

Indiana Daily Student

Commemorative Poster Sale Project &
Student Media Storefront

Innovation Pacemaker Entry
2026



Indiana University
Student Media

Introduction

Our Story

On Oct. 14, 2025, Indiana University made the controversial decision to terminate Student Media Director Jim Rodenbush after he refused to comply with the Media School's request to censor the content featured in the Indiana Daily Student's (IDS) October Homecoming edition. Hours later, the university completely discontinued the print edition of the IDS. This abrupt action sparked a massive reaction across social media platforms, with overwhelming support pouring in from loyal readers of the paper, other university news organizations, as well as both local and national news outlets.

After weeks of intense backlash, the Media School reversed its decision to cut print on Oct. 30, with newspapers returning to stands on Nov. 20. As the IDS grappled with the Media School's decision, the staff continued providing news to the Bloomington community and beyond, and some of the biggest moments in the University's history were just around the corner.

The 2025-26 Indiana Hoosiers

In 1967, the Indiana Hoosiers won the Big 10 Championship. They would not return for nearly six decades. On Dec. 6, 2025, the Indiana Hoosiers clinched the Big 10 title for the first time in 58 years, defeating No. 1 ranked Ohio State. A week later, quarterback Fernando Mendoza became the first Indiana Hoosier player to win the Heisman Trophy.

The Indiana University community began celebrating what would become the Hoosiers' most successful season in history. With palpable excitement among fans on campus, in the state of Indiana, and across the country, the staff at the Indiana Daily Student recognized the need to effectively commemorate the team's success. The IDS's exceptional coverage of the historic 2025-2026 football season—both online and in print—followed each of the team's postseason wins, all the way up to the National Championship on Jan. 19, 2026.

Creating the IU Student Media Storefront

On Dec. 8, 2025, the IDS, in partnership with STRAN Promotional Solutions, launched the first phase of its poster sales campaign with the Big Ten Championship edition poster. Two days later, discussions began regarding the development of an internally fulfilled storefront to increase profit margins and expand inventory to include future poster projects and IU Student Media merchandise. Although the future success of the IU football team remained uncertain at the time, the strong response to the initial poster sale prompted plans for a more robust, self-fulfilled storefront. After operating for two weeks, the STRAN shop concluded, and on Jan. 20, 2026, the IU Student Media Big Commerce Storefront officially opened for business.

The project highlighted in this report serves as a testament to the essentiality of print media, as well as the resilience and creativity of IU Student Media members.



Oct. 14, 2025

Indiana University **terminates student media director Jim Rodenbush**, then cuts print hours later.



Oct. 30, 2025

After intense backlash from the public, Indiana University reverses their decision to cut print.

Nov. 20, 2025

The Indiana Daily Student prints its first edition after the university's decision to cut print is reversed. The paper returned to newsstands on campus and around Bloomington.

Dec. 6, 2025

The Indiana Hoosiers return to and **win the Big Ten Championship** for the first time in 58 years, defeating No. 1 ranked Ohio State at Lucas Oil Stadium in Indianapolis, IN.



Dec. 8, 2025

The Indiana Daily Student's **Big Ten Championship edition newspaper** hits newsstands around Bloomington. A poster of the paper's front-page is released for purchase online. 600 posters were sold in the first 48 hours.

Dec. 10, 2025

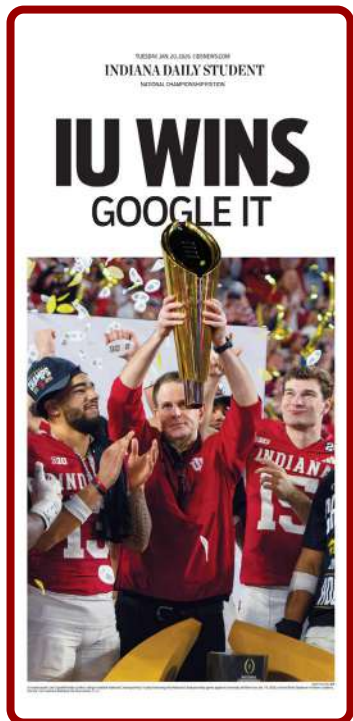
Planning begins for the development of an internally managed IDS storefront.

