

# BECOME A PIECE OF THE PUZZLE





# ECU<sup>®</sup>

STUDENT MEDIA



**THE AGENCY**  
ADVERTISING & MARKETING

## Contact Us

TELEPHONE (252) 328-9245  
CLASSIFIEDS (252) 328-9290  
FAX (252) 328-9143  
EMAIL [smaa@ecu.edu](mailto:smaa@ecu.edu)

### ADDRESS

301 Evans Street  
Self-Help Building Suite 204 A  
Greenville, NC 27858



# The East Carolinian

CAMPUS NEWS SINCE 1925

Delivering news to  
East Carolina University,  
alumni and the greater  
Greenville community for  
more than 90 years.



# The East Carolinian.com

Providing news 24/7.  
Found at  
[www.theeastcarolinian.com](http://www.theeastcarolinian.com)



# THE Hook

ECU's Student Interest Magazine

Focusing on the  
lifestyles, interests and  
activities of students.



# expressions

Celebrating diversity on  
campus through submitted  
literary works.



# REBEL

ARTS AND LITERARY MAGAZINE

Highlighting the artistic  
expressions of students  
through various media.

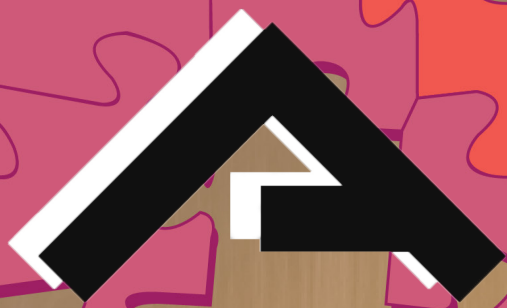


# *Anchors Away*

Capturing the  
treasured moments and  
continuing the ongoing  
legacy of ECU.



Broadcasting  
alternative music,  
sports and news  
24 hours a day.



**THE AGENCY**  
ADVERTISING & MARKETING

Student Media's Advertising & Marketing Agency provides advertising, design, marketing and promotional support to all Student Media organizations, and the local community. Through the Agency, Student Media offers affordable, effective and targeted ways to creatively promote any business or organization's message to ECU students, faculty and area residents. Advertising options include print, broadcast, digital and social media.

## Volume Discounts

Sign up for the entire year and save big on all Student Media products and charges. Agreements and discounts valid through July 31, 2019.

Level	Net Commitment	Discount
1	≥ \$1,250	10%
2	≥ \$2,500	15%
3	≥ \$7,500	20%
4	≥ \$10,000	25%

## Services

- Graphic Design  
\$40/hour - logos, flyers, posters, and more for you!  
Request a quote today.
- Complimentary Ad Design  
All advertising purchases include complimentary design services, redesigns and edits.

Our designers win national awards



2016 2017

**CMBAM**  
COLLEGE MEDIA BUSINESS & ADVERTISING MANAGERS

Best Media Kit  
Category



@ECU\_Agency

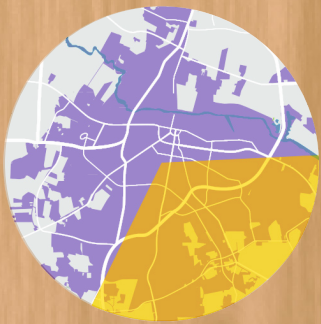


/ecusmaa

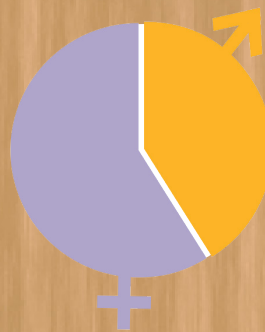


@ECU\_Agency

# East Carolina University



- More than 1/3 of the Greenville community
- \$2.8 billion economic impact on eastern North Carolina

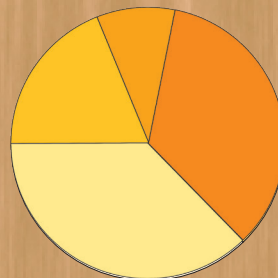
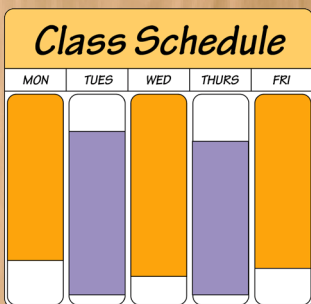


