2018-2019 advertising information

uncw student media
the seahawk • atlantis • tealtv

ads.uncw@gmail.com
910.962.3789
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.

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 UNCWWelcome Guidebook, 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.

Facebook likes
5,234

Twitter followers
5,457

Instagram followers
1,800

as of spring 2018

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

ENROLLMENT AS OF FALL 2017

Gender
Female 10,457 63%
Male 6,030 37%

Race
White 12,812 78%
Other 1,732 11%
Hispanic-Latino 1,085 7%
Black, African-American 858 5%

Status
Full time 13,200 80%
Part time 3,287 20%
Undergraduate 14,502 88%
Graduate 1,985 12%

Residency
In state 14,525 88%
Out of state 1,960 12%

Class
Freshmen 2,823 17%
Sophomores 2,967 18%
Juniors 3,299 20%
Seniors 4,745 29%
Post Seniors 486 3%
Special undergraduate 173 1%
Graduate 1,985 12%

Source: UNCW Office of Institutional Research & Planning

SEAHAWK PRINT DATES

Fall 2018
Aug 23
Sep 20
Oct 18
Nov 29

Spring 2019
Jan 17
Feb 14
Mar 21
Apr 25

IMPORTANT DATES 2018-2019

Fall 2018
Fall classes start Aug 22
Labor Day Sep 3
Fall break Oct 11-12
Thanksgiving break Nov 21-25
Classes end Dec 5
Fall finals Dec 7-15
Fall commencement Dec 15

Spring 2019
Spring classes start Jan 14
MLK Day Jan 21
Spring break Mar 9-17
State holiday Apr 18-19
Classes end May 1
Spring finals May 3-9
Spring commencement May 10-11

Summer 2019
Summer I starts May 22
Summer II starts June
Summer II ends July 1
Fall 2019 classes start Aug 21
The Seahawk, founded 1948, is a monthly news magazine featuring in-depth analysis, commentary and entertainment. 1,500 copies are distributed free to 50 locations on and off campus.

Print Ad Pricing

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

<table>
<thead>
<tr>
<th>Ad Size</th>
<th>B: $180</th>
<th>C: $140</th>
<th>S: $94</th>
<th>Add $80 for color</th>
</tr>
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<tbody>
<tr>
<td>Full</td>
<td></td>
<td></td>
<td></td>
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</tr>
<tr>
<td>Half</td>
<td>B: $94</td>
<td>C: $70</td>
<td>S: $47</td>
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</tr>
<tr>
<td>3 Col x 5.75&quot;H</td>
<td>B: $57</td>
<td>C: $42</td>
<td>S: $28</td>
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<tr>
<td>Quarter</td>
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<td>S: $24</td>
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<td>S: $19</td>
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<tr>
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<td>S: $15</td>
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</tr>
<tr>
<td>Eighth</td>
<td>B: $30</td>
<td>C: $20</td>
<td>S: $15</td>
<td></td>
</tr>
<tr>
<td>Sixteenth</td>
<td>B: $20</td>
<td>C: $15</td>
<td>S: $10</td>
<td></td>
</tr>
</tbody>
</table>

Bundle Discount: 15% Off Print when bundled with online advertising. Call for details.

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

![Social Media Packages](image)

**Onsite Sizes & Pricing**

<table>
<thead>
<tr>
<th>Size</th>
<th>Weekly Cost</th>
<th>1 Post</th>
<th>10 Posts</th>
<th>25 Posts</th>
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<tbody>
<tr>
<td>Leaderboard</td>
<td>$11.65</td>
<td>$15</td>
<td>$135</td>
<td>$200</td>
</tr>
<tr>
<td>Button</td>
<td>$7</td>
<td>$10</td>
<td>$80</td>
<td>$150</td>
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<tr>
<td>Medium Rectangle</td>
<td>$9.32</td>
<td>$10</td>
<td>$40</td>
<td>$75</td>
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<tr>
<td>Vertical Rectangle</td>
<td>$7</td>
<td>$7</td>
<td>$40</td>
<td>$75</td>
</tr>
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<td>Footer</td>
<td>$5.83</td>
<td>$5</td>
<td>$30</td>
<td>$200</td>
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<tr>
<td>Bundle (All)</td>
<td>$30</td>
<td>$30</td>
<td>$200</td>
<td>$350</td>
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**Website Statistics**

Source: Google Analytics

- 70,500+ users
- 84,800+ sessions
- 123,200+ page views
- 8,800 monthly users
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-Thirds  
**B:** $145  
**C:** $115  
**S:** $100  

Full bleed

Half  
**B:** $125  
**C:** $100  
**S:** $85  

Vertical or Horizontal

Third  
**B:** $85  
**C:** $70  
**S:** $55  

Quarter  
**B:** $75  
**C:** $60  
**S:** $40  

Vertical or Horizontal

Sixth  
**B:** $60  
**C:** $48  
**S:** $30  

Vertical or Horizontal

Eighth  
**B:** $48  
**C:** $38  
**S:** $20  

Vertical or Horizontal

See ad specs on page 11.

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**ATLANTIS Ad Specs**

Full full bleed  8.5”W x 11”H

Two-Thirds  4.94”W x 10”H

Half vertical  3.66”W x 10”H

Half horizontal  7.5”W x 4.83”H

Third vertical  2.38”W x 10”H

Third horizontal  4.94”W x 3.33”H

Quarter  3.66”W x 4.83”H

Sixth vertical  2.38”W x 4.83”H

Sixth horizontal  4.94”W x 2.4”H

Eighth  3.66”W x 2.4”H
Deadlines
Space reservations and creatives for the Seahawk’s print edition are due one week prior to publication date. For ads we design, add one week.

For Atlantis magazine, reservations must be made two months prior to publication. Creatives are due six weeks prior.

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

Online & Mobile Ad Design
• File types: GIF, JPG, PNG
• RGB color model
• 72 dpi resolution
• 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.

2019 UNCWELCOME GUIDEBOOK

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

Annual Sponsorship
The UNCWWelcome Guidebook is a detailed calendar of events happening during the first month of fall semester. The free mobile app puts all UNCWWelcome 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 UNCWWelcome Guidebook.

Sponsorships are limited to eight advertisers. Contracts and materials due by May 15, 2019.

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 UNCWWelcome 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 UNCWWelcome T-shirts distributed at Beach Blast the day before fall classes begin.

Contact UNCW Student Media Advertising for details and rates.