Jan. 1, 2026

The Indiana Hoosiers **defeat the University of Alabama** in the Rose Bowl in Pasadena, CA.

Jan. 5, 2026

After two weeks and nearly 1,250 orders, the STRAN shop closes. The IDS Big Commerce Store takes shape.



Jan. 20, 2026

IU Student Media launches the brand new **Big Commerce storefront**. The Indiana Daily Student fills newsstands around Bloomington with the National Championship edition newspaper.



Jan. 9, 2026

The Indiana Hoosiers **defeat the University of Oregon** in the Peach Bowl in Atlanta, GA, securing their spot in the National Championship.

Jan. 15, 2026

The Indiana Daily Student releases the **Natty Bound edition newspaper** online.

Jan. 19, 2026

The Indiana Hoosiers football team become National Champions, defeating the University of Miami in the College Football Playoff National Championship at Hard Rock Stadium in Miami Gardens, FL.

Jan. 23, 2026

Due to public demand, the decision was made to reprint 6,000 additional championship newspapers which were made available on the store.

Financial Overview

In the initial phase of poster sales, beginning with the Big Ten Championship edition poster, the IDS partnered with STRAN Promotional Solutions to fulfill orders while the IU Student Media Storefront was still in development. Following the release of the Natty Bound and National Championship edition posters on January 20, 2026, the IDS transitioned all poster sales to its IDS Big Commerce storefront, assuming responsibility for order processing and fulfillment internally.

Stran Shop



936
Orders



1,242
Posters Sold



\$36,108
Total Sales
(\$29/poster)



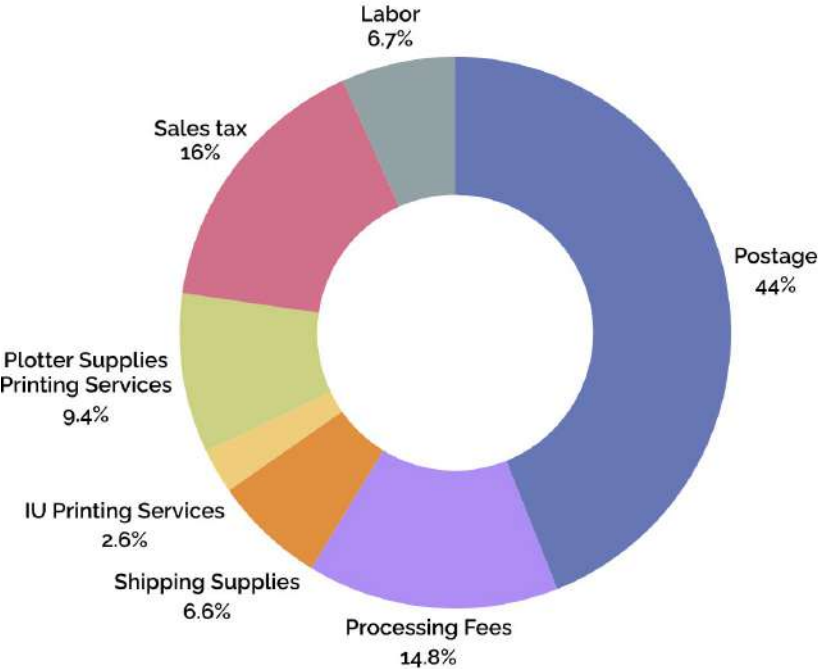
\$17,388
Revenue to IDS
(\$14/poster)



Because STRAN managed printing, packaging, shipping, and payment processing, the IDS incurred no direct fulfillment expenses. Instead, revenue was shared between the organizations, with the IDS receiving 48.3% of sales.

