

FIND YOUR TREASURE

East Carolina University[®]

STUDENT MEDIA



MEDIA KIT 17|18

East Carolina University[®]

STUDENT MEDIA

Contact Us

TELEPHONE (252) 328-9245

CLASSIFIEDS (252) 328-9290

FAX (252) 328-9143

EMAIL smaa@ecu.edu

ADDRESS

301 Evans Street

Self-Help Building Suite 204 A

Greenville, NC 27858



THE AGENCY
ADVERTISING & MARKETING



Broadcasting
alternative music,
sports and news
24 hours a day

Buccaneer

YEARBOOK

Capturing the treasured moments and continuing the ongoing legacy of ECU

REBEL

ARTS AND LITERARY MAGAZINE

expressions

THE Hook

ECU's Student Interest Magazine

Highlighting the artistic expressions of students through various media

Empowering diversity on campus through submitted literary works

Focusing on the lifestyles, interests and activities of students

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 AGENCY
ADVERTISING & MARKETING

We provide direct access to the ECU community as the media allowed unfettered access on campus. That's what sets us apart from the rest.

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, 2018

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 - We design logos, flyers, posters, and more! Request a quote today.

Flyer Handouts \$500 includes flyer design, and on-campus hand-out distribution for 1,000 flyers. Printing not included.

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



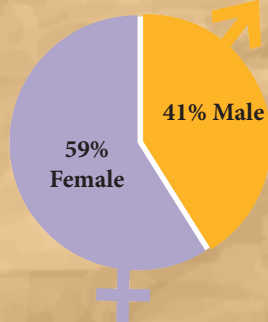
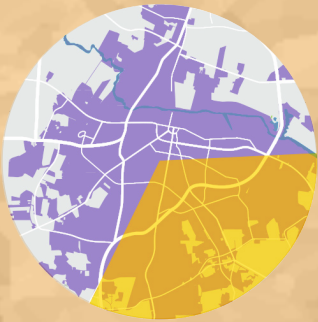
/ecusmaa



@ECU_Agency

PURCHASING POWER

East Carolina University

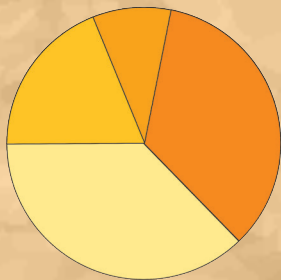


- Represents more than 1/3 of the Greenville community
- \$2.8 billion economic impact on eastern North Carolina

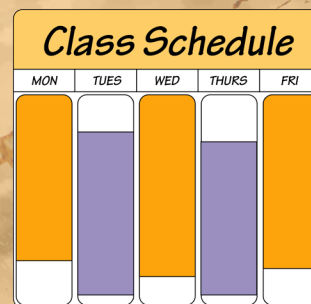
- 29,000 students
- Approximately 5,000 new students every year
- Approximately 4,300 graduates every year
- 84% in-state residents
- Approximately 80% living off campus

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

National College Student Profile



- Food: \$50 billion
- Automotive: \$31.6 billion
- Clothing/Shoes: \$18.6 billion
- Other: \$62.8 billion



- Students spend an average of 10.7 hours per day on campus during the week.

INCOME SOURCE www.reuters.com/article/idUSnGNX8YFczg+1d8+GNW20140625

ECONOMIC IMPACT SOURCE www.ecu.edu/cs-acad/ipar/customcf/DL/FB/FactBook14-15.pdf

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	\$50	\$40	\$25
7	Classifieds	10.125 x 2 in	\$150	\$150	\$150

*The front page advertisement price includes full color.

Deadlines

Fall/Spring Editions

Tuesday: 4 p.m. Thurs.
 Thursday: 4 p.m. Mon.
 Wednesday: 12 p.m. Thurs.

Summer Editions

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.)

Color

One color: \$75 red, yellow, blue
Full color: \$150 Any combination of CMYK
 Non-discountable

Distribution

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



Fall
 4,000 copies every
 Tuesday and Thursday



Spring
 4,000 copies every
 Tuesday and
 Thursday



Summer
 3,000 copies
 every Wednesday

ECU'S OFFICIAL NEWSPAPER

Additional Advertising

Classifieds

Local Rate \$7
Student Rate \$5

- 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

- 12 p.m. the day prior to publication.

