Scroll

Advertising Media Kit

What is Scroll?

Scroll is BYU-Idaho's campus newspaper, founded in 1905 and student-led ever since. Reaching tens of thousands of readers a month, Scroll is a pillar in the Rexburg community, serving as a leading news source for countless BYU-Idaho students and community members.

Why should I advertise with Scroll?

Every semester, thousands of new students—your prospective customers and clients—arrive on campus.

Scroll is often the first source students turn to for community news and activities, creating a great opportunity for your brand to engage with a growing, dynamic audience.

Why does Scroll advertise?

Scroll runs advertisements to serve several purposes.

First, it gives us an opportunity to partner with local businesses and get their advertisements in front of high-intent audiences at an affordable rate.

Second, it brings in funding to reinvest back into our program.

This includes:

- supporting travel opportunities for student reporters
- covering operating costs, such as printing and website maintenance
- exploring new media initiatives and taking creative risks in an effort to provide better journalism

25,000
enrolled on-campus students

5,000
print distribution per run

20,000
monthly website views

515,000
monthly Instagram views

Last updated October 2026

Print Advertisement Opportunities

Scroll prints a **24-page** special edition newspaper at the start of each semester, to introduce students to their go-to source of information on campus and community.

These prints fly off the newsstands the first week of the semester, and see consistent circulation through the remainder of the semester, with **12 distribution spots** in high-traffic areas, reaching up to **40%** of the student body.

Ads are placed for maximum visibility and usability, with a dedicated coupon page in response to students frequently citing coupons as the #1 thing they want in a print newspaper.

Pricing

Size	Cost	
Full page banner	$1000	BEST VALUE
1/2 page banner	$600	MOST POPULAR
1/4 page square	$350	
1/4 page banner	$350	
1/16 page coupon	$125	

Full page banner

10 in W x 10 in H

1/2 page banner

10 in W x 4.5 in H

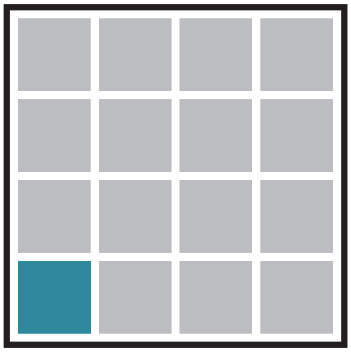
1/4 page square

4.5 in W x 4.5 in H

1/4 page banner

10 in W x 2.25 in H

1/16 page coupon



2.25 in W x 2.25 in H

Ad Recommendations

Past advertisers report the best performance from coupon-style ads, and ads with QR codes that direct to a campaign landing page. Not sure how to set one up? We're happy to help!

Ad Specs

Ad files must be a JPG and PNG in the above dimensions. For best results, create the ad in CMYK mode and 300 ppi. Want help? Soapbox Agency will design it for only $50 (a $400 value!)

Web Advertisement Opportunities

Scroll publishes news stories daily during the semester, reaching a wide audience primarily made up of BYU-Idaho students.

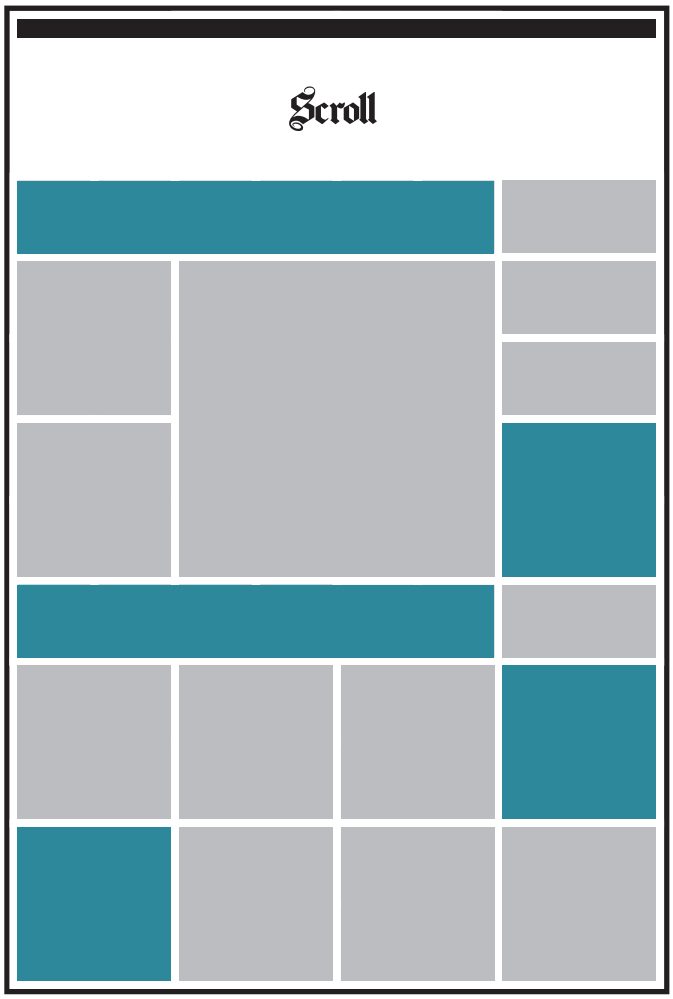
With an average of **20,000 monthly pageviews** from real users, our website ads are placed in premium high-interaction locations.

