

# TheSeahawk.org

2020-2021 Advertising Information

ads.uncw@gmail.com

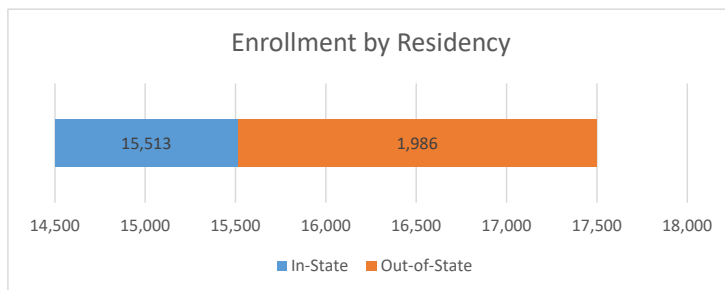
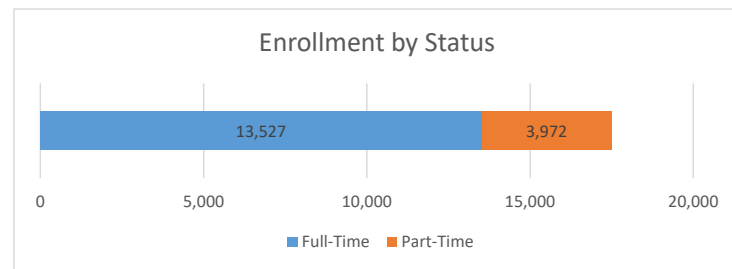
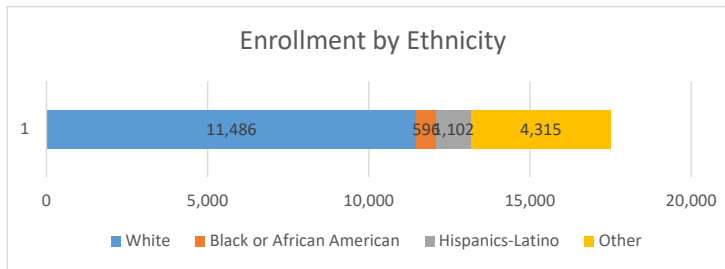
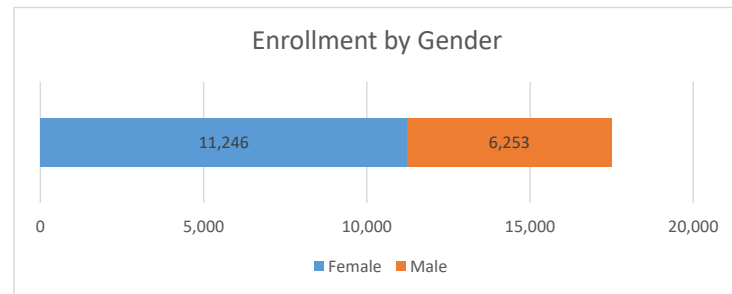
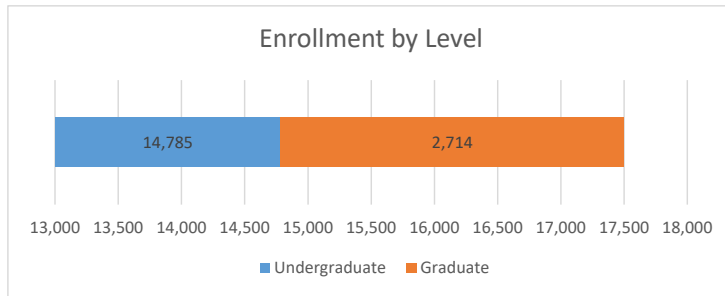
910.962.3229



UNCW  
Student Media

THE UNCW MARKET

17,499  
enrolled students



Enrollment as of fall 2019  
Source: UNCW Office of Institutional Research Planning

