

uncw student media

2017-2018 advertising information

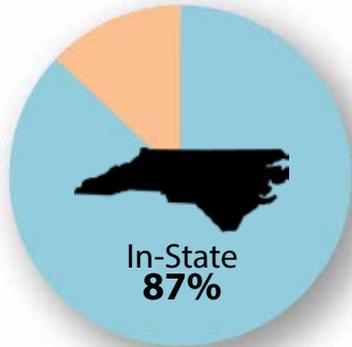
the seahawk • atlantis • tealtv



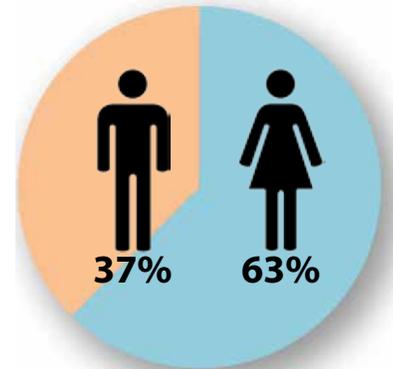
ads.uncw@gmail.com

910.962.3789

THE UNCW MARKET



15,740
enrolled students



Enrollment statistics as of fall 2016

UNCW STUDENT MEDIA

Of the five student-run media outlets comprising UNCW Student Media, three offer businesses, campus departments and student organizations affordable, effective advertising venues to communicate your message to the UNCW community. In addition to our student-run publications, we also facilitate advertising sales on behalf of the Campus Activities & Involvement Center for their annual UNCWelcome Guidebook, now in a handy, free mobile app.

All operations, including sales, are performed by students, giving them hands-on experience in digital, print, broadcast, advertising and graphic design. Doing business with UNCW Student Media not only brings your message to a growing number of Seahawks, it also helps support our educational mission. We are sincerely grateful to you, our business partner, for allowing us to help you succeed.

RaeShelle Drayton

Director of Sales & Marketing / Graduate Assistant
E: ads.uncw@gmail.com
T: 910.962.3789

Bill DiNome

Assistant Director for UNCW Student Media / Adviser
E: dinomew@uncw.edu
T: 910.962.7138

Facebook likes

5,038

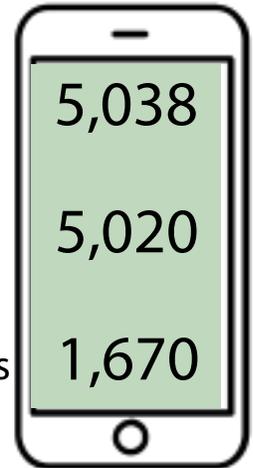
Twitter followers

5,020

Instagram followers

1,670

as of spring 2017



CONTACT US

Advertising: 910.962.3789

Fax: 910.962.7131

Web: www.uncw.edu/studentmedia

Email: ads.uncw@gmail.com

UNCW Student Media

4855 Price Dr.
FUU 1049
Wilmington, NC 28403-5624

Campus mail: CB 5624

our way of saying *thank you.*

We value the relationship we've shared with you in serving the UNCW community. To show our appreciation for your loyalty we offer rewards that advertisers may use for future advertising. Advertisers earn a 5% dividend on advertising placed in the Seahawk's print or online edition during the month.

For example, if you spend \$800 on advertising in The Seahawk or TheSeahawk.org during January, we'll send you a voucher good for \$40 that you can put toward advertising in the month of February.

It's that simple. No sign-up, no minimum buy. Your reward voucher will be mailed to you at the end of each month. Your reward dollars must be used before the expiration date specified on the voucher. To redeem your reward dollars, simply give the certificate to your sales consultant when you're ready to place a new ad. It's that easy.



***Rewards must be used toward new advertising in The Seahawk or theseahawk.org and cannot be used as credit on past advertising invoices.** Rewards have no cash value and will be issued at the discretion of UNCW Student Media advertising management. Reward dollars are void after the expiration date. To participate in the program, customers must be in good credit standing and not have past-due balances over 60 days old. Minimum voucher reward: 50% of value of online ads or \$15 for print ads.

