2019-2020 advertising information

uncw student media

theseahawk.org | atlantis

910.962.3789

ads.uncw@gmail.com
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 platforms to communicate your message to the UNCW community.

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 our business partners for allowing us to help you succeed.

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

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

Enrollment as of fall 2018
Source: UNCW Office of Institutional Research & Planning

Enrollment by Level

Enrollment by Gender

Enrollment by Ethnicity

Enrollment by Class

Enrollment by Age

Enrollment by Status

THE UNCW MARKET

16,747 enrolled students

IMPORTANT DATES 2019-2020

Fall 2019
- Fall classes start: Aug 21
- Labor Day: Sep 2
- Fall break: Oct 10-13
- Thanksgiving break: Nov 27-Dec 1
- Classes end: Dec 4
- Fall finals: Dec 6-12
- Fall commencement: Dec 14

Spring 2020
- Spring classes start: Jan 13
- MLK Day: Jan 20
- Spring break: Mar 7-15
- State holiday: Apr 9-10
- Classes end: Apr 29
- Spring finals: May 1-7
- Spring commencement: May 8-9

Summer 2020
- Summer I starts: May 20
- Freshman orientations: June
- Summer II starts: June 29
- Fall 2019 classes start: Aug 19
UNCW’s campus newspaper since 1948, TheSeahawk.org publishes up-to-date news, entertainment, sports and commentary online throughout the academic year and updates periodically in summer.

Digital advertising is extremely affordable, laser-targeted, and has great reach into the UNCW community and beyond.

TheSeahawk.org’s more than 15,000 Twitter, Facebook and Instagram followers are directed to the website through both editorial and sponsored posts.

**Website Usage**
Sep 2018 to Apr 2019

- **11,037 monthly users**
- **108,802 sessions**
- **151,271 page views**

**Users by Age**
Sep 2018 to Apr 2019

<table>
<thead>
<tr>
<th>Pct</th>
<th>Age</th>
</tr>
</thead>
<tbody>
<tr>
<td>26%</td>
<td>25-24</td>
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<tr>
<td>24%</td>
<td>45-54</td>
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<td>18%</td>
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<td>17%</td>
<td>35-44</td>
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<tr>
<td>12%</td>
<td>55-64</td>
</tr>
<tr>
<td>6%</td>
<td>65+</td>
</tr>
</tbody>
</table>

Source: Google Analytics

**SPONSORED CONTENT**

The Seahawk offers digital sponsorships to advertisers. Sponsored content is an exciting way to draw and engage readers and to measure reach as traditional advertising cannot do.

Sponsored content, also known as native advertising, is paid, sharable advertising 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** $300 per article

Our in-house advertising team will work with you to craft original, customized articles on topics relevant to your business, placing your business as the primary focus.

Guaranteed placement or run-of-site is available.

Articles persist online for three months, and the publication period is renewable ($150 charge).

**Social Media**

More than 15,000 people follow The Seahawk, Atlantis 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 two customers at a time and two posts per day per customer.

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

**Facebook friends**

5,919

**Twitter followers**

6,892

**Instagram followers**

2,352

**Total followers**

15,163

as of spring 2019

1 post 10 posts 25 posts

Facebook $15 $135 $200

Twitter $10 $80 $150

Instagram $10 $40 $75

Bundle (All) $30 $200 $350

All Packages include

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

**BANNER SIZES & PRICING**

<table>
<thead>
<tr>
<th>Size</th>
<th>Pricing</th>
<th>Dimensions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard</td>
<td>$11.65/week</td>
<td>728 x 90 pixels</td>
</tr>
<tr>
<td>Medium Rectangle</td>
<td>$9.32/week</td>
<td>300 x 250 pixels</td>
</tr>
<tr>
<td>Button</td>
<td>$7/week</td>
<td>205 x 90 pixels</td>
</tr>
<tr>
<td>Vertical Rectangle</td>
<td>$7/week</td>
<td>300 x 600 pixels</td>
</tr>
<tr>
<td>Footer</td>
<td>$5.83/week</td>
<td>728 x 90 pixels</td>
</tr>
</tbody>
</table>

**eNEWSLETTER PRICING**

TheSeahawk’s eNewsletter delivers directly to the inbox of registered readers, making your newsletter advertising the most targeted, actionable advertising money can buy.

- **Leaderboard** $15/week 728 x 90 pixels
- **Medium Rectangle** $12/week 300 x 250 pixels
**Atlantis** magazine, founded 1971, is the student-run literary arts magazine of UNCW. Sumptuously produced in full color, the magazine features fiction, nonfiction, poetry, photography and three-dimensional artwork created solely by student artists. Atlantis accepts submissions from undergraduate and graduate students from public and private universities and community colleges throughout the state of North Carolina.

Atlantis publishes three issues per year: 1,500 copies in print, fall and spring plus online, and online only in summer. Print issues are distributed free at dozens of sites on and off campus, and the magazine sponsors exhibits and other events throughout the school year.

**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

<table>
<thead>
<tr>
<th>Size</th>
<th>B</th>
<th>C</th>
<th>S</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full page, full bleed</td>
<td>$180</td>
<td>$145</td>
<td>$125</td>
</tr>
<tr>
<td>Two-Thirds-page, vertical or horizontal</td>
<td>$145</td>
<td>$115</td>
<td>$100</td>
</tr>
<tr>
<td>Half-page, vertical or horizontal</td>
<td>$125</td>
<td>$100</td>
<td>$85</td>
</tr>
<tr>
<td>Third-page</td>
<td>$85</td>
<td>$70</td>
<td>$55</td>
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<tr>
<td>Quarter-page</td>
<td>$75</td>
<td>$60</td>
<td>$40</td>
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<tr>
<td>Sixth-page, vertical or horizontal</td>
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<td>$48</td>
<td>$30</td>
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<tr>
<td>Eighth-page</td>
<td>$48</td>
<td>$38</td>
<td>$20</td>
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</table>

For ad sizes, see specs next page.

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ADVERTISING POLICIES

Deadlines
Deadlines for online advertising are flexible, but we recommend planning your campaign several weeks out from your intended start date. For ads we design, add another week.

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

Rates
Rates are non-commissionable.

Ad Design
UNCW Student Media offers design services for a low, flat rate. Please call for details. Advertisers are also welcome to design their own ads provided that ads conform to the specifications for the intended platform. We do not accept files in the following formats: Microsoft Word, Publisher, Powerpoint, Excel, Pages, GIF, QuarkExpress.

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

Print Ad Design (Atlantis)
• File types: JPG, PNG, PDF, TIF
• CMYK color model
• 300 dpi resolution
• Full bleed for full-page ads
• See p. 7 for size specifications

Artwork may be emailed to ads.uncw@gmail.com.

Cancellation
Advertisers will be responsible for 100 percent of the price of any advertising canceled after start date or print 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 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.

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, 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.

Payment Methods
Check or money order payable to UNCW Student Media. Please remit payment to the mailing address on page 2.

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

Complete terms and conditions are enumerated in the advertising agreement.