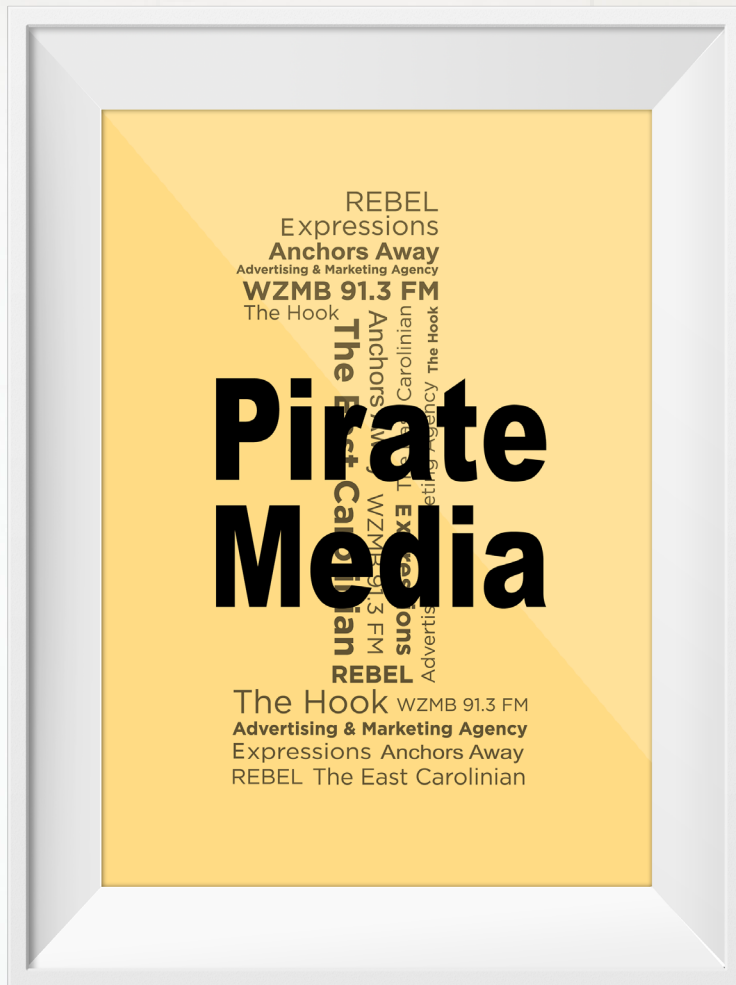


Your doorway to 30,000 Pirates
Media Kit 2019-2020



What's the No. 1 media for reaching Pirates? Pirate Media 1, of course.

If you want to introduce your business or organization to the 30,000 students and faculty of ECU, allow us to introduce you to Pirate Media 1. With a newspaper, four magazines, a mobile app, social media sites, an ad agency and four targeted specialty publications, Pirate Media 1 is Greenville's only multimedia company allowed to distribute its publications and advertise on campus. Run by students for students, it is absolutely the best - and in some cases - the only way to target the 30% of Greenville's population that live, study and work on campus.

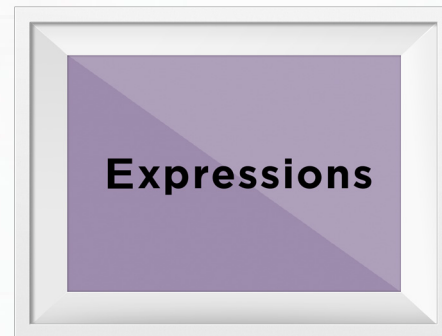
Contact Us

(252) 328-9245

smaa@ecu.edu

301 S. Evans Street, Suite 204A, Greenville, NC 27858

1 ad agency + **1** mobile app + **1** newspaper + **4** magazines + **1** radio station = **millions** of ways to connect with ECU students, faculty and staff