SEAHAWK PRINT DATES

Fall 2017

Aug 17
Sep 21
Oct 19
Nov 16

Spring 2018

Jan 18
Feb 15
Mar 15
Apr 19

IMPORTANT DATES

Fall 2017

Fall classes start	Aug 16
Labor Day	Sep 4
Family & Alumni Weekend	Sep 15–17
Fall break	Oct 5–8
Thanksgiving break	Nov 22–26
Classes end	Nov 30
Fall finals	Dec 2–8
Fall commencement	Dec 9

Spring 2018

Spring classes start	Jan 8
MLK Day	Jan 15
Spring break	Mar 3–11
Spring holiday	Mar 29–30
Classes end	Apr 25
Spring finals	Apr 27–May 3
Spring commencement	May 4–5

Summer 2018

Summer I starts	May 16
Freshman orientations	June
Summer II starts	June 25
Fall 2017 classes start	Aug 22



The Seahawk, founded 1948, is now a monthly news magazine featuring in-depth analysis, commentary and entertainment. 1,500 copies are distributed free to nearly 60 locations on and off campus.

PRINT PRICING

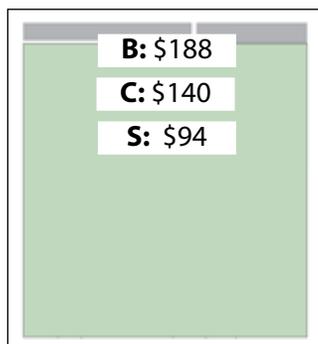
B = Business rate

C = Campus Department, Nonprofit, New Customer

S = Student Organization

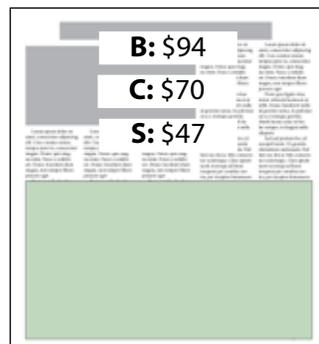
See ad specs on page 10.