Pre-Printed Inserts

Single: \$100 per 1,000 pieces
Multiple: \$150 per 1,000
Increments of 1,000 only
Non-commissionable.

- 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 at least 5 days prior to the run date.

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

Tabloids

Pirate Preview Stitched & Trimmed Tabloid

Full page: 9.37 in x 9.53 in
Half vertical: 4.60 in x 9.53 in
Half horizontal: 9.37 in x 4.69 in
Quarter vertical: 4.60 in x 4.69 in
Quarter horizontal: 9.37 in x 2.25 in
Eighth: 4.60 in x 2.25 in

Housing Guide/Other Tabloids

Full 9.37 in x 9.65 in
Half vertical: 4.60 in x 9.65 in
Half horizontal: 9.37 in x 4.74 in
Quarter vertical: 4.60 in x 4.74 in
Quarter horizontal: 9.37 in x 2.28 in
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)

The East Carolinian.com

Advertising options

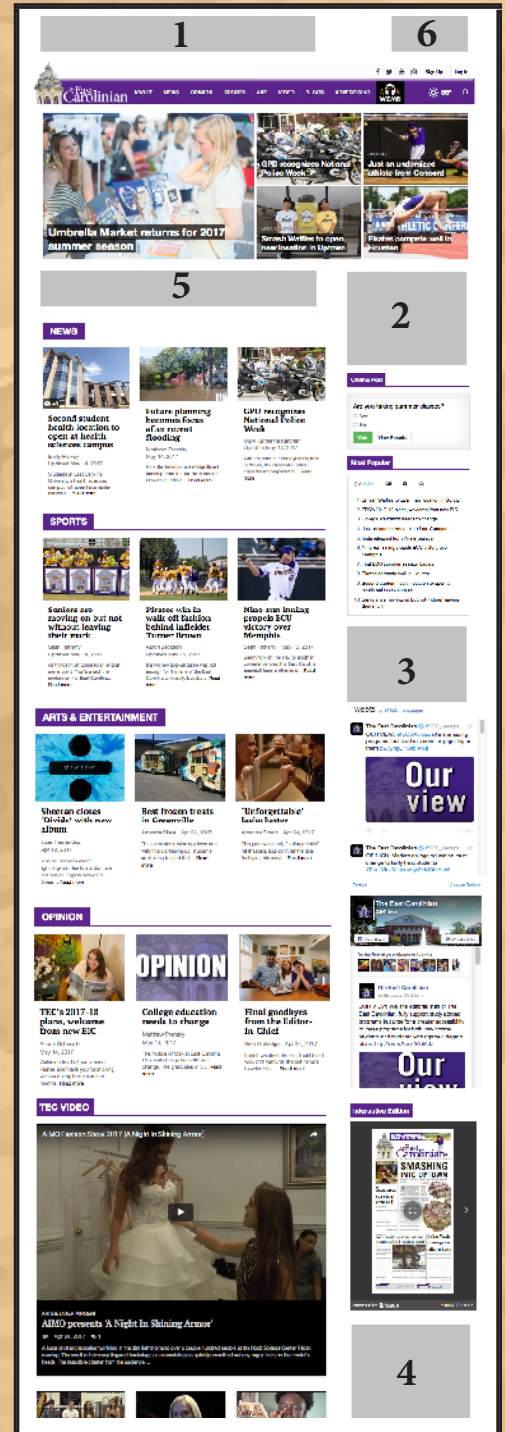
1	Leaderboard	728px x 90px	\$400/mo
2	Rectangle	300px x 250px	\$300/mo
3	Rectangle	300px x 250px	\$275/mo
4	Rectangle	300px x 250px	\$250/mo
5	Banner	468px x 60px	\$200/mo
6	Tile	200px x 90px	\$100/mo