CONTACT US

**Sales Director:** Mary Keagle

**O:** 910.962.3229

**F:** 910.962.3915

**W:** [www.uncw.edu/studentmedia](http://www.uncw.edu/studentmedia)

**E:** [ads.uncw@gmail.com](mailto:ads.uncw@gmail.com)

**UNCW Student Media**

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

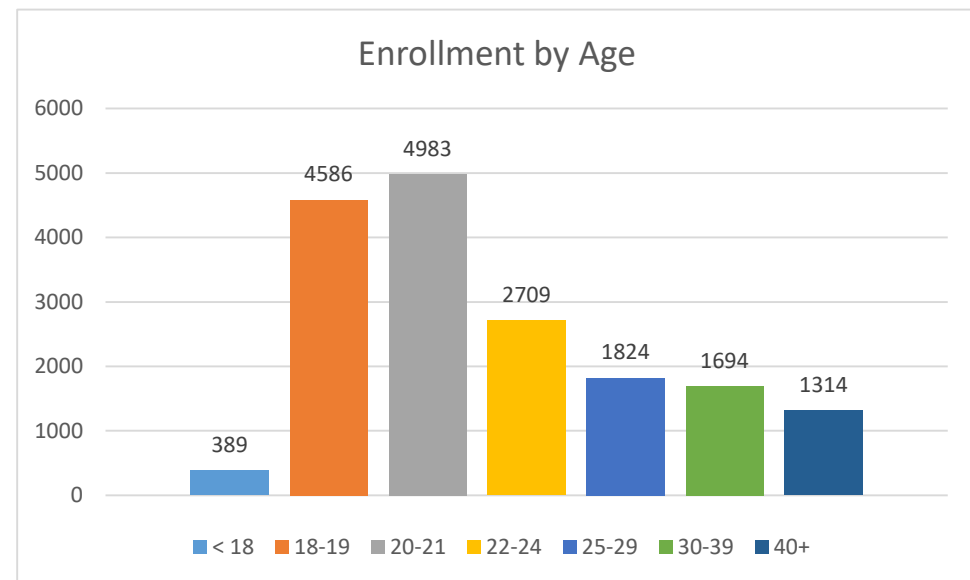
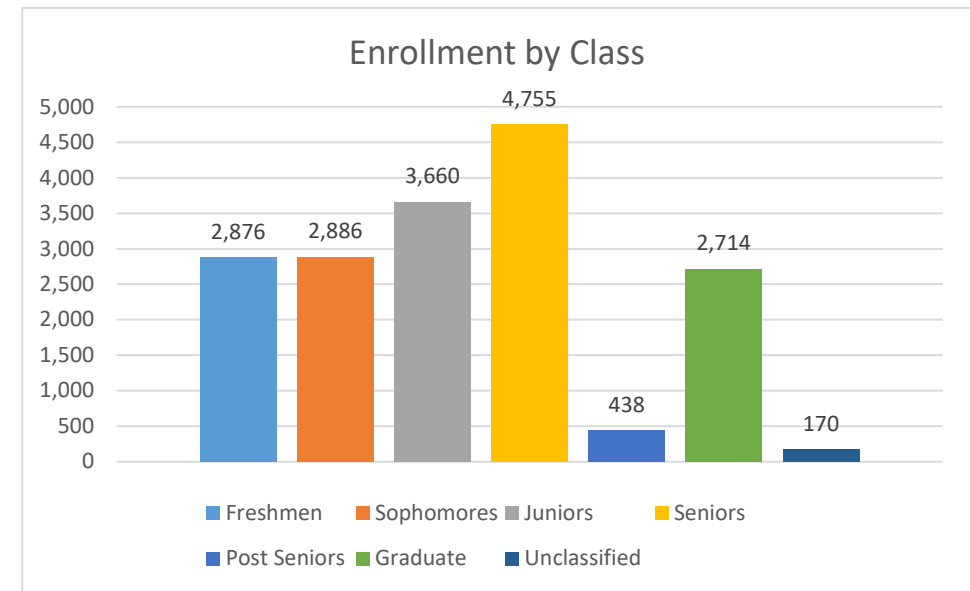
**Adviser**

Bill DiNome  
Assistant Director for UNCW Student Media  
**E:** [dinomew@uncw.edu](mailto:dinomew@uncw.edu)  
**T:** 910.962.7138

UNCW STUDENT MEDIA

The Seahawk newspaper, founded 1948, offers businesses, campus departments and student organizations affordable, effective digital platforms to advertise your message to the UNCW community. All operations are performed by students, giving them broad, hands-on experience in digital publishing.

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 while you help our students to succeed.



IMPORTANT DATES 2020-2021

**Fall 2020**

Classes start Aug 19  
Labor Day Sep 7  
Fall break Canceled  
Classes end Nov 24  
Fall finals Nov 30 - Dec 5  
Commencement Dec 14

**Spring 2021**

Classes start Jan 11  
MLK Day Jan 18  
Spring break Mar 6-14  
State holiday Apr 1-2  
Classes end Apr 28  
Spring finals May 1-6  
Commencement May 7-8

**Summer 2021**

Summer I starts May 17  
Freshman orientations June  
Summer II starts June 28  
Fall classes start Aug 18



UNCW's campus newspaper, TheSeahawk.org publishes up-to-date news, entertainment, sports and commentary online throughout the academic year.