Full



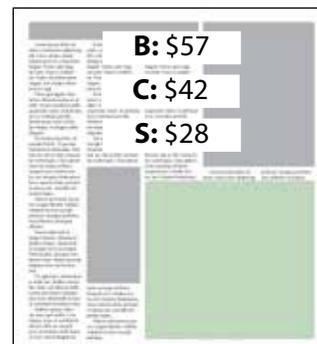
Add \$90
for color

Half



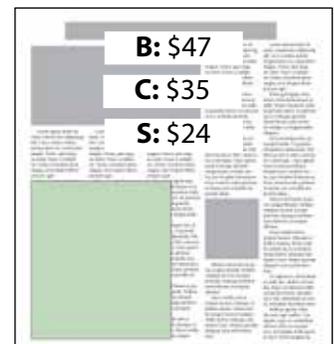
Add \$90
for color

3 Col x 5.75"H



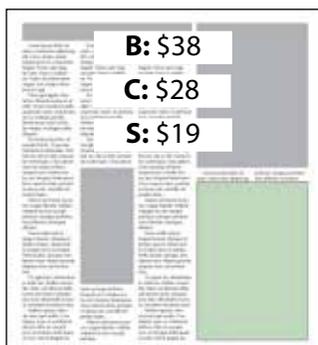
Add \$80
for color

Quarter



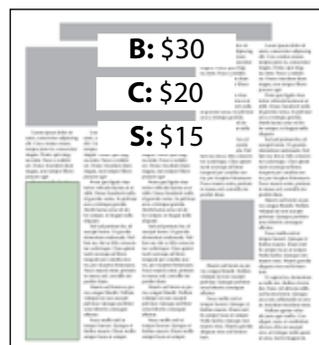
Add \$80
for color

2 Col x 5.75"H



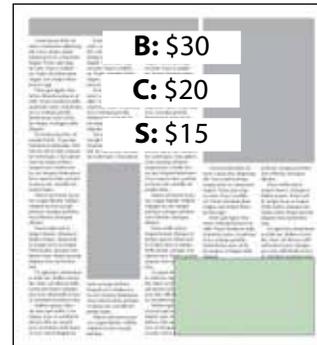
Add \$65
for color

1 Col x 5.75"H



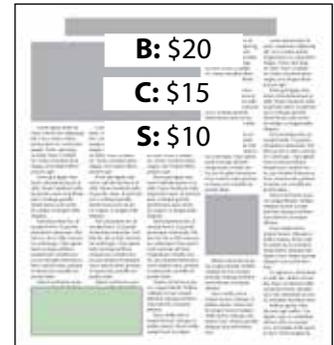
Add \$65
for color

Eighth



Add \$50
for color

Sixteenth



Add \$50
for color

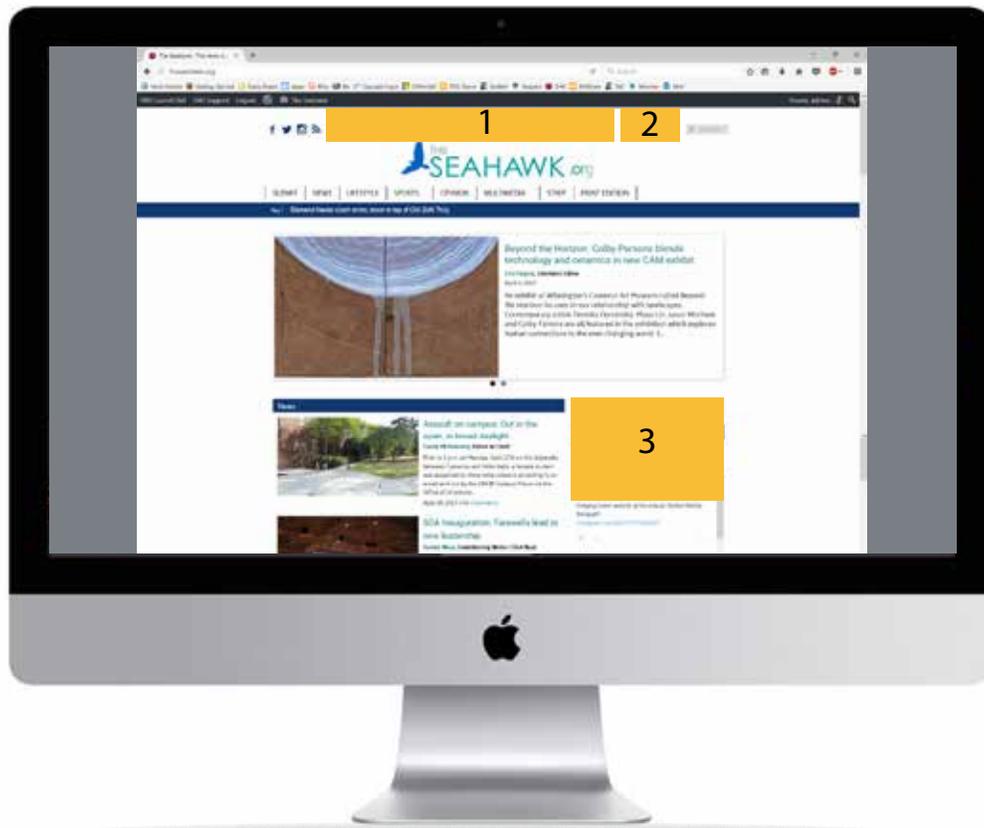
INSERTS & NEWS RACKS

Pre-Printed Inserts \$50. 1,500 pcs

Full run, single advertisers only. Call 910.962.3789 for information on requirements and shipping details.

Rack Posters \$25 per rack per week, 2 weeks min

Measuring 17" by 21", news-rack posters are persistent, visible and effective. Full-color printing included. Preprinted posters earn a 20% discount.



The Seahawk's online edition serves students, parents, faculty, staff and readers everywhere throughout the year with current and breaking news, entertainment, sports and commentary, plus content from the monthly news magazine. Fully one-third of our online readers are prospective and new students. The Seahawk's more than **5,700** Twitter, Facebook and Instagram followers are directed to this site.