- 28,962 students
- Approximately 4,883 graduate students
- Approximately 4,312 new students every year
- 89% in-state residents
- Approximately 80% living off campus



- 6,000 faculty and staff members
- Average salary \$77,898

# National College Student Profile



- Students spend an average of 10.7 hours per day on campus during the week.
- Food: \$50 billion
- Automotive: \$31.6 billion
- Clothing/Shoes: \$18.6 billion
- Other: \$62.8 billion

INCOME SOURCE  
[www.reuters.com/article/idUSnGNX8YFczg+1d8+GNW20140625](http://www.reuters.com/article/idUSnGNX8YFczg+1d8+GNW20140625)  
 ECONOMIC IMPACT SOURCE  
[erfomunre.ecu.edu/portal/?temid-91d27oc1-bal-4-ec11-95e6-005056890024](http://erfomunre.ecu.edu/portal/?temid-91d27oc1-bal-4-ec11-95e6-005056890024)

# The East Carolinian

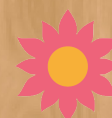
## Broadsheet Display

		Dimensions	Local	Non-Profit	Campus
1	*Front Page	10.125 x 2 in.	\$ 500	\$ 500	\$ 500
2	Full Page	10.125 x 21 in.	\$1000	\$ 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	Classifieds	10.125 x 2 in.	\$ 150	\$ 150	\$ 150

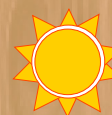
\*The front page advertisement price includes full color.



**Fall**  
4,000 copies every  
Tuesday and Thursday



**Spring**  
4,000 copies every  
Tuesday and Thursday

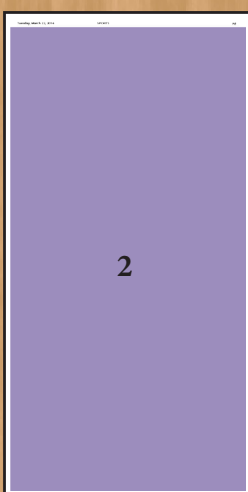


**Summer**  
3,000 copies every  
Wednesday

## Distribution

Newspapers at more than 90 locations across campus and in the Greenville community

**One color:** \$75 (red, yellow, blue)  
**Full color:** \$150 (two colors or more)  
\*\*Non-discountable



## Deadlines

### Fall/Spring Editions

For Tuesday Paper: 4 p.m. Thurs.

For Thursday Paper: 4 p.m. Mon.

### Summer Editions

For Wednesday Paper: 12 p.m. Mon.

## Page Specifications

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

(Prices are per insertion. Deadlines may be altered as needed to account for holidays, weather, etc.)

# Additional Advertising

## Classifieds

Standard Rate \$10

- Rates include up to 25 words or fewer and include 7 days online
- Each word over 25 is \$0.10
- Extras such as bold or all caps are an additional \$1 per word

### Deadline

- For Tuesday paper: 4 p.m. Thurs.
- For Thursday paper: 4 p.m. Mon.

## Pre-Printed Inserts

Single: \$100 per, minimum of 1,000 pieces

Multiple: \$150 per 1,000

Increments of 1,000 only

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

### Deadline

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

The East Carolinian  
c/o Cooke Communications  
1150 Sugg Parkway  
Greenville, NC 27834

## RADs

(Rants/ADs)

### Students Only - Free

- Voice your Rants or your ADs
- A new announcements section on the classifieds page
- Word Limit: 25

### Deadline

- For Tuesday paper: 4 p.m. Thurs.
- For Thursday paper: 4 p.m. Mon.

## Tabloid Specifications

Rates on page 13

### Pirate Preview

#### Stitched & Trimmed Tabloid

- 1 Full page: 9.37 in. x 9.53 in.
- 2 Half vertical: 4.60 in. x 9.53 in.
- 3 Half horizontal: 9.37 in. x 4.69 in.
- 4 Quarter vertical: 4.60 in. x 4.69 in.
- 5 Quarter horizontal: 9.37 in. x 2.25 in.
- 6 Eighth: 4.60 in. x 2.25 in.

### Housing Guide/Other Tabloids

- 1 Full 9.37 in. x 9.65 in.
- 2 Half vertical: 4.60 in. x 9.65 in.
- 3 Half horizontal: 9.37 in. x 4.74 in.
- 4 Quarter vertical: 4.60 in. x 4.74 in.
- 5 Quarter horizontal: 9.37 in. x 2.28 in.
- 6 Eighth: 4.60 in. x 2.28 in.