Big Commerce Storefront

Gross Revenue: \$171,931.45



Expense Breakdown

Postage	\$14,810
Processing Fees	\$4,974
Shipping Supplies	\$2,216
IU Printing Services	\$885
Plotter Supplies Printing Services	\$3,150
Sales Tax	\$5,396.17
Labor	\$2,250
TOTAL	\$33,681.17

Net Revenue: \$138,250.28

Profit Margin: 80.4%

Key Financial Milestones

First 48 Hours of Big Commerce Storefront

Orders: 1,141

Gross Revenue: \$56,852.46

Week 1 Jan. 20-27

\$118,286.28

Week 2 Jan. 27-Feb.3

\$25,363.80

Week 3 Feb. 3-10

\$9,669.43

Week 4 Feb. 10-17

\$3,751.17

Print Edition Advertising Sales

In addition to poster reproduction sales, the two print editions brought in significant ad revenue.

**Big Ten Championship
Newspaper: \$18,123.19**

**National Championship
Newspaper: \$17,032.19**

On Feb. 2, 2026, an email was sent to customers who had purchased the original Big Ten Championship edition poster through the STRAN shop, notifying them of the launch of the new IU Student Media storefront and its inventory.

**Gross revenue generated in
the week following email:
\$22,361.57**

Poster Sale Promotion

Promotion of the poster sale proved to be a vital component of the campaign's success. The IDS marketing and design teams developed a series of advertisements tailored to a variety of platforms, including Instagram, Facebook, X (formerly Twitter), email newsletters, and website display ads. The following section highlights these promotional materials and examines the reach and engagement generated by each post.

Social Media Performance Highlights

Remember the Moment

Take home your very own commemorative poster of IU's historic victory in the 2025 Big Ten Championship Game.

- Glossy reproduction poster for \$29
- Every purchase supports the IDS and our work covering the IU community.

IDS
STRÄN
PROMOTIONAL SOLUTIONS

Crossposted to Instagram and Facebook

Views
34,372

Date Posted*
Dec. 8, 2025

❤️	682
📌	152
🔖	48
💬	11

REMEMBER THE MOMENT

GET YOUR COMMEMORATIVE POSTERS

Every purchase supports the IDS and our work covering the IU community.

This graphic was posted separately to Instagram and Facebook in the sizes 1080x1080 and 1200x630, respectively.

Instagram	❤️	620
Views	📌	137
	🔖	44
Date Posted	💬	4
Jan. 20, 2026		

Facebook	❤️	234
Views	📌	21
	🔖	8
Date Posted	💬	41
Jan. 20, 2026		

REMEMBER THE MOMENT

GET YOUR COMMEMORATIVE POSTERS

Instagram Story	❤️	38
Views	📌	7
	🔖	142
Date Posted	💬	2
Jan. 20, 2026		

Poster Sale Promotion

Promotional Social Media Announcements



Crossposted
to Instagram
and Facebook

Views
99,130

Date Posted
Jan. 22, 2026

This reel announced that the original physical copies of the National Championship edition newspaper had sold out and that a limited quantity of reprints would be available for purchase through the IDS storefront.

♡ 1,496
▽ 86
🔖 23
💬 91



Crossposted
to Instagram
and Facebook

Views
86,048

Date Posted
Jan. 23, 2026

Following the short run of reprints, which sold out quickly due to high demand, the National Championship edition newspaper was made available for preorder on the IDS storefront for a limited time.

♡ 1,518
▽ 308
🔖 95
💬 34

Notable Interactions & Strategies

To increase visibility for the poster sale campaign, the IDS marketing team leveraged social media by actively promoting the sale across platforms and engaging with audiences through posts and comment sections. The campaign's reach was further amplified through reposts and shares by members of the Indiana University community.



Mark Cuban @mcuban · Dec 8, 2025
Hell yeah !



