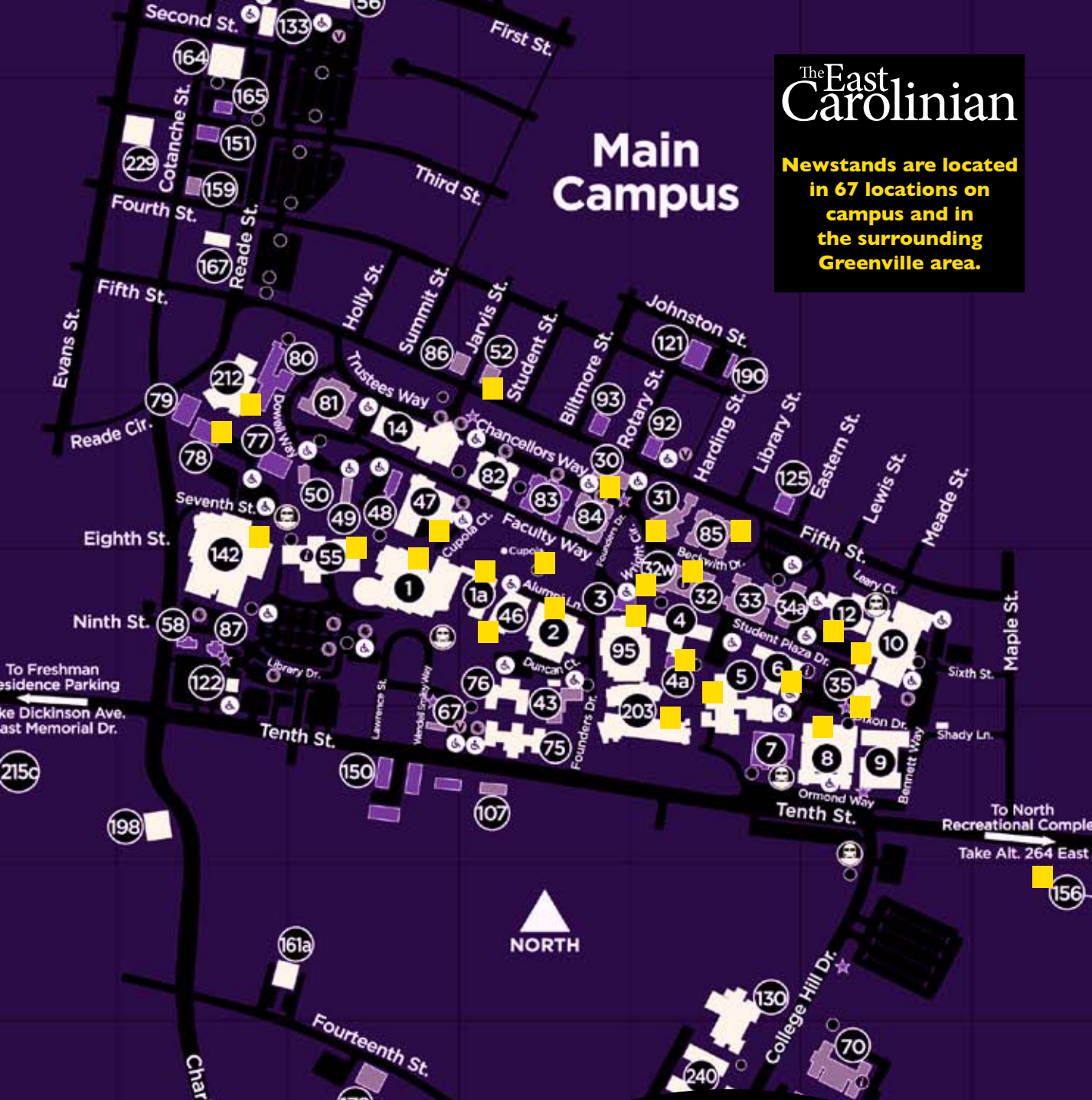


The East Carolinian

Newstands are located in 67 locations on campus and in the surrounding Greenville area.

Main Campus



Contact Us



Address

The East Carolinian
100F Self Help Building
East Carolina University
Greenville, NC 27858-4353
www.theeastcarolinian.com



Telephone

Main - (252) 328 - 9238
Fax - (252) 328 - 9143
Advertising - (252) 328 - 9245



Office Hours

Monday - Friday
8 a.m. - 5 p.m.

The East Carolinian

CAMPUS NEWS SINCE 1925



Advertising Rates & Information 2010-2011

MARK YOUR CALENDAR...