Other publications vary in size. Please contact us for additional information

(All sizing is width by height)

## Advertising Options

		Dimensions	Rotatable*	Exclusive
1	Leaderboard	728px x 90px	\$400/mo	\$500/mo
2	Rectangle	300px x 250px	\$300/mo	\$375/mo
3	Rectangle	300px x 250px	\$275/mo	\$345/mo
4	Rectangle	300px x 250px	\$250/mo	\$315/mo
5	Banner	728px x 90px	\$200/mo	\$250/mo
6	Tile	200px x 90px	\$100/mo	\$125/mo

\*Ad may be rotated with another ad when refreshed

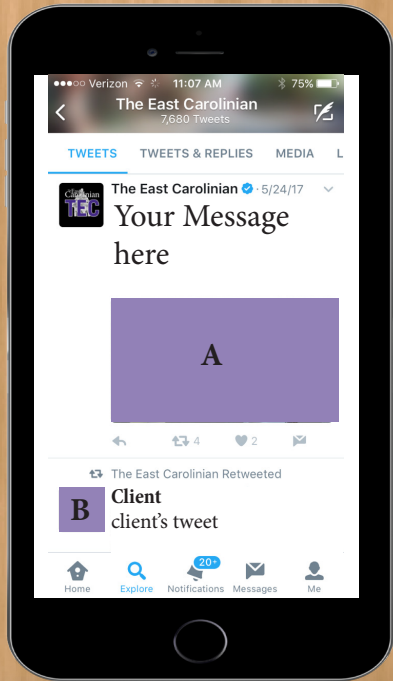
- All online display ads include a link to a site or page of client's choice, monthly statistics and design services

~ 55,000  
page views  
per month

~ 40,000  
unique visitors  
per month

theeastcarolinian.com

The screenshot shows the East Carolinian website homepage. At the top, there are navigation links for 'ABOUT', 'NEWS', 'OPINION', 'SPORTS', 'ARTS', 'VIDEO', 'BLOGS', and 'ADVERTISEMENTS'. Below the navigation is a grid of featured articles. The main content area is divided into sections: NEWS, SPORTS, ARTS & ENTERTAINMENT, OPINION, and TEC VIDEO. Each section contains several article thumbnails with titles and brief descriptions. For example, in the NEWS section, there are articles about 'Second student health location to open at health sciences campus', 'Future planning becomes focus after recent flooding', and 'GPD recognizes National Police Week'. In the SPORTS section, there are articles about 'Seniors are moving on but not without leaving their mark', 'Pirates win in walk-off fashion behind infielder Turner Brown', and 'Nine-run inning propels ECU victory over Memphis'. The website also features a 'Most Popular' list, a 'Tweets by @TEC' section, and a 'Our view' section. At the bottom, there is a video player for 'AIMO Fashion Show 2017 (A Night In Shining Armor)' and a 'SMASHING INTO UPTOWN' section.



## Social Media

Reach our followers instantly with sponsored content. Advertise on our social media accounts.