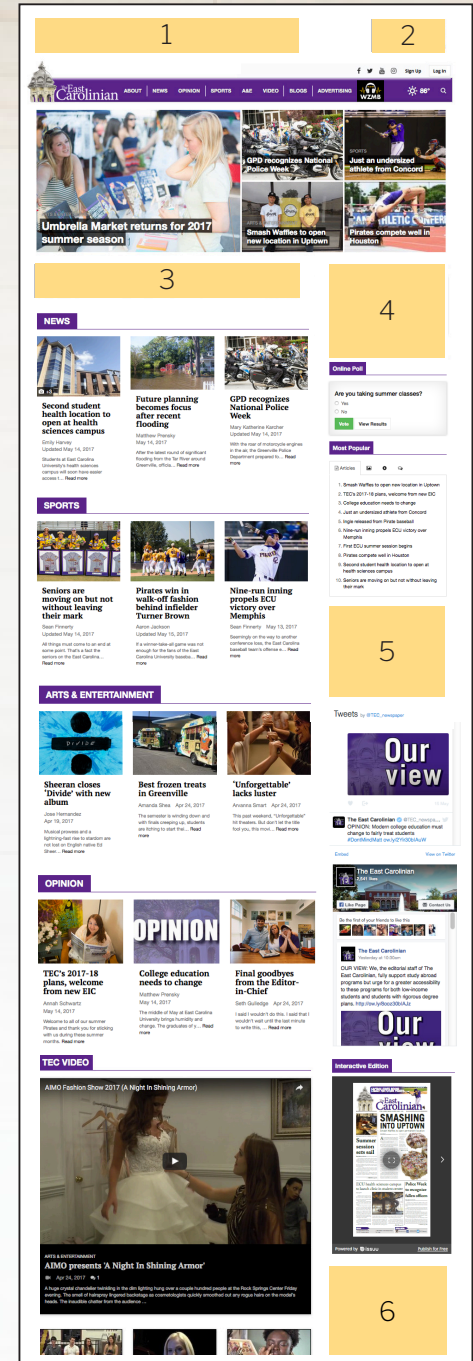
Volume Discounts

Local clients can receive significant rate discounts by purchasing the following dollar amounts of Pirate Media 1 advertising.

Spend	Discount
≥ \$1,500	10%
≥ \$3,000	15%
≥ \$7,500	20%
≥ \$10,000	25%

The best way to attract Pirates is through ads created by Pirates.

Staffed by students overseen by seasoned pros, The Agency offers the most affordable, effective and targeted ways for your business or organization to creatively connect with ECU students and staff. Advertising services include graphic design, print, video, radio, promotions, social media, branded events and ad placement on all Pirate Media 1 platforms.



Online advertising options

Amplify your marketing with Pirate Media 1's website, mobile app and social media platforms.

Pirate Media 1 Website Ads

When you buy space on any Pirate Media 1 website, your ad appears simultaneously on the following sites: The East Carolinian, The Hook, WZMB, Rebel, Expressions and Anchors Away.

All website display ads include:

- Design services
- A link to a site or page of your choice
- Monthly statistics

Online Advertising Options

	Dimensions	Rotatable*	Exclusive
1 Leaderboard	728 x 90 px	\$500/mo	\$600/mo
2 Tile	200 x 90 px	\$250/mo	\$300/mo
3 Banner	728 x 90 px	\$400/mo	\$450/mo
4 Rectangle	300 x 250 px	\$400/mo	\$450/mo
5 Rectangle	300 x 250 px	\$375/mo	\$425/mo
6 Rectangle	300 x 250 px	\$300/mo	\$350/mo

*Ad may be rotated with another ad when refreshed

Social Media Ads

Reach our 21k+ followers on our 21 social media accounts across three different platforms.



Only \$20 per post or 4 posts for \$75



Videos appear in conjunction with or independent of online articles and cover topics including news, arts, entertainment and athletics. 10 second pre-roll or post-roll spot for \$25/week

Pirate Media 1 App

Connects all Pirate Media 1 divisions in one handy dandy app. It's the app Pirates use to keep up with the latest ECU and Greenville news and events, listen to the coolest music, experience the newest student art and writing or just get their sports fix, our Pirate Media 1 app makes it easy 24/7.