IMPORTANT DATES

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

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

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

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

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

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

CAMPUS CALENDAR

- 8/24/10.....Fall Classes Begin
- 10/9-10/12/10.....Fall Break
- 11/24-11/28/10.....Thanksgiving Break
- 12/7/10.....Fall Classes End
- 12/17/10.....Fall commencement
- 1/7/11.....Spring classes start
- 3/6-3/13/11.....Spring Break
- 4/25/11.....Spring Classes End
- 5/6/11.....Spring commencement
- 5/17/11.....Summer classes start
- 5/30/11.....Memorial Day Holiday
- 7/4/11.....Independence Day Holiday
- 7/28/11.....Summer classes end

SPECIAL EDITIONS

- Back to School 2010**
Distributed - August 24th
Ad Deadline - August 13th

This is the first broadsheet edition of the fall semester. It is available at newsstands for 8 days.
- Welcome Back 2011**
Distributed - January 11
Ad Deadline - December 9

This broadsheet is the first edition of the spring semester and covers events that occurred over the winter break.
- Pirate Preview 2011**
Distributed - Orientation Weeks
Ad Deadline - June 1

Distributed to students planning to attend ECU for the first time in the fall.

FOOTBALL SCHEDULE

- 09/05/10.....vs. **Tulsa**
- 09/11/10.....vs. **Memphis**
- 09/18/10.....at Virginia Tech
- 10/02/10.....at North Carolina
- 10/09/10.....at Southern Miss
- 10/16/10.....vs. **North Carolina State**
- 10/23/10.....vs. **Marshall**
- 10/30/10.....at UCF
- 11/06/10.....vs. **Navy**
- 11/11/10.....at UAB
- 11/20/10.....at Rice
- 11/26/10.....vs. **SMU**
- 12/04/10.....Conference USA Championship

* Home games are bolded

DISPLAY ADVERTISING

LOCAL DISPLAY RATES

All rates are net, non-commissionable.
Minimum size accepted is 3 column inches.

Local open rate - \$6.00

Non-profit open rate - \$4.50
Must be a legitimate non-profit organization to qualify. This rate cannot be discounted.

New customer rate - \$5.80
Customer cannot have advertised in *The East Carolinian* in the past 15 months. Rate can be used once for a single ad that must run 3-6 times without changes within consecutive issues.

- Local contract rates**
- 150-299 column inches -- \$5.75
 - 300-449 column inches -- \$5.55
 - 450-599 column inches -- \$5.35
 - 600-799 column inches -- \$5.15
 - 800-949 column inches -- \$4.95
 - 950-1199 column inches -- \$4.75
 - 1,200+ column inches -- \$4.65

Must be local advertiser to qualify. Contracts are effective on date of approval by media accountant and are in effect until April 21, 2011. If contract is fulfilled, no penalties will apply.

PRE-PRINT INSERT RATE

Local Single Insert Rate
Single sheet/8.5" X 11" or smaller...**\$85/1,000**
Single sheet; Net, non-commissionable
Minimum of 1,000 pieces /1,000 piece increments only.

Local Multiple Insert Rate
Multiple sheets or larger than 8.5" X 11"...**\$125/1,000**
Any number of pages; Net, non-commissionable.
Minimum of 1,000 pieces /1,000 piece increments only.

SUBSCRIPTIONS
First-class mail - \$135 per year

CLASSIFIED ADVERTISING

LINE RATES

Open Line Rates - \$5.00
25 or fewer words/additional words 5¢ each.

Student Line Rate - \$3.00
25 or fewer words/additional words 5¢ each. Must present a valid ECU I.D. to qualify. *The East Carolinian* reserves the right to refuse this rate for any ad deemed to be non-student or business related.

Line Extras Rate - \$1.00
Extra for either BOLD or ALL CAPS type. Charges are in addition to the line ad charges above.

DISPLAY RATES
Open Display Ad Rate - \$7.00

Changes can be made or ads can be removed from the paper if notification is made before the deadline, but no cash refunds are given for cancellation. No proofs or tearsheets are available for line classified ads.

COLOR CHARGES

- One color, plus black - \$100
- Two colors, plus black - \$175
- Three colors, plus black - \$350

Our paper is printed using CMYK printing. Color pricing is dependent upon the color(s) requested. Spot color is denoted as any shade of blue, yellow or magenta, plus the use of black. A two-color ad is denoted as any color that can be formed by combining blue, yellow or magenta, such as purple, orange and green. Any other combinations require full-color charge. PMS colors will be matched using process colors as closely as possible. We will make every effort for accurate page registration and color matching, but no guarantees can be made.