\$20 per tweet\*


11,400+ followers


4 tweets for \$75

**A** Sponsored client message

**B** Retweet


 @TEC\_newspaper  
 @wzmb913  
 @ECU\_Agency


 /theeastcarolinian

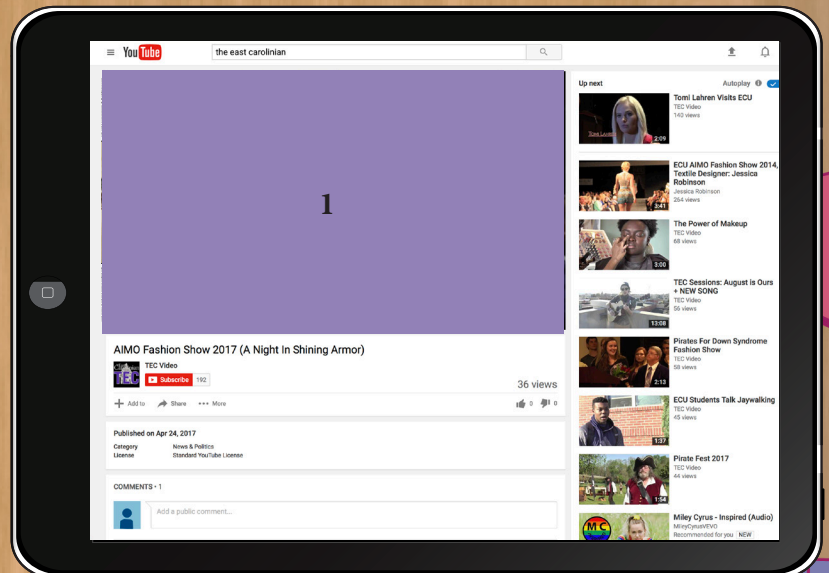

 @theeastcarolinian

## Video

[youtube.com/c/TECvideo](https://youtube.com/c/TECvideo)

Videos appear in conjunction with, or independent of, online articles and cover topics including news, arts, entertainment and athletics.

**1** 10 second pre-roll or post-roll spot  
\$25 per week



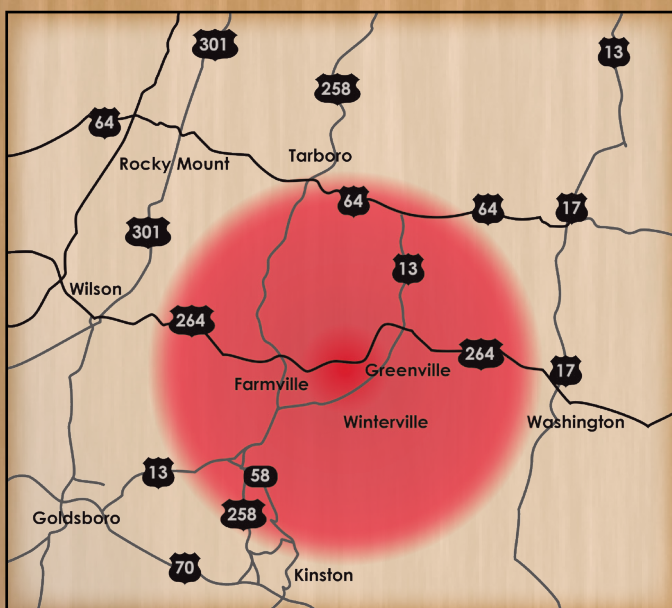


## About WZMB 91.3 FM

On air since the 1950s, WZMB 91.3 FM is the non-commercial radio station at ECU. The station is operated by students dedicated to “music and local programming not readily available elsewhere in the listening area.” WZMB 91.3 FM studio is located in the Mendenhall Student Center.

WZMB 91.3 FM offers an incredible selection of alternative music, including rock, hip hop, soul and indie. In addition to music, listeners can expect to hear news, interviews with local artists, coverage of sporting events and more.

## Coverage Map



## Programming Schedule

### Monday through Friday:

- 8 - 11 AM: Jazz
- 11 - 2 PM: Alternative (Z News)
- 2 - 5 PM: Electric Dance
- 5 - 8 PM: Hip Hop & RNB
- M-W-F 8 PM - 8 AM: Hip Hop & RNB
- T-TH 8 PM - 8 AM: Electric Dance

### Weekends:

- 8 - 11 AM: Inspirational
- 11 - 2 PM: Country & Folk
- 2 - 5 PM: World
- 5 - 8 PM: Rock
- 8 PM - 8 AM: Genre Mix

## Featured Programming

### Home of ECU Women’s Basketball

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

### The Heather Macy Show

- Featuring ECU Women’s Basketball Head Coach Heather Macy, this show airs exclusively on WZMB 91.3 FM each week throughout the season.

### Live Streaming

- WZMB 91.3 FM provides listeners the flexibility to listen from anywhere via live stream of its broadcasts at:

[www.ecu.edu/wzmb](http://www.ecu.edu/wzmb)

## Sponsorship

Sponsorship is available for various broadcasts throughout the day, as well as for special events. Account executives will analyze each sponsor's needs, budget and target audience to partner them with the broadcast slot that best suits their needs.

### BASIC: \$50/WEEK OR \$200/MONTH

- 2 spots during selected show/time slot

### PLUS: \$100/WEEK OR \$400/MONTH

- 2 spots during selected show/time slot
- 2 weekend spots

All spots are 30 seconds. Featured sponsorships are billed monthly. Please contact us for additional information.

