

WE'LL

ARRANGE

IT
WALL

FOR

YOU.

PirateTM
Media **1**





**What's the
No. 1 media
organization
for reaching
Pirates?**

Pirate Media 1,
of course.

Contact Us

(252) 328-9245
smaa@ecu.edu
Main Floor of Mendenhall,
East Carolina University,
Greenville, NC 27858

Scan to visit our website!



If you want to introduce your business or organization to the 30,000 students and community of ECU, allow us to introduce you to Pirate Media 1. With a newspaper, four magazines, social media sites, an ad agency and three 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.



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

Pirate Media 1's website _____

Connects the latest local news, features, music, and videos in one easy-to-navigate site. Piratemediaw1.com is ECU's high-traffic hub for interactive content that informs, entertains and engages Pirates near and far each week.

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.

Creative Services

Looking for a creative eye to bring your business or organization's message to life? We've got you covered! For a flat fee, Pirate Media 1 can provide a variety of creative services to meet your ad design needs.

Services fee: \$150 per creative work.



Easily pay online by going to epay.ecu.edu/piratemedi1.

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.

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%

Amplify your marketing with Pirate Media 1's multimedia platforms

Online Advertising Options

When you buy space on Piratemedi1.com, your ad appears simultaneously on the following pages:

Our homepage, The East Carolinian, The Hook, WZMB, Rebel, Expressions and Anchors Away.

All website display ads include:

- A link to a site or page of your choice
- Monthly statistics upon request

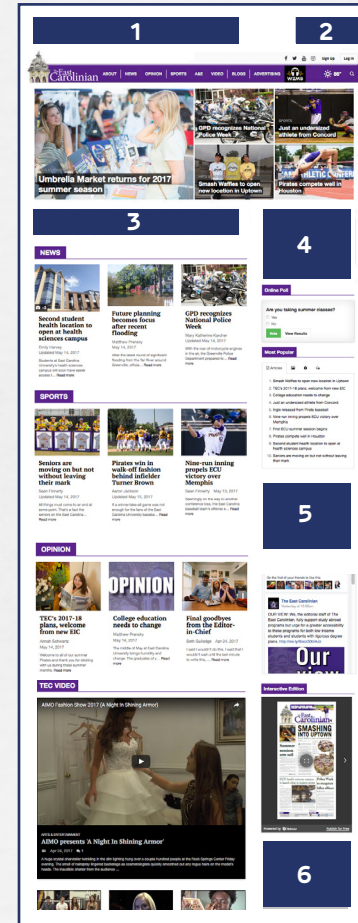
	Dimensions	Rotatable*	Exclusive
(1) Leaderboard	728 x 90 px	\$500/mo	\$600/mo
(2) Tile	200 x 90 px	\$250/mo	\$300/mo
(3) Banner	728 x 90 px	\$400/mo	\$450/mo
(4) Rectangle	300 x 250 px	\$400/mo	\$450/mo
(5) Rectangle	300 x 250 px	\$375/mo	\$425/mo
(6) Rectangle	300 x 250 px	\$300/mo	\$350/mo

*Ads may be rotated with another ad when refreshed

Social Media Ads

Reach our 21k+ followers on 14 of our social media accounts on two different platforms.

Twitter/Instagram  
 Only \$25 per post or 4 posts for \$75



Online Advertising Options



Easily pay online by going to epay.ecu.edu/piratemedi1.

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

Serving as ECU's official school newspaper for nearly a century, 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.

The East Carolinian is a broadsheet newspaper 11" wide and 22" deep.

Broadsheet Display

	Dimensions	Local	Non-Profit	Campus
(1) Front Page*	10.125 x 2 in.	\$1,000	\$1,000	\$1,000
(2) Full Page**	10.125 x 21 in.	\$750	\$500	\$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.	\$200	\$150	\$100

*Pricing includes full color

**\$100 add-on fee for 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 and Summer Editions

Wednesday paper- 12 PM Monday

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 \$.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 278341150

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

Pirate Preview**

This 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.

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

*Pricing includes full color

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



Easily pay online by going to
epay.ecu.edu/piratemedial1.

Teco Echo Newsletter

Teco Echo is a newsletter delivered to ECU student emails each Friday, offering up-to-date information on area weekend events while also keeping students abreast of the latest news and entertainment. Students can get a digest-size version of what's happening with quick access to The East Carolinian's website, theeastcarolinian.com, for more in-depth coverage.

(1) Premium 728 x 90 px \$400	(2) Rectangle 1 300 x 250 px \$300
(3) Rectangle 2 300 x 250 px \$300	



Bundling makes it even easier to maximize your reach!