To maximize the attention of website users, we place ads on a randomized dynamic rotation. Most users will see your ad 3+ times in their session.

Pricing per month

Size	Cost
Article Banner	$350
Homepage Banner	$250
Square	$100

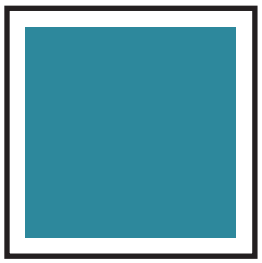
Example website placement



Banner

1200 px W x 200 px H

Square



400 px W x 400 px H

Design Tip

For maximum legibility, keep all your text larger than 12pt and use high contrast colors.

Ad Placement Schedule

Ads are placed on a monthly basis, according to availability. Ads will normally start their run on the 1st business day of the month and run to the 1st business day of the following month.

Ad placement may be reserved for up to 3 months at a time.

Ad Recommendations

We recommend directing your ad to a dedicated landing page, not your home page. For better tracking, use a link with UTM parameters. Not sure how to set one up? We're happy to help!

Ad Specs

Ad files must be a JPG and PNG in the above dimensions. For best results, create the ad in RGB mode and 150 ppi. Want help? Soapbox Agency will design it for only $50 (a $400 value!)

Social Media Advertisement Opportunities

Scroll is the most-followed student newspaper on Instagram in the intermountain west, with:

- 12,300+ followers
- 300k-600k monthly views
- 3,000-12,000 average views per post

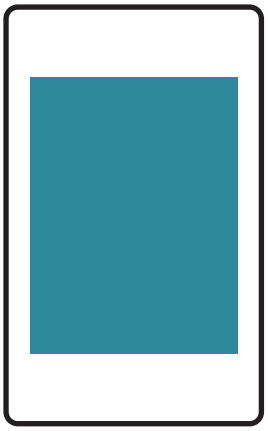
We run sponsored ads on our Instagram feed, providing your business with direct access to our audience.

Your ad will include a 100-word caption and a collaborator tag with your business's Instagram account.

Pricing

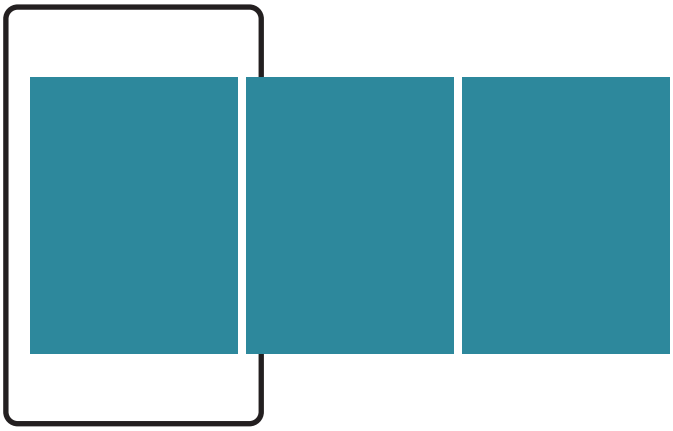
Size	Cost per 1 placment	Cost per 3 placements
Single graphic post	$150	$400
3 graphic carousel post	$250	$700
30-second video ad	$350	$1000

Single graphic post



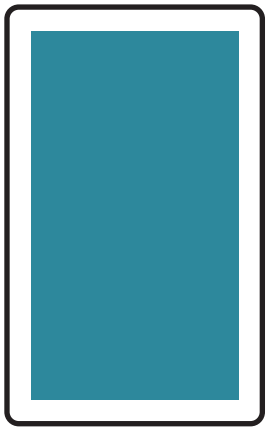
1080px H x 1440px W

3 graphic carousel post



1080px H x 1440px W x 3

30-second video ad



1080px H x 1920px W

Ad Placement Schedule

Each ad is placed once, on the date scheduled in the order form. Ads can be placed up to 3 times. Ad files must be supplied 1 week in advance.

