



**Your doorway to 30,000 Pirates**  
**Media Kit 2020-2021**



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

If you want to introduce your business or organization to approximately 30,000 students and the 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 widely 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

Main floor of Mendenhall, East Carolina University

1000 E. 5th St.

MS 406

Greenville, NC 27858



### 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.

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



### Pirate Media 1 Website

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



## 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.

### 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%

### 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.

#### 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.

# Amplify your marketing with Pirate Media 1's multimedia platforms.

## Social Media Ads

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



Only \$25 per post  
or 4 posts for \$75

## Podcast Audio Ad

Our podcasts provide a unique platform for self-expression for our diverse student population, and provide more room for creativity than traditional radio. Broaden your reach and attract a new crowd with an advertisement on one of our podcasts.

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

## Online Advertising Options

When you buy space on Piratemedial.com, your ad appears simultaneously on the following pages: The East Carolinian, The Hook, WZMB, Rebel, Expressions, Anchors Away and The Agency.

	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

## PM1 Purple Pages

This business listings page linked to the Pirate Media 1 website homepage provides a low-cost way to let thousands of Pirates know you're open for business and ready to serve! Only \$20 per listing, per semester.

All website display ads include:

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

**PM1 Purple Pages**

Promote your business through the PM1 Purple Pages!

The PM1 Purple Pages provides a low-cost way to let thousands of Pirates know you're open for business and ready to serve! At only \$20 per listing, make sure you take advantage of this deal. In order to get in contact with a representative about the next steps, please submit the form here, give us a call at 252-328-8245 or send us an email directly to [smas@ecu.edu](mailto:smas@ecu.edu). We look forward to hearing from you!

[Request more information](#)

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**A**

P

Pirate Media 1

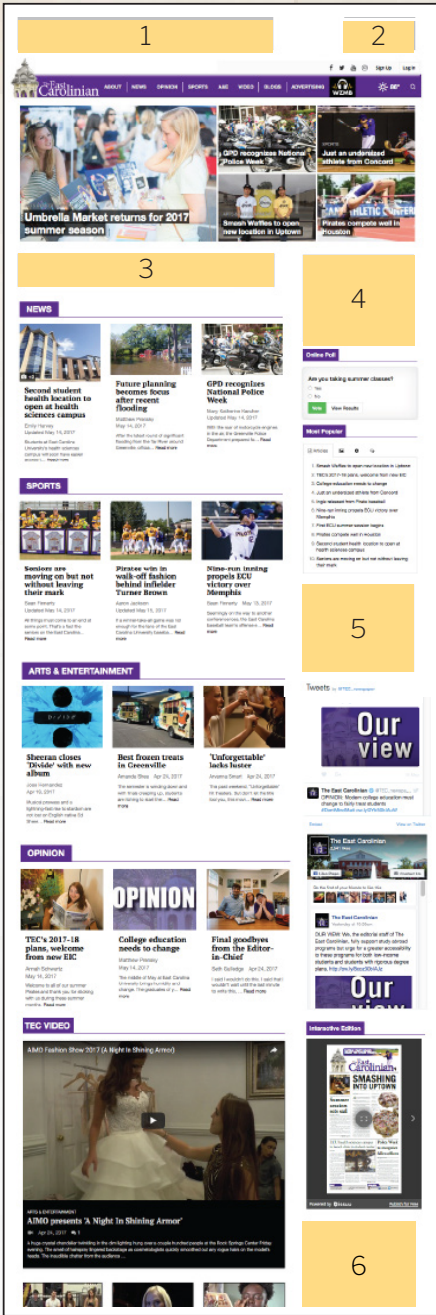
**Business Name**

*dine in, take out*

Click here to create your website!

1 (234) 567-8910 M-F 9am-9pm, Closed Sat, Sun 123 Jones St.

Online advertising options





## 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 approximately 90 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:*  
 • Wednesday paper - 12 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.

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

## Pirate Picks\*\*

Want to know what Pirates like? Pirate Media 1's newest special publication aims to highlight all of Greenville's local faves. Don't miss your chance to be featured and give a shout-out to student patrons.