Access a larger audience for a fraction of the cost by purchasing any of our special publication bundles below:



Easily pay online by going to epay.ecu.edu/piratemedial1.

Special Edition Bundle

Get a full page ad in both the spring and fall editions of the Housing Guide, as well as our orientation publication Pirate Preview.

	Sizes	Rate
(1) Special Edition Bundle	9.37 x 9.65 in. (Guide)	\$1,100
	9.37 x 9.53 in. (Preview)	

Back-to-School Bundle

Get your business' ad in the hands of incoming and returning students! Welcome freshman attending orientation with a full-page ad in Pirate Preview and kickoff the academic year with a half-page ad in the first fall edition of The East Carolinian.

	Sizes	Local	Nonprofit	Campus
(2) Back-to-School Bundle	9.37 x 9.53 in. (Pirate Preview)	\$700	\$550	\$450
	10.125 x 10.5 in. (TEC)			

News Lovers Bundle

Reach The East Carolinian's audience in both print and digital form with this bundle that offers two options. Both options reserve a half-page ad in The East Carolinian's print edition, but you have the ability to choose between a premium advertising placement in our e-newsletter Teco Echo or one of our rectangle placements.

	Sizes	Local	Nonprofit	Campus
(3) Premium	10.125 x 10.5 in. (TEC)	\$800	\$650	\$500
	728 x 90 px (Teco Echo)			
(4) Standard	10.125 x 10.5 in. (TEC)	\$700	\$550	\$450
	300 x 250 px (Teco Echo)			



Four incredible magazines.

Created by students with a student audience in mind, each one of our publications aims to offer relevant and timely content, no matter the topic. Our full-color magazines cater to four different audiences, giving you plenty of options to market your business.

The Hook is a 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 which is distributed during Spring commencement events. The publication features the names of graduating seniors alongside a variety of commemorative content.

(1) Back Page*

8.625 x 11.125 in.
Trim Size: 8.5 x 11 in.
\$1,000

(2) Premium*

8.625 x 11.125 in.
Trim Size: 8.5 x 11 in.
\$900

(3) Full Page**

8.625 x 11.125 in.
Trim Size: 8.5 x 11 in.
\$650

(4) Half Page

8.625 x 5.625 in.
Trim Size: 8.5 x 5.5 in.
\$375

(5) Quarter Page

4.375 x 5.625 in.
Trim Size: 4.25 x 5.5 in.
\$250

(6) Congratulatory***

4.125 x 2.125 in.
Trim Size: 4 x 2 in.
\$75

Dimensions have been listed with 0.125" bleed incorporated to ensure proper printing. Please keep text at least 0.125" away from the edge.

*Limited availability for cover, priority and all magazine advertising

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

***Anchors Away only

Consider showing community support and boosting your exposure with a sponsorship package:

\$2,500 includes cover page mention, back page and one full page advertisement in the magazine.

The Hook and Anchors Away are saddle-stitched publications, 8.5" wide and 11" deep.



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.

(1) Full Page

6.125 x 9.125 in.
Trim Size: 6 x 9 in.
\$400

(2) Half Page

6.125 x 4.625
Trim Size: 6 x 4.5 in.
\$225

Consider showing support for ECU's minority voices with a sponsorship package: \$1,000 includes cover page mention, one full page and one half page.

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

Consider showing support for ECU's artist community with a sponsorship package: \$1,000 includes cover page mention, one full page and one half page.

Expressions and REBEL are perfect-bound publications, 6" wide and 9" deep.

Magazine Bundle

Have your ad featured in three publications! This bundle locks in a full-page ad in The Hook, Anchors Away and Expressions. Why wait when you can go ahead and reserve your space early?

	Sizes	Rate
(5) Magazine Bundle	8.625 x 11.125 in. (The Hook & Anchors Away)	\$1,400
	6.125 x 9.125 in. (Expressions)	



Easily pay online by going to epay.ecu.edu/piratemedial1.



ECU's official Pirate radio station.