Scan to download app



Our oldest medium is still one of the best ways to attract new customers.

Serving as ECU's official school newspaper for more than 93 years, The East Carolinian is the main source of news and information on campus. The East Carolinian is distributed through 89 locations on campus and in the Greenville community. Produced and operated by students, The East Carolinian features news, sports and opinion pieces as well as special sections and supplements to augment its standard coverage and to highlight special campus events.

Broadsheet Display

	Dimensions	Local	Non-Profit	Campus
1 Front Page*	10.125 x 2 in	\$500	\$500	\$500
2 Full Page**	10.125 x 21 in	\$1,000	\$750	\$500
3 Half Page	10.125 x 10.5 in	\$520	\$390	\$260
4 Quarter	5 x 10.5 in	\$270	\$205	\$135
5 Eighth	5 x 5.5 in	\$140	\$105	\$70
6 Support	5 x 2 in	\$50	\$40	\$25
7 Classified Strip	10.125 x 2 in	\$150	\$150	\$150

*Pricing includes full color ** \$100 add-on fee for a double truck ad

Color Rates

One color: \$75 (red, yellow, blue)
 Full color: \$150 (two colors or more)
 Color rates are non-discountable

Deadlines

Fall/Spring Editions:
 • Tuesday paper - 4 PM Thursday
 • Thursday paper - 4 PM Monday

Summer Editions:
 • Wednesday paper - 12 PM Monday

The East Carolinian is a broadsheet newspaper 10.125" wide and 21" deep

Your business is special. That's why you should consider these special opportunities.

Classifieds \$10 for businesses/free for students

Includes up to 25 words and 7 days online

Each word over 25 will be charged \$0.10

Extras such as bold or all-cap lettering for \$1 per word

Pre-Printed Inserts

Can be inserted in increments of 1k pieces only

Single: \$100, minimum 1k printed pieces

Multiple: \$150 per 1k printed pieces

Guidelines:

- Single sheet inserts must be 8.5" x 11" or smaller
- Max size of a folded insert in a broadsheet edition is 10" x 13"
- Max size of an insert in a tabloid is 9" x 12"

Deadlines:

- Insertion orders must be received at least 10 days prior to the scheduled insertion date. Inserts must be received at the following address below at least 5 days prior to the run date:

The East Carolinian
Adams Publishing Group
1150 Sugg Parkway
Greenville, NC 27834

Pirate Preview**

This full-color tabloid magazine is included in every first-year student's orientation packet. Students receive these packets during summer orientation sessions June - July on ECU's campus. 6,000 issues published.

1 Back Page*	2 Premium*	3 Full	4 Half Vertical	5 Half Horizontal	6 Quarter
9.37 x 9.53 in	9.37 x 9.53 in	9.37 x 9.53 in	4.60 x 9.53 in	9.37 x 4.69 in	4.60 x 4.69 in
\$1,000	\$900	\$650	\$375	\$375	\$250

Housing Guide**

Targeting the 80% of ECU students seeking off-campus housing, the Housing Guide is printed for the Fall and Spring ECU housing fairs typically scheduled in November and March.

1 Back Page*	2 Premium*	3 Full	4 Half Vertical	5 Half Horizontal	6 Quarter
9.37 x 9.65 in	9.37 x 9.65 in	9.37 x 9.65 in	4.60 x 9.65 in	9.37 x 4.74 in	4.60 x 4.74 in
\$850	\$650	\$550	\$375	\$375	\$250

Discover Series

This special section in The East Carolinian offers the opportunity to target specific events and locations in the greater Greenville community.