1 Back Page*	2 Premium*	3 Full	4 Half Vertical	5 Half Horizontal	6 Quarter	7 "Thank You"
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	4 x 2 in
\$850	\$650	\$550	\$375	\$375	\$250	\$75

## 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 5 different posters throughout the season. This \$1,500 value series is specially priced at only \$900.

**8/29** Marshall  
Pirate Club Weekend

**9/19** Norfolk State  
Family Weekend

**9/24** UCF

**10/17** Navy  
Homecoming

**11/7** Tulane  
Military Appreciation Day

## Discover Series

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

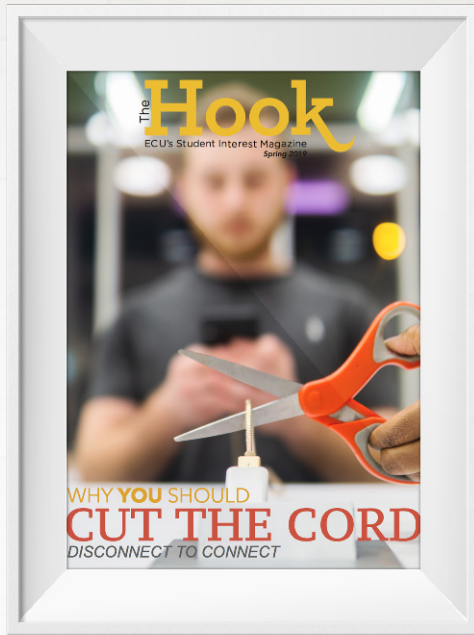
*Discover Homecoming: Oct. 14, 2019*

*Discover Valentine's Day: Feb. 10, 2020*

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

\*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 it is distributed during Spring commencement events.

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

2 Premium\*  
8.5 x 11 in  
\$900

3 Full Page\*\*  
8.5 x 11 in  
\$650

4 Half Page  
8.5 x 5.5 in  
\$375

5 Quarter Page  
4.25 x 5.5 in  
\$250

6 Congratulatory\*\*\*  
4 x 2 in  
\$75

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

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

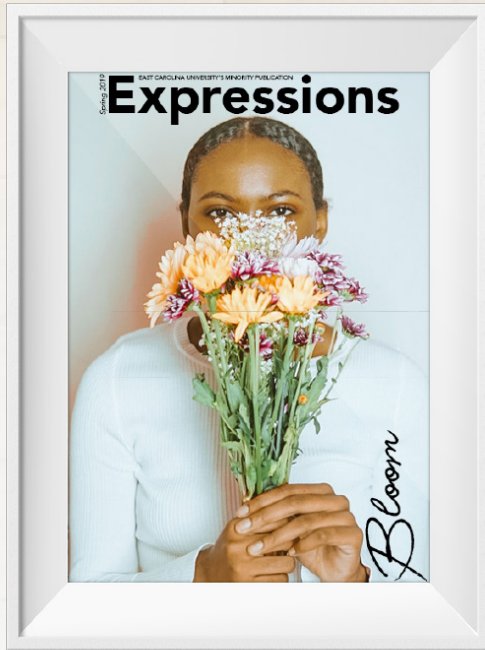
\*\*\*Anchors Away only

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

\$2,500 includes cover page mention, premium page, back page and two full-page advertisements in the magazine (a \$3,200 value).



# 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	2 Half Page
\$400/includes color	\$225/includes color

**Sponsorship** Consider showing support for ECU's minority voices with a sponsorship package: \$1,000 includes cover page mention, two full pages and two half pages (a \$1,200 value).

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

\$300 per sponsored mention

**Sponsorship** Consider showing support for ECU's artist community with a sponsorship package: \$1,000 includes cover page mention, two full pages and two half pages (a \$1,200 value).

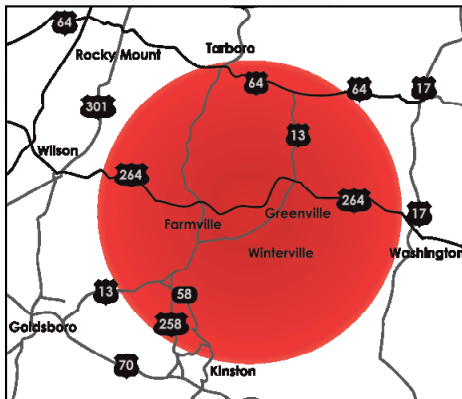




## ECU's official Pirate radio station.

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



### 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

### Live Streaming

Our audience can tune in from anywhere in the world via our online live stream at [piratemedial.com/wzmb913fm](http://piratemedial.com/wzmb913fm).