ONLINE SIZES & PRICING

1. Leaderboard	\$24/week	728 x 90 pixels
2. Button	\$18/week	205 x 90 pixels
3. Medium Rectangle	\$20/week	300 x 250 pixels
4. Vertical Rectangle	\$18/week	300 x 600 pixels
5. Footer	\$15/week	728 x 90 pixels

Website Statistics

Sep 1, 2015 – Apr 30, 2016



15,143 users



24,952 page views

Disclosure: In spring 2017, The Seahawk migrated to a new website host and management system. Reliable metrics for the new site are not yet available, but we are diligently working to achieve metrics as good or better than last year's metrics.

NATIVE ADVERTISING

The Seahawk now offers digital sponsorships to advertisers. Sponsored content is an exciting new way to draw readers as traditional advertising cannot do.

Native advertising is paid, sharable, sponsored content that matches the visual design and performance of the context in which it lives.

Disclosure language (such as "Presented by ..." or "Sponsored by...") will accompany sponsored content to distinguish it from editorial content.

Sponsored Articles \$200 per article

Our in-house advertising team will work with you to craft original, customized articles on topics relevant to your business. Guaranteed placement or run-of-site is available.

Branded Content \$50 per day of sponsorship

Sponsor an entire section in the Seahawk's online edition (TheSeahawk.org). Choice of topics within the section remains with the Seahawk's editorial staff. Your sponsorship will be indicated by a banner and your company's logo.

Social Media

More than 10,000 people follow The Seahawk and TealTV on Facebook, Twitter and Instagram.

Now you can reach them through sponsored, in-feed social-media posts in all our social media. Limited to one customer and two posts per day.

Sponsored social media is especially well suited to marketing special events, sales, and grand openings. Wording, links, and images are subject to approval.



	1 post	10 posts	25 posts
 Facebook	\$15	\$135	\$200
 Twitter	\$10	\$80	\$150
 Instagram	\$10	\$40	\$75
Bundle (All)	\$30	\$200	\$350

Packages include

- ↳ Initial meeting and needs analysis
- ↳ Plan of action
- ↳ Regular postings and monitoring
- ↳ Interaction with community

TEALTV PRODUCTION SPONSORSHIPS

Each episode of TealTV's Seahawk Central News airs on a two-week cycle, rotating three times weekly on The Learning Network (TimeWarner Cable channel 5) and 15 times weekly on UNCW's closed-circuit CHWK network, yielding 36 on-air credits per episode. Additional programs may be available.

Exclusive Sponsor \$75 per episode

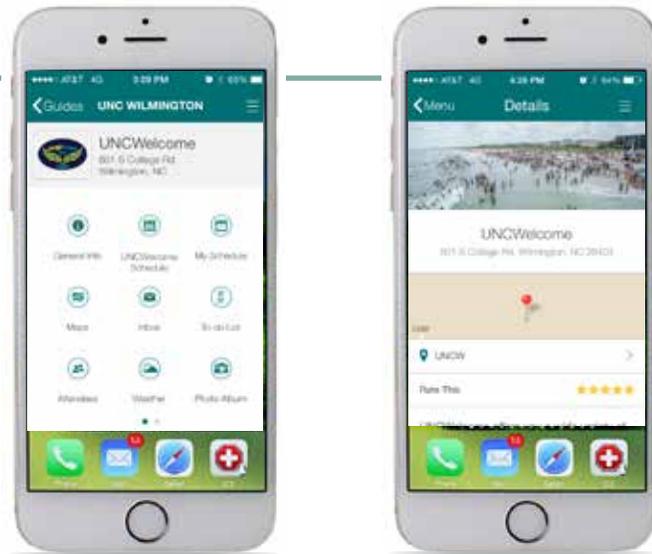
Exclusive 20-second, video-ready credit with voice-over announcement at top and bottom of each show. Limited to one sponsor per episode.

Contributing Sponsor \$25 per episode

Title credit with 10-second voice-over twice per show.

2018 UNCWELCOME GUIDEBOOK

Your introduction to UNCW's first-year students — *every year!*



Annual Sponsorship \$200

The UNCWelcome Guidebook is a detailed calendar of events happening during the first month of fall semester. The free mobile app puts all UNCWelcome events at users' fingertips on any mobile device. At all first-year and transfer orientations, June through January, all incoming students are prompted to download the UNCWelcome Guidebook.