Discover Uptown: Sept. 5, 2019

Discover Homecoming: Oct. 24, 2019

Discover Valentine's Day: Feb. 6, 2020

Premium*	Standard*
10.125 x 2.5 in	3.25 x 4.5 in
\$175	\$135

Spirit Posters

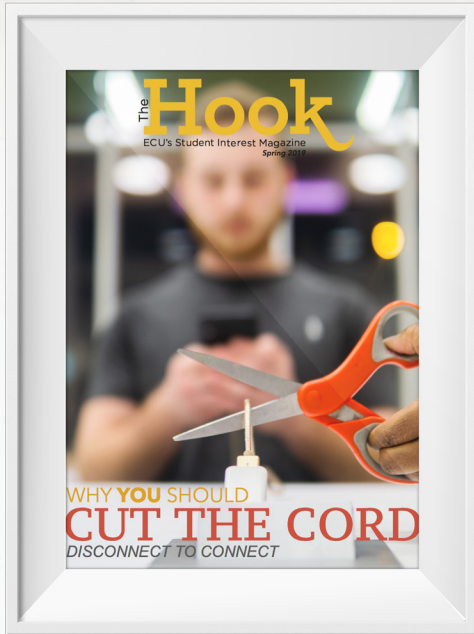
Spirit Posters are inserted into The East Carolinian every Thursday before each home football game to promote ECU spirit. Each poster features your 5" x 3" full color ad on the flipside. Limited to only 12 advertisers, each sponsor's ad will appear on 6 different posters throughout the season. This \$1,500 value series is specially priced at only \$900. It will sell out so reserve your space now.

9/7 Gardner-Webb Pirate Club Weekend	9/21 William & Mary Family Weekend	10/3 Temple
10/26 USF Homecoming	11/2 Cincinnati Military Appreciation Day	11/30 Tulsa Senior Day

*Pricing includes full color

** \$100 add-on fee for a double truck ad

Four incredible magazines.



The Hook is a full-color, lifestyle magazine that takes an in-depth look at topics, interests and activities of today's ECU students. The Hook also spotlights students, professors and community members through interviews and Q&A sessions.

Anchors Away is ECU's official graduation magazine and is published twice a year and distributed during Fall and Spring commencement events.



Back Page*
8.5 x 11 in
\$1,000

Premium*
8.5 x 11 in
\$900

Full Page**
8.5 x 11 in
\$650

Half Page
8.5 x 5.5 in
\$375

Quarter Page
4.25 x 5.5 in
\$250

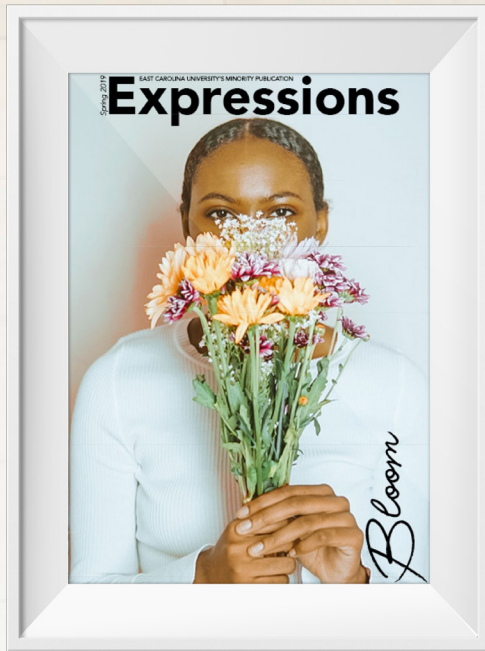
Congratulatory***
4 x 2 in
\$75

*Limited availability for cover, priority and all magazine advertising

**\$100 add-on fee for a double truck ad

***Anchors Away only

Four incredible ways to make a lasting impact.