Ad Recommendations

Past advertisers report the best performance from ads for specific sales or events, as opposed to general ads about the entire business.

Soapbox Agency Production Pricing

You can choose to produce the full ad yourself according to the included specs, or partner with Soapbox Agency to produce the graphic or video ad at a discounted rate.

Single graphic post: $50 ($300 value)
3 graphic carousel post: $100 ($600 value)
30-second video ad: $400 ($1000 value)

Ad Specs

Ad files must be a JPG and PNG in the above dimensions. For best results, create the ad in RGB mode and 150 ppi. Video ad files must be an MP4 in the above resolution.

Ad Submission Process

We aim to make the process as simple as possible for you.

Complete order form

This reserves your spot and tells us what size you need

You create the ad

Follow the design recommendations or use our provided templates

You submit the ad

Email your final design to studentmedia@byui.edu

We approve the ad

We check that it meets all design and content requirements

You pay for the ad

Follow the instructions on the invoice by the deadline

We place the ad

We schedule your ad to run in the right spot while you sit back and relax

Design with Soapbox Agency

If you want an out-of-this-world ad, but don't have the time or the team to make it yourself, our friends at Soapbox Agency are ready to lend a hand!

Soapbox Agency will design the ad according to the dimensions you choose. They'll send you a short questionaire, asking for direction on text and imagery you'd like to see, as well as things like a website link and logo file.

Then a dedicated copywriter and designer will be assigned to your ad, and send you a draft within 2 business days.

They'll go through one quick revision round with you, then complete a pre-check to ensure that the ad meets the mark.

We'll add the design cost onto the final invoice, and send you the final design file to use however you like beyond Scroll.

To notify us that you're interested in working with Soapbox Agency, check the box on your order form.

Community Discounts

We aim to make advertising with Scroll accessible to a variety of groups, so we offer the following discounts. This discount applies to the total cost of all advertising services, including Soapbox Agency design or video work if applicable.

15% off	Rexburg Chamber of Commerce Members
20% off	Student Businesses or Individual Freelancers
25% off	Non-profit or BYUI Organizations

Ad Content Terms and Conditions

Content Guidelines

BYU-Idaho Scroll is in a unique position as a media organization. We function at a university that is owned and operated by the Church of Jesus Christ of Latter-day Saints, and we are guided by its standards in our editorial and advertising content.

BYU-Idaho Scroll supports the advertising ethics and principles adopted by the American Advertising Federation (www.aaf.org) and will accept advertising that is in compliance with those principles, the CES Honor Code and I-Comm Student Media policies.

BYU-Idaho Scroll maintains the right to reject advertisements which do not align with its standards. This includes any content that is obscene, defamatory, unlawful, threatening, abusive, harassing, pornographic, hateful, contains content that infringes on a third party's intellectual property rights; content which depicts or promotes dress or behaviors contrary to the CES Honor Code; or content which could otherwise be deemed offensive at the discretion of the Student Media General Manager.

BYU-Idaho Scroll also reserves the right to reject or request modification to advertisements which otherwise do not meet ad requirements, including but not limited to: AI-generated content, incorrect file type, pixelated/low resolution file, illegible typography, unlicensed visual materials, or low-quality designs.

Liability Statement

Advertiser is fully liable for compliance of the advertisement content with local, state, and federal laws. Advertiser is solely responsible for the truthfulness of their advertising and for fulfilling all promises made in advertisements, coupons, contest promotions, contest entry forms, and surveys. BYU-Idaho Scroll, including their officers, agents, and employees, is not liable for any damages arising from transactional issues, security problems, or errors and misuse of coupons or contest entry forms by consumers or other parties.

Advertisers must ensure that all necessary disclosures and disclaimers are clearly communicated before any consumer incurs a financial obligation. BYU-Idaho Scroll reserves the right to approve the position, subject matter, form, size, wording, illustrations, and typography of all advertisements.

BYU-Idaho Scroll may reposition, classify, edit, reject, or cancel any advertisement at any time, before or after insertion. Specific page or position requests must be contracted in writing and will incur a fee. Priority position is not guaranteed outside of position-specific advertising.