2017 Metrics:

Downloads: 1,645

Guide Sessions: 18,679

Sponsor Impressions: 36,939

Sponsor Taps: 50

Sponsorships are limited to eight advertisers. Contracts and materials due by May 31, 2018.

Package Includes:

- Promotion at ALL first-year orientation sessions in June and August 2017, and January 2018.
- Banner ad linked to your website & descriptive tag line within UNCWelcome Guidebook.
- Medium rectangle ad **or** sponsor logo **plus** web link posted to UNCW's CAIC website and linked to your website.
- Logo printed on 450 UNCWelcome T-shirts distributed at Beach Blast the day before fall classes begin.

ATLANTIS

a creative magazine



PRICING & SIZES

Atlantis prints 1,500 copies twice a year. Prices include full color.

B = Business rate
C = Campus Department, Nonprofit, New Customer
S = Student Organization

Full

B: \$180
C: \$145
S: \$125

Full Bleed

Two-Third

B: \$145
C: \$115
S: \$100

Vertical or Horizontal

Half

B: \$125
C: \$100
S: \$85

Vertical or Horizontal

See ad specs on page 11.

Third

B: \$85
C: \$70
S: \$55

Quarter

B: \$75
C: \$60
S: \$40

Sixth

B: \$60
C: \$48
S: \$30

Vertical or Horizontal

Eighth

B: \$48
C: \$38
S: \$20

Full full bleed	8.5"W x 11" H	Third horizontal	4.94"W x 3.33" H
Two-Thirds	4.94"W x 10" H	Quarter	3.66"W x 4.83" H
Half vertical	3.66"W x 10" H	Sixth vertical	2.38"W x 4.83" H
Half horizontal	7.5"W x 4.83" H	Sixth horizontal	4.94"W x 2.4" H
Third vertical	2.38"W x 10" H	Eighth	3.66"W x 2.4" H

ADVERTISING POLICIES

Deadlines

Space reservations and creatives are due one week prior to publication date. For ads we design, add one week.

If artwork is not emailed by deadline, you risk your advertisement not running at your cost.

Seahawk Pre-Printed Inserts

Full press runs only (1,500 pcs.). Min. size, 4.25" x 5.5"; max. size, 10.5" x 11", flat or folded. A sample of the insert must be submitted for approval two weeks prior to shipping inserts to the printer.

Ship-to Address:

Att: UNCW Seahawk
Sunbelt Press
100 W. Broad St.
Dunn, NC 28334
T: 910-230-2049
F: 910-891-5253

Rates are non-commissionable.

Ad Design

We do not accept files in the following formats: Microsoft Word, Publisher, Powerpoint, Excel, Pages, GIF, QuarkExpress.

Artwork, if under 10MB in file size, may be emailed to ads.uncw@gmail.com.

Print Ad Design

- CMYK color model
- Min. resolution: newspaper: 180 dpi; magazine 300 dpi
- All fonts outlined
- All images embedded
- File types: PDF, JPG

Online & Mobile Ad Design

- RGB color model
- 72 dpi resolution
- File types: GIF, JPG, PNG
- Rich-media files acceptable. Call for details.

Cancellation

Advertisers will be responsible for 100 percent of the price of any advertising canceled after deadline. Changes requested after deadline may not be possible.

Right of Refusal

Each publication reserves the right to reject or cancel, at its discretion, any ad deemed objectionable or misleading.

Responsibility

The advertiser or advertising agency assumes all responsibility and liability for the content of advertisements, inserts, and for any claim, expense or loss resulting from the publication or non-publication of such items in UNCW Student Media publications. Submission of copy or images for inclusion in an advertisement shall constitute certification by the advertiser that any necessary releases and permission to use such materials have been secured by the advertiser. With regard to the publication of an advertisement, the advertiser accepts full responsibility including, but not limited to, claims of libel, infringement of right of privacy, plagiarism, or copyright violation.

Payment Methods

Check or money order payable to UNCW Student Media. Visa or MasterCard, using our secure online payment portal. Contact your sales consultant for instructions. A three percent surcharge is applied to credit/debit-card payments.

Proof of Publication

Tearsheets for printed ads will be mailed to advertisers upon publication. Metrics will be provided for digital advertising.