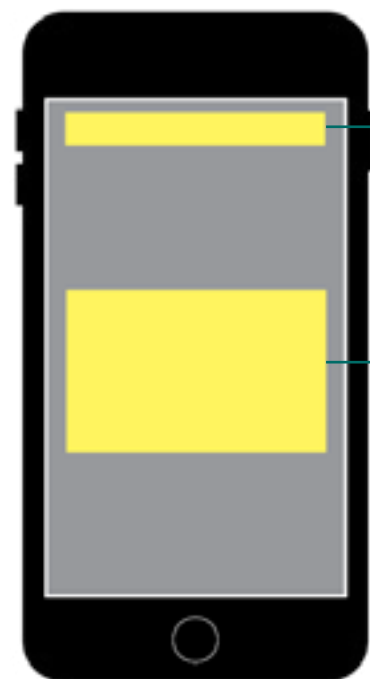
Digital advertising is affordable, laser-targeted, and has great reach into the UNCW community and beyond.

### Website Audience

Aug 2019 to June 2020

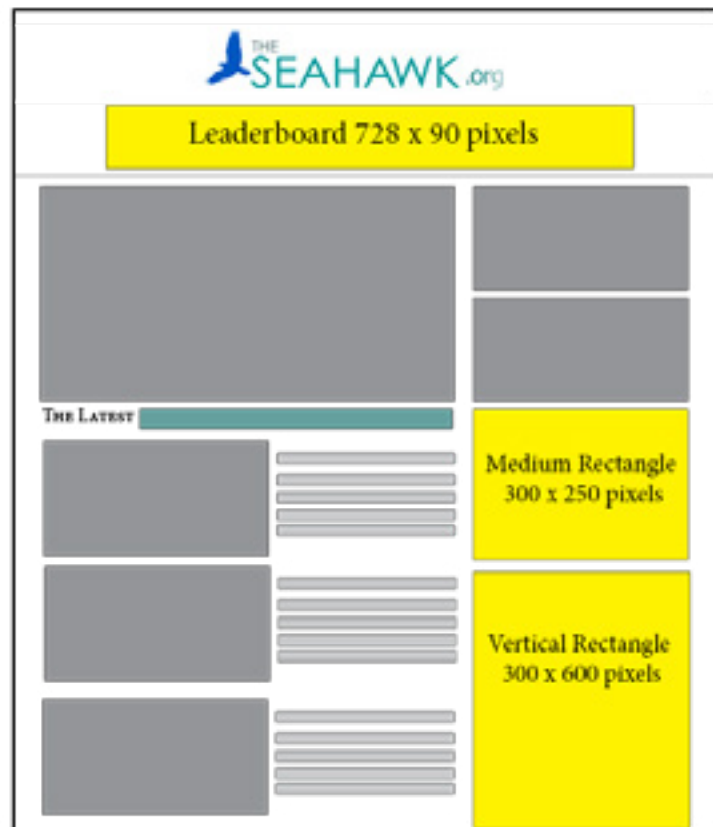
- 9,400 average monthly users
- 109,852 sessions
- 145,126 page views

Source: Google Analytics



- 300x50 mobile banner
- 300x250 mobile banner

## BANNER ADS



- More than 64% of Seahawk readers read their news on mobile devices.
- Ads will appear in both mobile and desktop platforms in standard sizes, placed in four possible spots
- Spots rotate and are subject to availability (limit 3 advertisers per spot).
- \$11.75 per ad per week (One week minimum. Based on \$5/CPM)

### HOMEPAGE TAKOVER

Punch up the impact of your special event or sale. A full-page takeover places your ad in every unit on the Seahawk's homepage.

- Daily rate: \$32.

**Making your own ad?**  
See Creating Your Own Digital Ad, p. 7.

## SPONSORED CONTENT



1st Week  
\$300  
Each Added Week  
\$100



Our advertising team will work with you to craft original, customized articles on topics relevant to your business and acknowledging you as sponsor.

- Your sponsored article will appear on the Seahawk.org's homepage among other current stories for one week and persist on the site for one month.
- Includes writing and design (plus one revision).
- Article length: approximately 500 to 800 words
- 1 to 3 photographs or images
- Promoted through our Social Media bundle to 6,200+ followers.