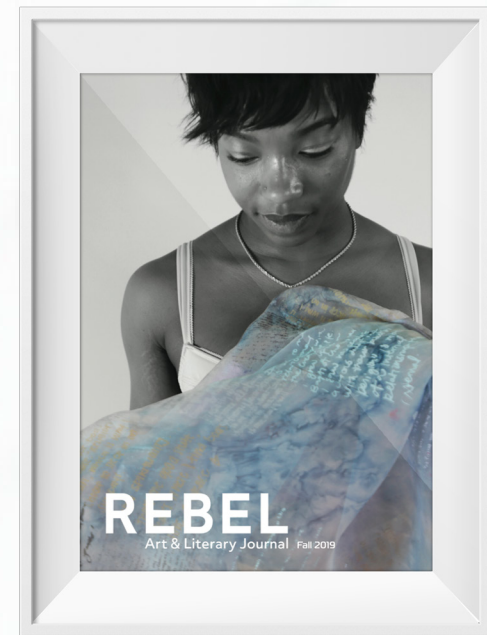
Expressions is ECU's official minority voice magazine. Highlighting diversity on campus, it strives to broaden readers' understanding of minority issues.

Full Page
| \$400/includes color

Half Page
| \$225/includes color

Rebel is an award-winning annual magazine which recognizes the best art and literary work of ECU students.

\$300 per sponsored mention

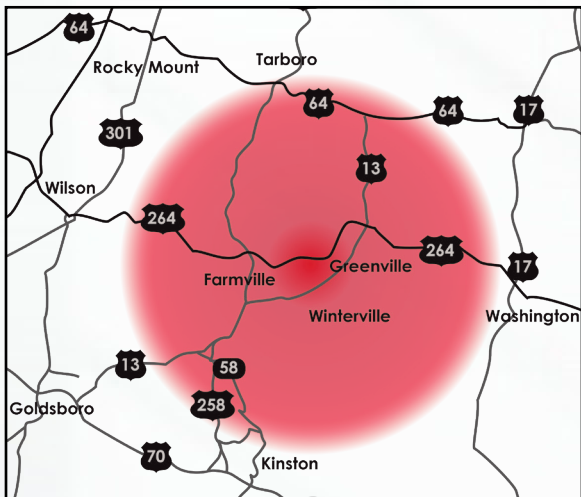




ECU's official Pirate radio station.

On air since the 1950s, WZMB 91.3 FM broadcasts 24 hours a day while ECU is in session. Run by students for students, WZMB is dedicated to broadcasting “music and local programming not readily available elsewhere in the listening area.” Offering an incredible selection of alternative music including hip hop, rock, soul and indie, it also features news, interviews with local artists, sporting event coverage and call-in shows.

Coverage Map



Programming Schedule

Weekdays:

- 6 - 10 AM Jazz
- 10 - 2 PM Alternative & Indie
- 2 - 5 PM Electronic & Pop
- 5 - 9 PM Hip Hop & RnB
- M/W/F 9 PM - 6 AM Electronic
- T/Th 9 PM - 6 AM Hip Hop & RnB

Weekends:

- 6 - 10 AM Jazz
- 10 - 2 PM Alternative & Indie
- 2 - 5 PM Folk & World
- 5 - 9 PM Rock
- 9 PM - 6 AM Genre Mix

Home of ECU Women's Basketball

WZMB 91.3 FM has exclusive broadcasting rights at all games, including throughout post-season play.

Live Streaming

Our audience can tune in from anywhere in the world via our online live stream at rebrand.ly/wzmb913fm.

Sponsorship

Sponsorship is available for various broadcasts throughout the day and for special events. Your account executive will help you analyze your needs, budget and target audience to determine which broadcast slot will best achieve your objectives.

Plus Sponsorship

\$100/week or \$400/month
Two spots during selected show/time slot
Two weekend spots

Basic Sponsorship

\$50/week or \$200/month
Two spots during selected show/time slot

On-Site Live Entertainment

WZMB provides live entertainment and DJ services for campus events and local businesses around the greater Greenville community.