### 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

### 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

#### Basic Sponsorship

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

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

This package includes the following monthly items:\*

- 1 Leaderboard (1) 728 x 90px rotatable
- 1 Rectangle (5) 300 x 250px rotatable
- 1 Full Page 10.125 x 21 in Full Page ad in TEC
- 1 WZMB Plus Sponsorship, two spots during selected time slot and two weekend spots
- Podcasting – Sponsorship Mention
- All Magazines – Sponsorship Mention

**A \$4,000 monthly value!**

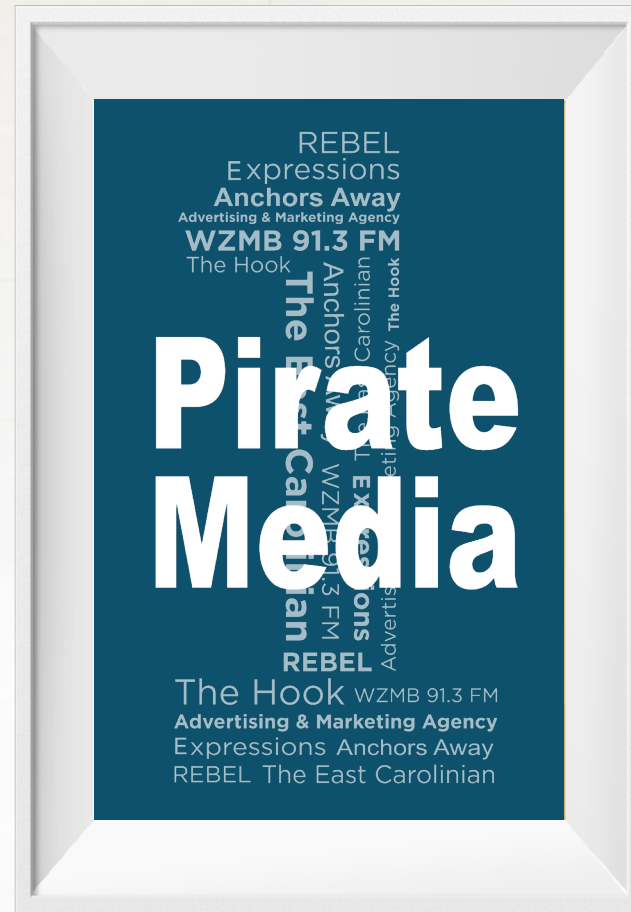
*\*Some ad options may be substituted for others of a comparable value.*

**Annual Package** Advertise twelve months out of the year for \$24,000 at a rate of only \$2,000 a month.

*50% Discount*

**Semi-Annual Package** Advertise six months throughout the year for \$14,400. The six months do not have to run consecutively.

*40% Discount*



**Quarterly Package** Advertise three months throughout the year for \$9,000. The three months do not have to run consecutively.

*25% Discount*

# Publication Schedule 2020-2021\*

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

AUGUST 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					

SEPTEMBER 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			

OCTOBER 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

NOVEMBER 2020						
Su	M	T	W	Th	F	S
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8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

DECEMBER 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		

JANUARY 2021						
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 2021						
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						

MARCH 2021						
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 2021						
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	

MAY 2021						
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 2021						
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 2021						
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 2020

First Day of Class: 8/10  
 Labor Day: 9/7  
 Last Day of Class: 11/17  
 Commencement: TBD

## Home Football 2020

Marshall: 8/29  
 Norfolk State: 9/19  
 UCF: 9/24  
 Navy/Homecoming: 10/17  
 Tulane: 11/7  
 SMU: 11/28

## Spring 2021

First Day of Class: 1/19  
 State Holiday: 4/2  
 Last Day of Class: 4/27  
 Commencement: 5/7

## Summer 2021

Summer Session I: 5/17  
 Memorial Day: 5/31  
 Last Day of Class: 6/21  
 Summer Session II: 6/24  
 Independence Day: 7/4  
 Last Day of Class: 7/29

\*Some dates and deadlines may be subject to change due to COVID-19.