## The Heather Macy Show

- Featuring ECU Women's Basketball Head Coach Heather Macy. Seasonal sponsorship, \$895, which includes mentions pre-show and post-show.

## On-Site Live Entertainment

WZMB 91.3 FM is able to provide live entertainment and DJ services at events on campus and in the Greenville community.

\$91.30/hour. Minimum 2 hours/Maximum 4 hours.  
Contact us for more information.



@wzmb913



WZMB.ATECU

## The Hook

This full-color lifestyle magazine spotlights professors, students and community members through interviews and fun Q&A sessions. The Hook also provides an in-depth look at topics, interests and activities of today's ECU students. There are 2,500 copies distributed in November and in April.

All rates include full color.

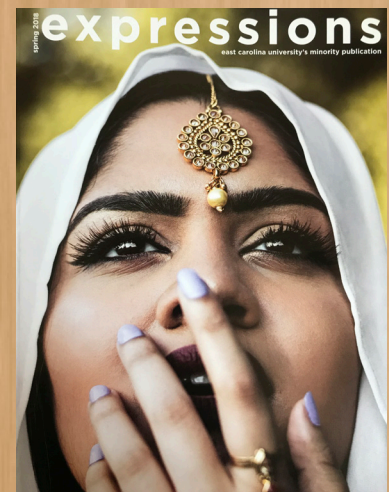
		Dimension	Rates
1	Back Page*	8.5 x 11 in.	\$800
2	Premium*	8.5 x 11 in.	\$700
3	Full Page	8.5 x 11 in.	\$600
4	Half Page	8.5 x 5.5 in.	\$325
5	Quarter Page	4.25 x 5.5 in.	\$200



## Expressions

ECU's official minority voice magazine highlights diversity on campus and strives to broaden readers' understanding of minority issues. There are 2,500 copies distributed across campus each January.

- 1 Full Page \$400/includes color
- 2 Half Page \$225/includes color



\*Limited availability for cover, priority and all magazine advertising.

# REBEL

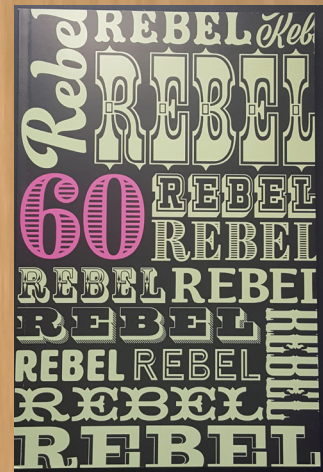
ARTS AND LITERARY MAGAZINE

## Anchors Away

### Rebel

This award-winning annual magazine recognizes the art and literary works of students. There are 2,000 copies distributed across campus.

\$300 per sponsored mention.



### Anchors Away

ECU's new graduation magazine distributed during graduation events. Premieres April 2019.

See your Account Executive for more information.



@TheHookECU  
@ExpressionsMag  
@Rebel\_ECU



/thehookmag  
/ECUExpressionsMagazine  
/rebelatecu



@expressionsmag

# SPECIAL PUBLICATIONS

## Pirate Preview

This tabloid is included in each first-year student's orientation packet. Students receive their packets during summer orientation sessions throughout June and July on East Carolina's campus.

6,000 issues published.

Size	Price
1 Back Page*	\$900
2 Premium	\$650
3 Full	\$550
4 Half Vertical	\$325
5 Half Horizontal	\$325
6 Quarter	\$225

\*Pricing includes full color

## Housing Guide

This tabloid is released during the Fall and Spring ECU housing fairs, typically scheduled for November and March, and targets the growing number of students searching for off-campus housing.

Size	Price
1 Back Page*	\$800
2 Premium	\$600
3 Full	\$500
4 Half Vertical	\$300
5 Half Horizontal	\$300
6 Quarter	\$200

\*Pricing includes full color

## Discover Series

This section offers advertisers the opportunity to target specific events and locations related to the greater Greenville community.

**Discover Uptown-** Sept. 6

**Discover Homecoming-** Oct. 18

**Discover Valentine's Day-** Feb. 7

Size	Price
1 Premium*	\$125
10.125 in. x 2.5 in.	
2 Standard*	\$85
3.25 in. x 4.5 in.	