~ 55,000
page views
per month

~ 40,000
unique visitors
per month

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

theeastcarolinian.com



MULTI MEDIA

Social Media



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

\$20 per tweet*

9,000+ followers

4 tweets for \$75

A Sponsored client message

B Retweet

*Rate subject to change due to increases in followers

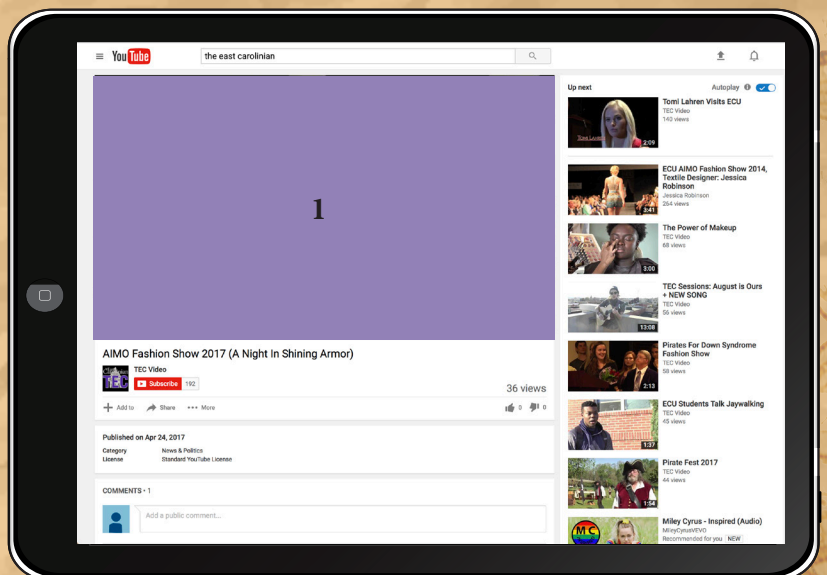
*Maximum 4 tweets per day per twitter handle


Video

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

Videos appear in conjunction with as well as independently of online articles and cover topics including news, arts, entertainment and athletics

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



 @TEC_newspaper

 /theeastcarolinian/

 @theeastcarolinian



About WZMB 91.3FM

On air since the 1950s, WZMB 91.3FM 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 91.3FM studio is located in the Mendenhall Student Center.

WZMB 91.3FM 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.

Featured Programming

Home of ECU Women’s Basketball

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

The Heather Macy Show

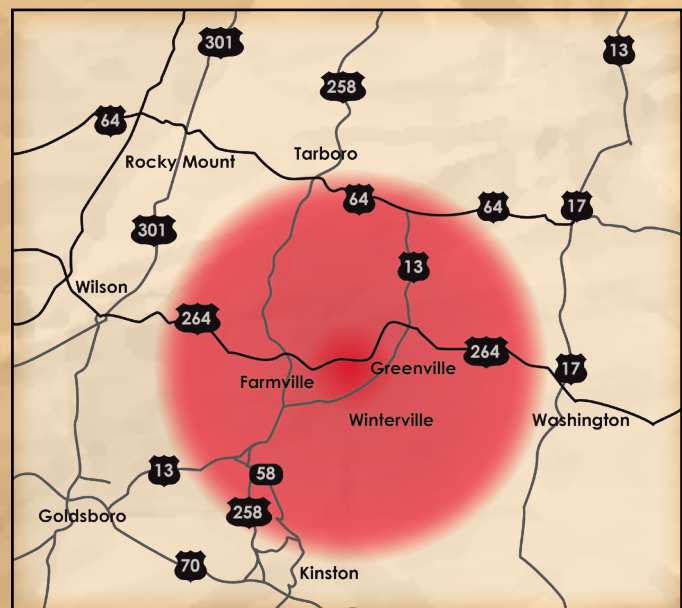
- Featuring ECU Women’s Basketball Head Coach Heather Macy, this show airs exclusively on WZMB 91.3FM each week throughout the season. Seasonal sponsorships are \$895, which include mentions pre-show and post-show.

Live Streaming

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

www.ecu.edu/wzmb

Coverage Map



On Site Live Entertainment

WZMB 91.3FM is excited to offer DJ services. The station is able to provide live entertainment at any event on campus and in the Greenville community.

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



WZMB.ATECU

ECU'S RADIO STATION

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 your needs.

Daily Packages

As show themes and times change throughout the year, sponsors may choose to purchase a time slot (listed below) or sponsor a specific show (as schedules become available).

Time Slots

- **Morning:** 8 a.m. — 11 a.m.
- **Mid-Day:** 11 a.m. — 2 p.m.
- **Afternoon:** 2 p.m. — 5 p.m.
- **Evening:** 5 p.m. — 8 p.m.