Third-class mail - \$50 per year

PUBLICATION KEY:

Regular Edition
Fall & Spring
9,000 Tuesday, Thursday

Tabloid Edition
Summer
5,000 Wednesday

BROADSHEET & TABLOID MECHANICAL SPECS

Page specifications

The East Carolinian is a photo-offset six-column broadsheet. Column width is based on Standard Advertising Units (SAU). The space between columns is 0.125 inches and the page depth is 21 inches.

Production charges

Basic typesetting is included in the cost of advertising. Unusual or extensive typesetting and enlargement or reduction of ads is subject to additional production charges. Custom artwork, logos and photography services are available.

SUMMER TABLOID

The summer edition of the East Carolinian is a tabloid publication. Eight ad sizes are available

1 col	1.75 in
2 cols	3.62 in
3 cols	5.50 in
4 cols	7.37 in
5 cols	9.25 in
6 cols	11.125 in

ELECTRONIC FILES

File Formats

PDF files are preferred but we also accept the following formats: Illustrator CS, Photoshop CS, InDesign CS, JPG, TIF, PDF, and EPS. We do NOT accept PageMaker or Publisher files.

Storing/Transferring Files

You may send files physically on CD-ROM. You may send files electronically via e-mail or FTP. To send an ad via e-mail, compose a text message with your name, phone number and insertion dates. Included the ad as an attachments and mail to ads@theeastcarolinian.com. Contact your ad rep for FTP instructions.

Color Ad Specs

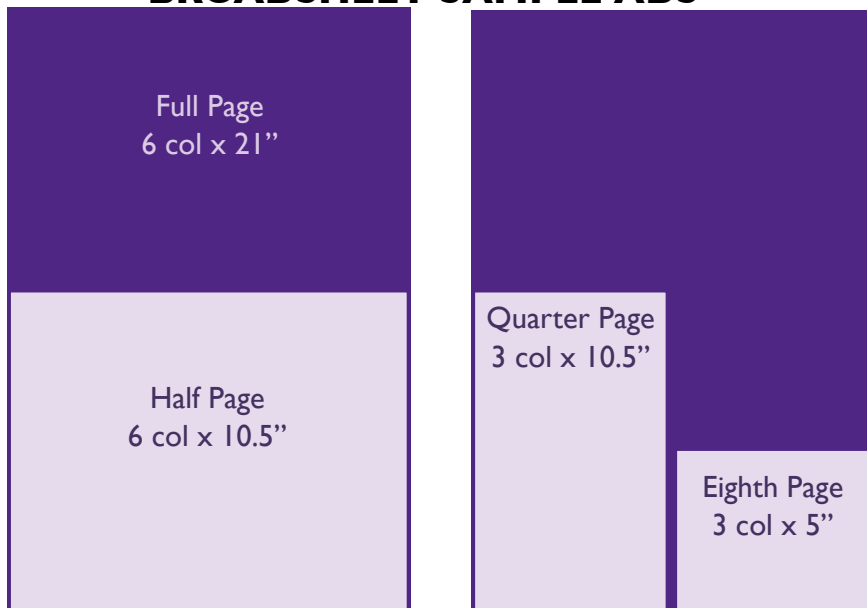
The East Carolinian prints all colors using the four-color (CMYK) process. We cannot adjust colors in PDF or EPS files. Please convert any color text or graphics from RGB to CMYK color mode.

MARKETING DATA

- Student Enrollment: more than 27,000 for 2010
- Students are supported by more than 3,000 faculty and staff members
- ECU enrollment is 13 percent minority with 10 percent African Americans
- 18 percent of undergrads age 25 years of age or older
- 78 percent of ECU students live off campus

**Facts from 2009-2010 ECU Fact Book and Admissions Office.*

BROADSHEET SAMPLE ADS



SUMMER AND PIRATE PREVIEW RATES

Ad Name	Ad Column Size	1-3x	4-8x	9-11x	12+
Tab 1 (largest)	5 cols x 11 inches	\$350	\$315	\$284	\$256
Tab 2	3 cols x 11 inches	\$215	\$194	\$175	\$158
Tab 3	5 cols x 5.5 inches	\$175	\$158	\$142	\$128
Tab 4	3 cols x 5.5 inches	\$110	\$99	\$89	\$80
Tab 5	5 cols x 2.74 inches	\$90	\$81	\$73	\$66
Tab 6	2 cols x 5.5 inches	\$75	\$68	\$61	\$55
Tab 7	3 cols x 2.75 inches	\$55	\$50	\$45	\$40
Tab 8 (smallest)	2 cols x 2.75 inches	\$40	\$36	\$32	\$29

The tabloid inches above do not apply to the regular broadsheet contract advertising requirements.