\*Pricing includes full color

## Spirit Posters

These posters are inserted into The East Carolinian to promote the spirit of East Carolina every Thursday preceding each of the 7 home games during the 2018 football season.

Spirit posters feature your 5 in. x 3 in. full color ad on the flipside of our gameday poster insert. This package requires use of consistent ad copy for all 7 posters. This \$1,600 value ad series, limited to 12 advertisers, is specially priced at \$850.

**North Carolina A&T:** Sept. 1  
Pirate Club Day

**North Carolina:** Sept. 8  
Paint It Purple

**Old Dominion:** Sept. 29  
Paint It Gold/Family Weekend

**Houston:** Oct. 13  
Faculty/Staff Appreciation Day

**UCF:** Oct. 20  
Homecoming

**Memphis:** Nov. 3  
Military Appreciation Weekend

**Connecticut:** Nov. 17  
Senior Day

# NOTES

## 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:

- Student Media 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."
- We do our best to accommodate special positioning inquiries. However, requests are not guaranteed.
- No advertisement is accompanied by news stories or free notices.
- An advertiser must complete a credit application and credit check by the Media Accountant to be eligible for credit purchases. Credit will not be granted to any business in operation for less than six months.
- Advanced payment is required for all advertising by out-of-state or transient advertisers and for all advertisers until credit can be established. New accounts desiring credit must fill out a credit application and allow five business days for processing.
- Credit terms are Net 30. Invoices must be paid within 30 days of date of publication. Past due accounts will be turned over to the university collections office and subject to interest and penalties (10%) on all state past due receivables.
- Advertisements and payments are accepted in person or via mail only. No insertion orders will be accepted over the telephone.
- All contracts for advertising become effective only upon the approval of the Media Accountant. ECU Student Media reserves the right to terminate a contract with 30 days' prior written notice.
- Student organizations must prepay or supply a requisition with account number, or purchase order to place an advertisement.
- Returned checks are subject to a \$30 fee. Collection of the face value of the insufficient check, along with the returned check fee will need to be collected in cash, money order, or certified check before advertising can resume.
- Price adjustments or make-goods will only be considered where the error is solely the fault of Student Media. 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 an adjustment. Student Media must be notified of an error within five business days if an advertiser is to receive consideration for compensation.
- Accounts unpaid for 30 days of invoice date are subject to approval for further advertising.
- Display advertising canceled after the regular deadline will be subject to 100% of the ad's cost.
- Terms and conditions apply to all student media products and services.
- Original ads, photographs or artwork produced by ECU Student Media are the property of Student Media and may not be used without prior written consent by Student Media for any purposes.
- Returned checks are subject to a \$30 fee.
- Any billing questions should be directed to the Media Accountant at 252-328-9235.

We accept:



# PUBLICATION SCHEDULE 18-19

## AUGUST 2018

S	M	T	W	T	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 2018

S	M	T	W	T	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 2018

S	M	T	W	T	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 2018

S	M	T	W	T	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 2018

S	M	T	W	T	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 2019

S	M	T	W	T	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 2019

S	M	T	W	T	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		

## MARCH 2019

S	M	T	W	T	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 2019

S	M	T	W	T	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				

## MAY 2019

S	M	T	W	T	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 2019

S	M	T	W	T	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 2019

S	M	T	W	T	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			

- Regular Newspaper Publications
- Hook Publications

- Themed Newspaper Publications
- Expressions

- Home Football Games
- Anchors Away

### Fall 18

First Day of Class: Aug. 20  
 Labor Day: Sept. 3  
 Fall Break: Oct. 6 - 9  
 Thanksgiving: Nov. 21 - 25  
 Last Day of Class: Dec. 3  
 Commencement: Dec. 14

### Spring 19

First Day of Class: Jan. 7  
 MLK Jr. Day: Jan. 21  
 Spring Break: March 3 - 10  
 State Holiday: April 19  
 Last Day of Class: April 23  
 Commencement: May 3

### Summer 19

Summer Session I: May 13  
 Memorial Day: May 27  
 Last Day of Class: June 17  
 Summer Session II: June 20  
 Independence Day: July 4  
 Last Day of Class: July 25

### Home Football 18

NC A&T: Sept. 1  
 North Carolina: Sept. 8  
 Old Dominion: Sept. 29  
 Houston: Oct. 13  
 UCF: Oct. 20  
 Memphis: Nov. 3  
 Connecticut: Nov. 17