BYU IDAHO | Scroll

Advertising Order Form

208.496.3684 studentmedia@byui.edu byuiscroll.org
525 S. Center St. Spori 114D, Rexburg, ID 83460-0015

Invoice # _____

Ad Deadline _____

1. Select your Ad Placement & Sizing

Select	Sizing	Cost	Frequency *Circle or fill in preferred dates*	Subtotal
PRINT				
☐	**Full page banner** 10 in W x 10 in H	$1000	JAN FEB MAR APR MAY JUN JUL AUG SEP OCT NOV DEC	_____
☐	**1/2 page banner** 10 in W x 4.5 in H	$600	JAN FEB MAR APR MAY JUN JUL AUG SEP OCT NOV DEC	_____
☐	**1/4 page square** 4.5 in W x 4.5 in H	$350	JAN FEB MAR APR MAY JUN JUL AUG SEP OCT NOV DEC	_____
☐	**1/4 page banner** 10 in W x 2.25 in H	$350	JAN FEB MAR APR MAY JUN JUL AUG SEP OCT NOV DEC	_____
☐	**1/16 page coupon** 2.25 in W x 2.25 in H	$125	JAN FEB MAR APR MAY JUN JUL AUG SEP OCT NOV DEC	_____
WEBSITE				
☐	**Article Banner** 1200 px W x 200 px H	$350	JAN FEB MAR APR MAY JUN JUL AUG SEP OCT NOV DEC	_____
☐	**Home Banner** 1200 px W x 200 px H	$250	JAN FEB MAR APR MAY JUN JUL AUG SEP OCT NOV DEC	_____
☐	**Square** 400 px W x 400 px H	$100	JAN FEB MAR APR MAY JUN JUL AUG SEP OCT NOV DEC	_____
SOCIAL				
☐	**Single Graphic Post** 1080px H x 1440px W	$150	____ per month for ____ months	_____
☐	**3 Graphic Carousel** 1080px H x 1440px W	$250	____ per month for ____ months	_____
☐	**30-second Video** 1080px H x 1920px W	$350	____ per month for ____ months	_____
SOAPBOX AGENCY CREATIVE SERVICES				
☐	**Single Graphic Design**	$50	1 2 3 4 5 6 7 8	_____
☐	**Carousel Graphic Design**	$100	1 2 3 4 5 6 7 8	_____
☐	**30-second Video**	$400	1 2 3 4 5 6 7 8	_____
DISCOUNTS				
☐				_____
☐	**Rexburg Chamber of Commerce Member**	15%		_____
☐	**Student Business or Independent Freelancer**	20%		_____
☐	**Non-profit or BYUI Organization**	25%		_____
	TOTAL			_____

2. Complete Contact Info

Company Name _____

Contact Name _____
First Name *Last Name*

Phone _____

Email _____

Address _____

City _____ State _____

Instagram _____
Optional

Website _____
Optional

3. Sign Advertiser Agreement

By signing, I acknowledge the following payment and content terms and agree to abide by the guidelines and policies outlined.

☐ ***Acknowledgement of payment terms:*** *It is understood that I, the advertiser, may cancel this agreement at any time by notifying Scroll. Payment must be received by BYU-Idaho Scroll before ad deadline. Cancellation of advertising space is accepted without penalty until payment deadline.* ***Payments received will not be refunded.***

☐ ***Acknowledgement of content terms:*** *I, the advertiser, confirm that I have read and agree to the Ad Content Terms and Conditions as outlined on byuiscroll.org/advertise*

_____ _____
Signature of Company Contact Date

_____ _____
Signature of Student Account Manager Date

4. Submit Ad File

Email: studentmedia@byui.edu

Subject: [Company Name] Scroll Ad Design

File type: PDF or JPG or PNG or MP4

5. Pay

Payment can be made by check, cash, or credit card. Checks must be made out to ***BYU-Idaho Student Media***

Credit Card Payment Portal

Contact us to get started

for all ad-related questions

Advertising Manager

studentmedia@byui.edu

for custom ad design questions

Soapbox Agency

soapbox@byui.edu

for story tips and publishing questions

Editorial Team

scroll@byui.edu

for questions the others can't answer

General Manager

owend@byui.edu
208-496-3684

BYU-Idaho Student Media

byuiscroll.org Spori 114, 525 S. Center St. Rexburg, ID 83460-0115 @byuiscroll