaulia charges a flat rate of \$935.00 for inserts. Insert ads should be no larger than 8.5" x 11".

There are two standard sizes that are offered for insertions:

Minimum: 4.25" x 5.75" Maximum: 8.5" x 11"

Tri-folded accordion folds are not allowed. Inserts will not be accepted any earlier than Friday before the insertion date. Two sample copies must be sent to the printer, Topweb LLC, two weeks prior to distribution. After approval, inserts must be shipped directly to Topweb LLC at least one week prior to distribution.

FINE PRINT

Placement is at the discretion of the advertising department. Suggestions will be taken for the placement of all ads but cannot be guaranteed.

SEND PAYMENTS TO

The DePaulia
c/o DePaul University College of
Communication, 14 East Jackson
Boulevard, Suite 1214
Chicago, IL 60604-2201

SEND INSERTS TO

Topweb, LLC
Attention: DePaul University Inserts
5450 N. Northwest Highway
Chichago, IL 60630



PAYMENT POLICY

Invoices and tear sheets will be sent within 30 days of the publication date. It is the responsibility of the advertiser to request the desired number of tear sheets. If not specified, advertisers will receive one full issue along with the invoice. Payment is expected within 30 days of the invoice postmark. Payments not received within 30 days will be charged an additional 5% late fee for each week following the payment due date. All DePaul on-campus organizations are subject to this policy.

For check payments, please include your invoice number on the check.

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The **DePaulia**



LAST UPDATED: 07/2025
DESIGN: JAKE COX