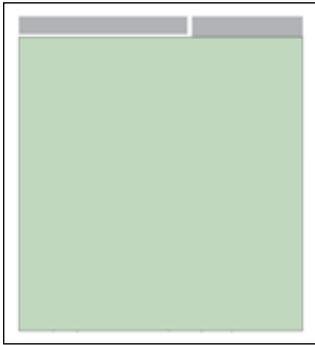
Credit & Billing

Advance payment is required for all advertising unless the advertiser is approved for billing. Approved advertisers will be billed upon publication. Payment is due 30 days from invoice date. No further advertising will be accepted after an account is 60 days past due. After 90 days past due, accounts will be referred for collection.

By N.C. law effective July 1, 2013, we must charge interest and penalties on all past-due accounts. Simple interest of five percent will be charged from the date the account becomes past due until it is paid in full. The penalty rate is 10 percent of the original past-due amount.

Complete terms and conditions are enumerated in the advertising agreement.

Full: 10.375"W x 10.75"H



2 Col X 5.75"H: 4.05"W x 5.75"H



Half Hor: 10.375"W x 5.75"H

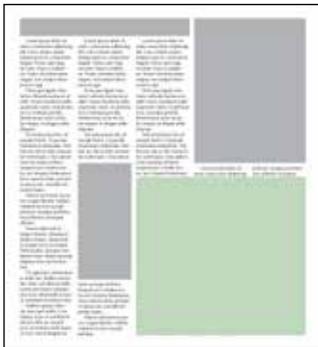