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
- 1 Tweet per week from @WZMB913

PREMIUM: \$150/WEEK OR \$600/MONTH

- 2 spots during selected show/time slot
- 2 weekend spots
- 2 Tweets per week from @WZMB913

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

THE Hook

ECU's Student Interest Magazine

expressions

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. 2,500 copies are distributed in September and March.

All rates include full color

		Dimension	Rates
1	Back Page*	8.5 in x 11 in	\$800
2	Premium*	8.5 in x 11 in	\$700
3	Full Page	8.5 in x 11 in	\$600
4	Half Page	8.5 in x 5.5 in	\$325
5	Quarter Page	4.25 in x 5.5 in	\$175



Expressions

ECU's official minority voice magazine highlights diversity on campus and strives to broaden readers' understanding of minorities in our community. There are 2,000 copies distributed across campus each fall.

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

Buccaneer
YEARBOOK

Rebel

This annual award-winning magazine recognizes the art and literary works of students selected each fall through a juried show. There are 2,000 copies distributed across campus each spring.

\$300 per sponsored mention.



Buccaneer

The Buccaneer Yearbook has been instrumental in capturing the moments and memories ECU students, faculty and staff have created since 1923.

Students are encouraged to participate in the various Buccaneer portrait sessions offered throughout the year. Students are able to purchase the photos from their portrait sessions, while senior portraits are offered for free.

Advertising space is available for purchase. Ads appear on glossy, full color pages. Rates are as follows:



The first 1,000 copies of the Buccaneer yearbook are free!


Dimensions

Rates

Full Page 8.17 in x 10.08 in \$400

Half Page 8.17 in x 5.04 in \$200

 @TheHookECU
@ExpressionsMag
@Rebel_ECU

 /thehookmag/
/ECUExpressionsMagazine/
/rebelatecu/

 @expressionsmag

SPECIAL PUBLICATIONS

Spirit Posters

These modified broadsheet 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 2017 football season.

Advertise all season long with this spirit poster series

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.

James Madison: Sept. 2

Virginia Tech/Family Weekend Sept. 16

South Florida: Sept. 30

Temple: Oct. 7

BYU/ Homecoming: Oct. 21

Tulane: Nov. 11

Cincinnati: Nov. 18

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
Back Page*	\$900
Premium	\$650
Full	\$550
Half Vertical	\$325
Half Horizontal	\$325
Quarter	\$225

Discover Series

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

Discover Uptown Greenville- Sept. 7

Christmas at Arlington Village- Nov. 16

Valentine's Day- Feb. 13

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

*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
Back Page*	\$800
Premium	\$600
Full	\$500
Half Vertical	\$300
Half Horizontal	\$300
Quarter	\$200

*Pricing includes full color

NOTES

Artist's Note:

- 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, JPEG, 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 Note:

- 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 unbounded 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.

PUBLICATION SCHEDULE 17-18

AUGUST 2017

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 2017

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 2017

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 2017

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 2017

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 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			

FEBRUARY 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			

MARCH 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

APRIL 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					

MAY 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		

JUNE 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

JULY 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				

Regular Newspaper Publications
 Themed Publications
 Home Football Games
 Hook Publications
 Rebel
 Expressions
 Buccaneer

Fall 17

First Day of Class: Aug. 21
Labor Day: Sept. 4
Fall Break: Oct. 7 - 10
Thanksgiving: Nov. 22 - 26
Last Day of Class: Dec. 4
Commencement: Dec. 15

Spring 17

First Day of Class: Jan. 8
MLK Jr. Day: Jan. 15
Spring Break: March 4 - 11
State Holiday: March 30 - 31
Last Day of Class: April 24
Commencement: May 4

Summer 18

Summer Session I: May 14
Memorial Day: May 28
Last Day of Class: June 18
Summer Session II: June 21
Independence Day: July 4
Last Day of Class: July 26

Home Football 17

James Madison: Sept. 2
Virginia Tech: Sept. 16
South Florida: Sept. 30
Temple: Oct. 7
BYU: Oct. 21
Tulane: Nov. 11
Cincinnati: Nov. 18