Indiana Daily Student @idsnews · Dec 8, 2025

Go Hoosiers! 🍷 Remember the moment with this commemorative reproduction poster of our front page. The Big Ten Championship editions start hitting newsstands this afternoon, but you can order your poster now 📄
idsbigtenposter2025.itemorder.com/shop/home/

One of the campaign's most notable moments came when American entrepreneur and Indiana University alumnus Mark Cuban shared the IDS's original promotional post on X (formerly Twitter) with his 8.5 million followers. Cuban's repost generated more than 175,000 views, helping the original IDS post surpass 200,000 views.

Poster Sale Promotion

Online Ad Statistics

**Big Ten Championship
Poster Sales**
Dec. 8-21, 2025

	 Impressions	 Clicks	% CTR (Click-Through Rate)
300x600 and 300x250 Ad Size	250,000	635	0.25%
Popup/Overlay Ad	50,000	2,814	6.63%



FLIPPIN' CHAMPS

STRAN IDS

> Glossy reproduction poster for \$29

> Every purchase supports the IDS and our work covering the IU community.

Remember the Moment

Take home your very own commemorative poster of IU's historic victory in the 2025 Big Ten Championship Game.

INDIANA DAILY STUDENT
ARTICLE CHAMPIONSHIP

IU WINS
GOOGLE IT



REMEMBER THE MOMENT
GET YOUR COMMEMORATIVE POSTERS

**National Championship
Poster Sales**
Jan. 20-Feb. 13, 2026

	 Impressions	 Clicks	% CTR (Click-Through Rate)
300x600 and 300x250 Ad Size	385,000	1,597	0.41%
Popup/Overlay Ad	100,000	7,720	7.81%

**National Championship
RESTOCK Poster Sales**
Jan. 20-Feb. 13, 2026

	 Impressions	 Clicks	% CTR (Click-Through Rate)
300x600 and 300x250 Ad Size	385,000	1,597	0.41%
Popup/Overlay Ad	100,000	7,720	7.81%

INDIANA DAILY STUDENT
ARTICLE CHAMPIONSHIP

IU WINS
GOOGLE IT



POSTERS RESTOCKED
ORIGINAL 11.8.22 POSTERS NOW AVAILABLE

Poster Sale Promotion

Email Ad Statistics

Unless otherwise noted, all advertisements occupied the first-position placement in the email newsletter.

Big Ten Championship Poster Email Ads Dec. 8-19, 2025			
	 Avg. Sends	 Avg. Opens	 Max. Clicks
Daily Newsletter	16,721	11,513	186
Weekly Newsletter	25,691	18,498	79
Dec. 10-29, 2025			
Basketball Newsletter	16,206	10,882	14
Second-position advertisement			

National Championship Poster Email Ads Jan. 20-Feb. 13, 2026			
	 Avg. Sends	 Avg. Opens	 Max. Clicks
Daily Newsletter	16,638	11,158	313
Weekly Newsletter	25,416	18,342	259
Basketball Newsletter	15,929	10,520	16
Second-position advertisement			

National Championship Poster Restock Email Ads March 3-13, 2026			
	 Avg. Sends	 Avg. Opens	 Max. Clicks
Daily Newsletter	16,558	10,216	36
Fourth-position advertisement			
Weekly Newsletter	25,349	16,569	35
Second-position advertisement			
Basketball Newsletter	16,046	9,702	6
Third-position advertisement			

In Summary

Key Data Summary

STRAN Shop Net Revenue: \$17,388

STRAN Shop Profit Margin: 48.3%

Big Commerce Shop Net Revenue: \$138,250.28

Big Commerce Shop Profit Margin: 80.4%

Ad Sales Net Revenue: \$35,155.38

Total Net Profit: \$190,793.66

Moving Forward

The storefront will serve as a centralized hub for IU Student Media products, offering front pages and press plates commemorating historic IU events, Arbutus yearbooks, IDS newspaper archives—printed on demand—and organization merchandise.