AD DEADLINES

Classified Deadlines

Monday at 11 a.m. for the TUESDAY edition
 Wednesday at 11 a.m. for the THURSDAY edition
 Summer Deadline is Tuesday at 11 a.m.

Summer deadlines

12 noon THURSDAY for the next WEDNESDAY'S issue for both classified and display ads.

Display deadlines

4 p.m. THURSDAY for the next TUESDAY'S issue
 4 p.m. MONDAY for the next THURSDAY'S issue
 12 p.m. THURSDAY for the next SUMMER issue

We reserve the right to change a deadline for holidays or as necessitated by other considerations.

INSERT SPECS

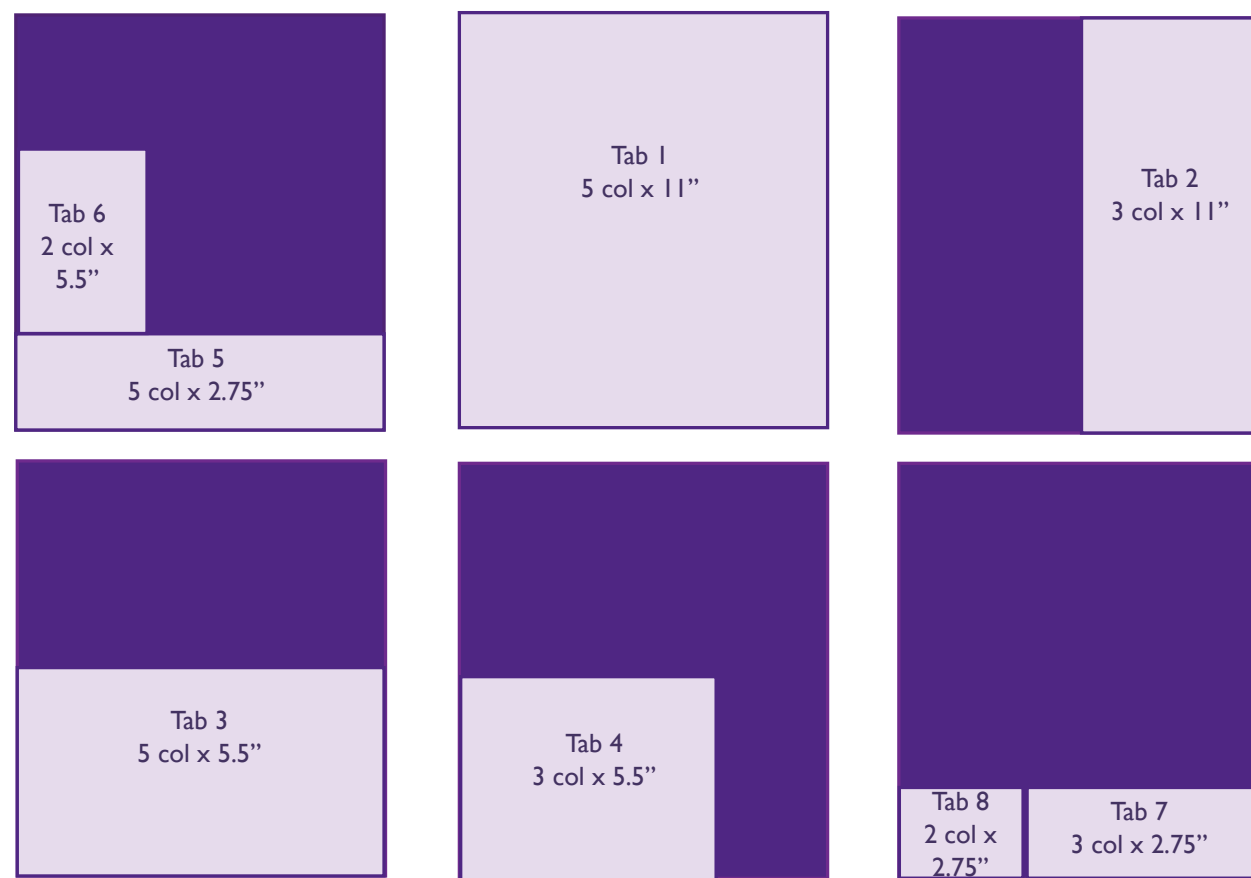
Maximum size of folded insert going in a broadsheet edition is 10" X 13." Maximum size of folded insert going in a tabloid edition is 9" X 12." All inserts must be pre-printed and are subject to prior approval by the editor and/or advertising manager.