On-Site Live Entertainment

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

Rates & Requirements

\$91.30/hour
 Minimum 2 hours
 Maximum 4 hours

Programming Schedule

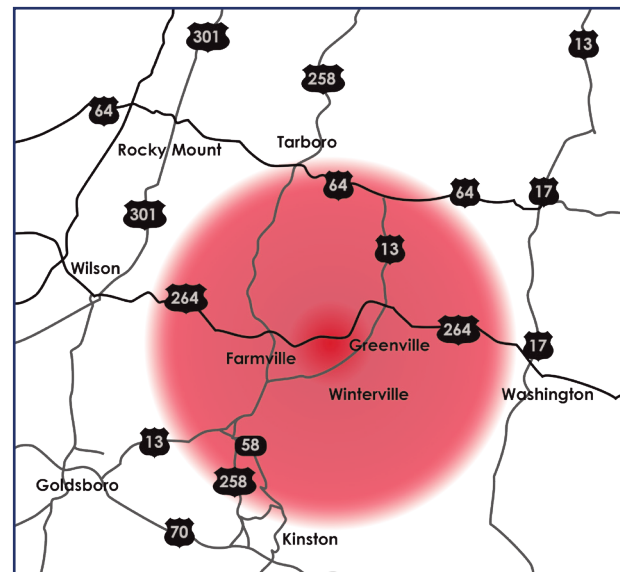
Weekdays:

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

Coverage Map



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.

Podcast Audio Ad

Our podcasts provide a unique platform for self-expression for our diverse student population, and they provide a literal new voice to advertisers with more room for creativity than traditional radio. Broaden your reach and attract a new crowd with an advertisement on one of Pirate Media 1's podcasts.

Pre-roll	\$30
Mid-roll	\$25
Post-roll	\$20

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 slot will best achieve your goals.

Plus Sponsorship

\$100/week or \$400/month

Two spots during selected show/time slot
Two weekend spots

Standard Sponsorship

\$50/week or \$200/month

Two spots during selected show/time slot

Live Streaming

Our audience can tune in from anywhere in the world via our online live stream at piratemedi1.com/wzmb913fm.

Stretch your dollars and your reach to the max with a multimedia combo package.

This package includes the following monthly items:*

- 1 Leaderboard (1) 728x90px rotatable ad
- 1 Rectangle (3) 300x250px Teco Echo ad
- 1 Full Page 10.125 x 21in Full Page ad in TEC
- 1 WZMB Plus Sponsorship, two spots during select time slot and two weekend spots
- Podcasting – Sponsorship Mention
- All Magazines – Sponsorship Mention

A \$4,000 monthly value.

*Some ad options may be substituted for others of a comparable value.

Annual Package \$24,000

Advertise twelve months out of the year. 50% Discount
A rate of only \$2,000 a month.









Semi-Annual \$14,400

Advertise six months throughout the year. The six months do not have to run consecutively. 40% Discount

Quarterly package \$9,000

Three months throughout the year. The three months do not have to run consecutively. 25% Discount

Publication Schedule 2021-2022*

-  Regular Newspaper Publications
-  Themed Newspaper Publications
-  Hook Publications
-  REBEL Publication
-  Anchors Away Publication
-  Expressions Publication
-  Pirate Preview Publication
-  Home Football Games

Fall 2021

First Day of Class: 8/23
 Labor Day: 9/3
 Last Day of Class: 12/6
 Commencement: 12/17

Home Football 2021

UofSC: 9/11
 CSU: 9/25
 Tulane: 10/2
 USF: 10/28
 Temple: 11/6
 Cincinnati: 11/27

Spring 2022

First Day of Class: 1/10
 State Holiday: 1/17
 Last Day of Class: 4/26
 Commencement: 5/6

Summer 2022

Summer Session I: 5/16
 Memorial Day: 5/30
 Last Day of Class: 6/20
 Summer Session II: 6/23
 Independence Day: 7/4
 Last Day of Class: 7/28

AUGUST 2021

Su	Mo	Tu	We	Th	Fr	Sa
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 2021

Su	Mo	Tu	We	Th	Fr	Sa
			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 2021

Su	Mo	Tu	We	Th	Fr	Sa
					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 2021

Su	Mo	Tu	We	Th	Fr	Sa
	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 2021

Su	Mo	Tu	We	Th	Fr	Sa
			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 2022

Su	Mo	Tu	We	Th	Fr	Sa
						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 2022

Su	Mo	Tu	We	Th	Fr	Sa
		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					

MARCH 2022

Su	Mo	Tu	We	Th	Fr	Sa
		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 2022

Su	Mo	Tu	We	Th	Fr	Sa
					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

MAY 2022

Su	Mo	Tu	We	Th	Fr	Sa
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 2022

Su	Mo	Tu	We	Th	Fr	Sa
			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 2022

Su	Mo	Tu	We	Th	Fr	Sa
					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						

* Publication dates for the Housing Guides are published in the fall and spring semesters, in collaboration with East Carolina University's Housing Fairs. Some deadlines and distribution dates may be subject to change.