# SOCIAL MEDIA

# NEWSLETTER

Nearly **6,300** people follow The Seahawk on Facebook, Twitter and Instagram. Reach them through sponsored, in-feed social-media posts in all our social media.

- Limited to two customers at a time and three posts per day per customer.
- All posts must begin with "#sponsored"
- Links or hashtags may be included
- Image may be included. Photo must be approved by deadline.



**Facebook** 1,466 followers **\$15/post**

@theseahawk

- Artwork should be 1200x360 pixels.
- Text is limited to 280 characters.



**Twitter** 4,457 followers **\$20/post**

@TheSeahawk

@UNCWStudentMedia

- Artwork should be 1024x512 pixels.
- Text is limited to 280 characters.



**Instagram** 366 followers **\$10/post**

@theseahawknews

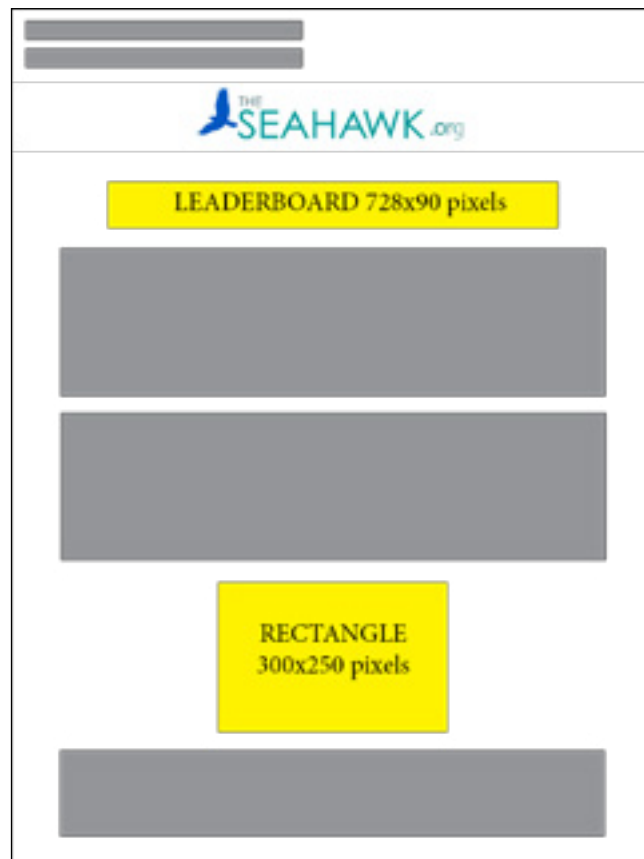
- Artwork should be 612x612 pixels.
- Text is limited to 140 characters.

**Bundle all** **6,289 followers** **\$40/post**  
*Save \$5!*

(followers as of spring 2020)

**The Seahawk's Newsletter**, featuring your ad, delivers current headline stories directly to the inbox of hundreds of subscribed readers each week on Mondays.

- Placement options: Leaderboard (728x90 pixels) or Medium Rectangle (300x250 pixels)
- \$15 flat rate per ad, per issue.



# 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.

**Rates** are non-commissionable.

## Ad Design

UNCW Student Media offers design services for a low, flat rate (\$20) which includes one revision. Additional revisions are charged at \$20 per hour.

## Creating Your Own Digital Ad

Advertisers are welcome to design their own ads conforming to standard specifications:

- **Color:** RGB
- **File types:** PNG, JPG, or GIF
- **Resolution:** 72 pixels per inch
- Ads over 50KB in size may be resampled.
- Transparency in GIFs and PNGs is not supported.
- If you are using Photoshop, use: File > Save for Web. JPGs are good for blended colors and gradients. GIFs are best for solid colors and will also allow animation.
- Checking size and resolution in Photoshop: Drop your ad into Adobe Photoshop. Go to: Image > Image Size.

Email artwork to [ads.uncw@gmail.com](mailto:ads.uncw@gmail.com).

## Cancellation

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

## Right of Refusal

The Seahawk 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 The Seahawk. 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 5% will be charged from the date the account becomes past due until it is paid in full. The penalty rate is 10% 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 us for instructions. A 3% surcharge is applied to credit/debit-card payments.

## Proof of Publication

Metrics will be provided for digital advertising once an ad has expired.

Complete terms and conditions are enumerated in the advertising agreement.



Photo: Bill DiNome