Half Ver: 5.19"W x 10.75"H



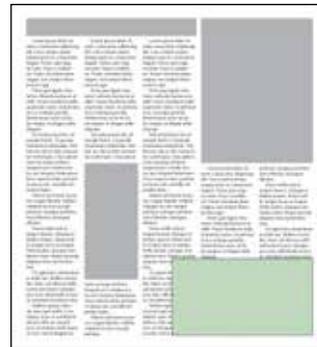
1 Col X 5.75"H: 1.942"W x 5.75"H



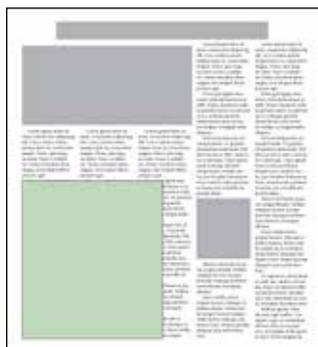
3 Col X 5.75"H: 6.158"W x 5.75"H



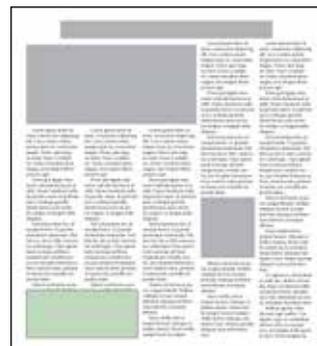
Eighth: 5.1"W x 2.8"H



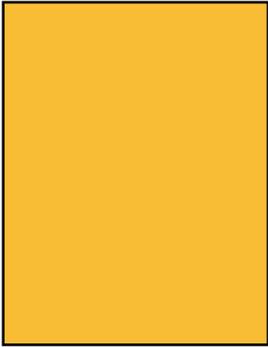
Quarter: 5.1"W x 5.75"H



Sixteenth: 4.05"W x 1.75"H



Full full bleed 8.5"W x 11"H



Third vertical 2.38"W x 10"H



Third horizontal 4.94"W x 3.33"H

Two-Thirds 4.94"W x 10"H



Quarter 3.66"W x 4.83"H

Half vertical 3.66"W x 10"H

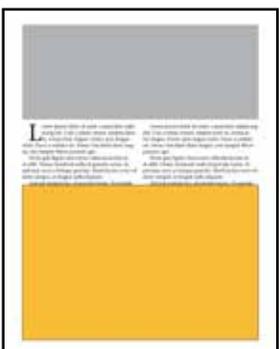


Sixth vertical 2.38"W x 4.83"H

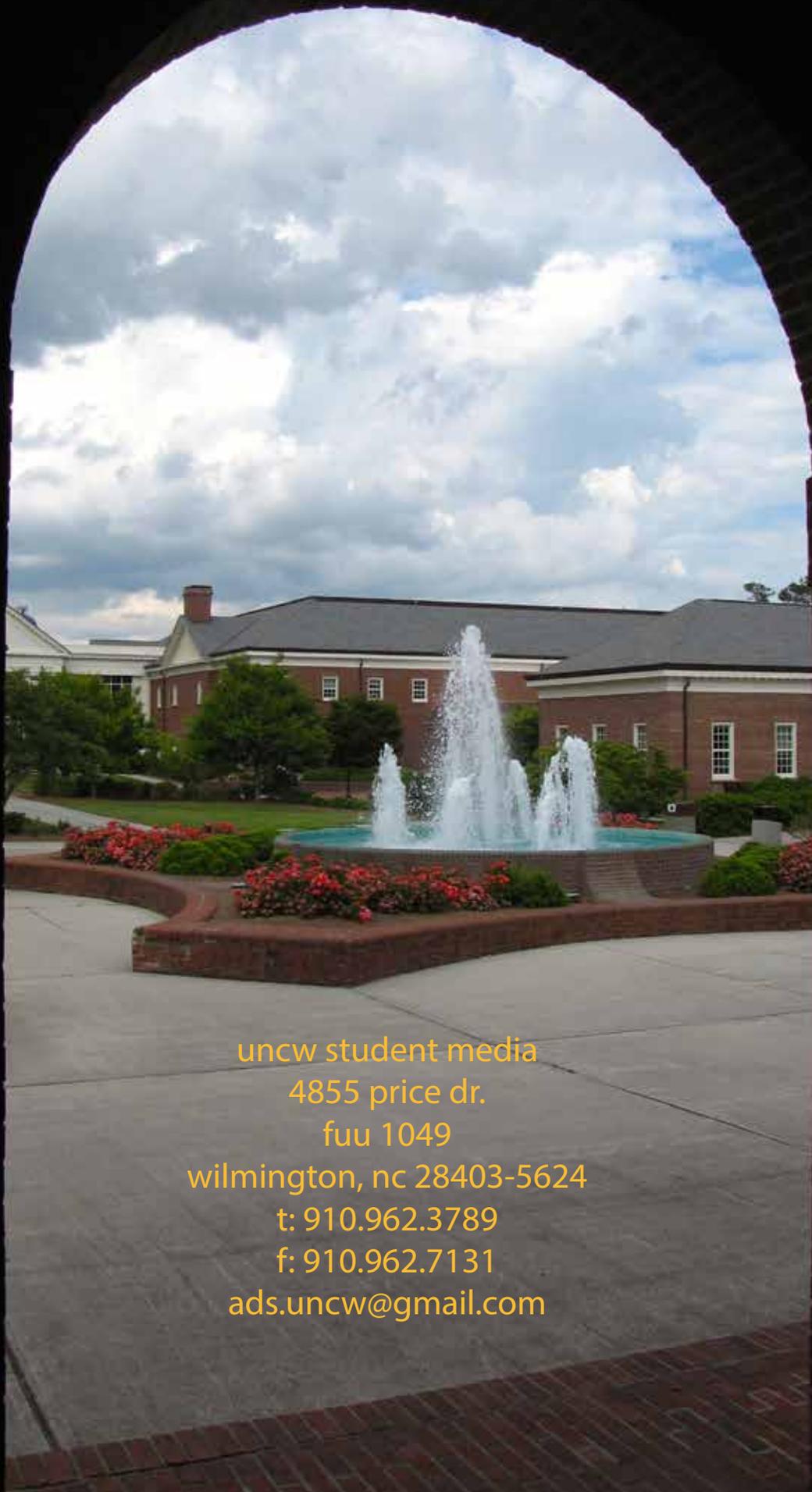


Sixth horizontal 4.94"W x 2.4"H

Half horizontal 7.5"W x 4.83"H



Eighth 3.66"W x 2.4"H



uncw student media
4855 price dr.
fuu 1049
wilmington, nc 28403-5624
t: 910.962.3789
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ads.uncw@gmail.com