Rates & Requirements

\$91.30/hour
Minimum 2 hours
Maximum 4 hours

Artist's Notes:









- Preferred delivery method for all advertising is a PDF
- We do not accept Pagemaker or Publisher files
- Acceptable files include Illustrator CC, Photoshop CC, InDesign CC, TIFF, PNG and EPS
- Color is printed using the four-color CMYK process
- Ads that are sent print-ready must be set to CMYK. Graphics in RGB will not print.
- We cannot adjust colors in PDF or EPS files
- Resolution minimum is 300 dpi
- We reserve the right to float, shrink or expand electronic files to fit the space reserved
- Print-ready ads must be packaged and include all fonts, graphics, photos, etc. We reserve the right to substitute similar fonts if a font is corrupt or not supplied.

Business Notes:

- Pirate Media 1 reserves the right to revise or reject any ad if the content is deemed objectionable or misleading. Advertisers are discouraged from making claims or using art or words that impugn or degrade sex, sexual orientation, religion, race, age, national origin and veteran status.
- Ads having the appearance of editorial material will be identified as a "Paid Advertisement."
- Special positioning of ads is not guaranteed
- No advertisement is accompanied by new stories or free notices
- Credit terms are Net 30. Invoices must be paid within 30 days of date of publication. In compliance with state policy, accounts 90 days past due are turned over to the North Carolina Attorney General's office for collection.
- An advertiser must complete a credit application with valid credit references to be reviewed by Pirate Media 1 to be eligible for purchases on credit. Businesses must be in operation for six months before review can take place.
- Prepayments are required until then. Out-of-state advertisers and transient advertisers are required to prepay.
- Accounts unpaid after 30 days are subject to approval for further advertising.
- There is a \$30 service charge on all returned checks.
- Price adjustments or make-good will only be considered where the error is solely the fault of Pirate Media 1. Any liability will not exceed the cost of the ad. Minor or typographical errors that do not change the intent of the ad will not qualify for adjustment. Consideration will only be given to the part of the advertisement that contains the error(s). Notification must be made within five business days for consideration of adjustment.
- Advertising canceled after the deadline will be subject to 100% of the ad's cost.
- Original ads, photographs or artwork produced by Pirate Media 1 are the property of PM1 and may not be used with prior written consent by Pirate Media 1 for any purposes.
- Billing questions should be directed to the Business Services Coordinator at 252-328-9235.

We accept:   

Publication Schedule 2019-2020

-  Regular Newspaper Publications
-  Themed Newspaper Publications
-  Hook Publication
-  Rebel Publication
-  Anchors Away Publication
-  Expressions Publication
-  Pirate Preview Publication
-  Home Football Game

August 2019						
Su	M	T	W	Th	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

September 2019						
Su	M	T	W	Th	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

October 2019						
Su	M	T	W	Th	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

November 2019						
Su	M	T	W	Th	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

December 2019						
Su	M	T	W	Th	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

January 2020						
Su	M	T	W	Th	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

February 2020						
Su	M	T	W	Th	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29

March 2020						
Su	M	T	W	Th	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

April 2020						
Su	M	T	W	Th	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

May 2020						
Su	M	T	W	Th	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

June 2020						
Su	M	T	W	Th	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

July 2020						
Su	M	T	W	Th	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

Fall 2019

First Day of Class: 8/19

Labor Day: 9/2

Fall Break: 10/5-10/8

Thanksgiving: 11/27-12/1

Last Day of Class: 12/3

Commencement: 12/13

Spring 2020

First Day of Class: 1/13

Labor Day: 1/20

Spring Break: 3/8-3/15

State Holiday: 4/10

Last Day of Class: 4/28

Commencement: 5/8

Summer 2020

Summer Session I: 5/18

Memorial Day: 5/25

Last Day of Class: 6/22

Summer Session II: 6/25

Independence Day: 7/3

Last Day of Class: 7/30

Home Football 2019

Gardner-Webb: 9/7

William & Mary: 9/21

Temple: 10/3

USF/Homecoming: 10/26

Cincinnati: 11/2

Tulsa: 11/7