An order for inserts must be received at least ten (10) days before the scheduled insertion. Inserts should be shipped to the following address at least five (5) days before publication:

The East Carolinian
c/o Daily Reflector
1150 Sugg Parkway
Greenville, NC 27834

Inserts shipped to the newspaper will be delivered to the printer using a private delivery service and the shipping cost will be charged to the advertiser.

TABLOID SIZES



Ready. Aim. Fire.

Ready! Call The East Carolinian to start your advertising adventure

Aim! Work with your advertising representative to chart your course and create a strategic plan for advertising

Fire! Watch your advertising land in the hands of your target audience
The East Carolinian, the best way to reach ECU students

The East Carolinian

at a glance...

The East Carolinian is the official campus newspaper of East Carolina University and the surrounding Greenville, N.C. area. Since 1925, the newspaper has been an integral part of the campus community and the only way to effectively reach the more than 27,000 students and 3,500 faculty and staff of ECU, the third-largest university in the North Carolina system. ECU's students, faculty and staff rely on *The East Carolinian* for news and information about University events and activities.

The paper is published each Tuesday and Thursday during the fall and spring semesters and on Wednesday during the summer. *The East Carolinian* is distributed at approximately 67 locations on campus and in the surrounding Greenville area. In addition to the regular news, features, sports and opinion sections, the paper produces special sections and supplements during the year to augment its standard coverage and highlight special campus events.

The East Carolinian is produced by students who work hard to provide a quality newspaper in a learning environment. Students completely control the news and production operations of the paper and make all decisions concerning the editorial content of each issue. The paper's student advertising staff strives to meet the needs of its clients by providing creative services and innovative designs aimed at a highly segmented market niche. *The East Carolinian* is a nonprofit entity published under the aegis of the Student Media Board, which also provides oversight to the student radio station (WZMB), a student minority magazine (Expressions), the yearbook of East Carolina University (Buccaneer), an annual literary magazine (Rebel), and a closed-circuit tv station (Campus 31 TV).

Staff

Katelyn Crouse
Editor in Chief
editor@theeastcarolinian.com
(252) 328-9249

Janet Stancil
Media Accountant
respejs@ecu.edu
(252) 328-9235

Jeffrey Jones
Office/Classified Manager
jonesjef@ecu.edu
(252) 328-9238

Christina Scarbel
Student Ad Manager
ads@theeastcarolinian.com
(252) 328-9245

Genevia Hill
Ad Manager
hillge@ecu.edu
(252) 328-9245

Travis Bartlett
Production Adviser
bartlett@ecu.edu
(252) 328-9239

ADVERTISING POLICIES

The East Carolinian reserves the right to reject or revise any ad at its discretion if deemed objectionable or misleading. Advertisers are discouraged from making claims or using art or words that impugn or degrade sex, religion, race, age, origin or color.

An ad having the appearance of editorial material will be labeled as a "Paid Advertisement" at the editor's discretion.

Price adjustments or make-goods will be considered only where the error is solely the fault of the paper. Any liability of *The East Carolinian* will not exceed the cost of the ad and minor or typographical errors that do not change the intent of the ad will not qualify for an adjustment. *The East Carolinian* must be notified within five working days of an error if an advertiser wishes to receive an adjustment.

Special positioning in the paper is not guaranteed, but the newspaper will attempt to honor such requests.

Advertisements and payments are accepted in person, via mail and over the phone. However, an insertion order must be signed before the ad deadline.

Display advertising cancelled after the advertising deadline will be subject to 100% of the ad's cost.

All contracts for advertising become effective only upon the approval of the media accountant. *The East Carolinian* reserves the right to terminate a contract with 30 days prior written notice.

Original ads, photographs or artwork produced by *The East Carolinian* are the property of the paper and may not be used without the paper's consent.

We will make every effort for accurate page registration and color matching, but no guarantees can be made.

BUSINESS POLICIES

Terms are net 30 from publication date. Accounts unpaid for more than 30 days may be refused further advertising. Payments are accepted in the form of cash, check, money order or credit card (Visa and Mastercard only).

Consideration for net 30 terms will be given to local businesses only after six months of operation.

Payment in advance is required for ads by out-of-state or transient advertisers and all advertisers until credit can be established. New accounts desiring credit must fill out a credit application and allow five business days for processing.

Student organizations and/or campus departments must either prepay or supply a BANNER account number to be charged.

Any questions concerning statements, invoices or billings should be directed to the media accountant at (252) 328-9235.

Return check fee is \$30.00.