



2018-2019 advertising information  
**uncw student media**  
the seahawk • atlantis • tealtv

[ads.uncw@gmail.com](mailto:ads.uncw@gmail.com)  
910.962.3789

THE UNCW MARKET

16,487  
enrolled students

<b>Gender</b>			<b>Residency</b>		
Female	10,457	63%	In state	14,525	88%
Male	6,030	37%	Out of state	1,960	12%
<b>Race</b>			<b>Class</b>		
White	12,812	78%	Freshmen	2,823	17%
Other	1,732	11%	Sophomores	2,967	18%
Hispanic-Latino	1,085	7%	Juniors	3,299	20%
Black, African-American	858	5%	Seniors	4,745	29%
<b>Status</b>			Post Seniors	486	3%
Full time	13,200	80%	Special undergraduate	173	1%
Part time	3,287	20%	Graduate	1,985	12%
Undergraduate	14,502	88%			
Graduate	1,985	12%			

Enrollment as of fall 2017  
Source: UNCW Office of Institutional Research & Planning

UNCW STUDENT MEDIA

Of the five student-run media outlets comprising UNCW Student Media, three offer businesses, campus departments and student organizations affordable, effective advertising venues to communicate your message to the UNCW community. In addition to our student-run publications, we also facilitate advertising sales on behalf of the Campus Activities & Involvement Center for their annual UNCWelcome Guidebook, a handy, free mobile app.

All operations, including sales, are performed by students, giving them hands-on experience in digital, print, broadcast, advertising and graphic design. Doing business with UNCW Student Media not only brings your message to a growing number of Seahawks, it also helps support our educational mission. We are sincerely grateful to you, our business partner, for allowing us to help you succeed.

**Advertising**  
E: ads.uncw@gmail.com  
T: 910.962.3789

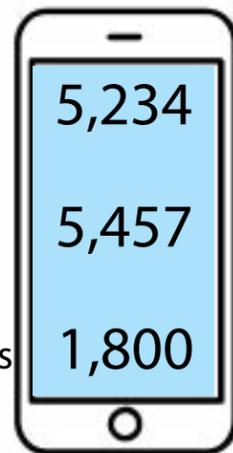
**Bill DiNome**  
Assistant Director for UNCW Student Media  
E: dinomew@uncw.edu  
T: 910.962.7138

Facebook likes

Twitter followers

Instagram followers

as of spring 2018



CONTACT US

**Advertising:** 910.962.3789  
**Fax:** 910.962.7131  
**Web:** www.uncw.edu/studentmedia

**Email:** ads.uncw@gmail.com

**UNCW Student Media**  
4855 Price Dr.  
FUU 1049  
Wilmington, NC 28403-5624

Campus mail: CB 5624

our way of saying  
*thank you.*

We value the relationship we've shared with you in serving the UNCW community. To show our appreciation for your loyalty we offer rewards that advertisers may use for future advertising. Advertisers earn a 5% dividend on advertising placed in the Seahawk's print or online edition during the month.

For example, if you spend \$800 on advertising in The Seahawk or [TheSeahawk.org](http://TheSeahawk.org) during January, we'll send you a voucher good for \$40 that you can put toward advertising in the month of February.

It's that simple. No sign-up, no minimum buy. Your reward voucher will be mailed to you at the end of each month. Your reward dollars must be used before the expiration date specified on the voucher. To redeem your reward dollars, simply give the certificate to your sales consultant when you're ready to place a new ad. It's that easy.



**\*Rewards must be used toward new advertising in The Seahawk or theseahawk.org and cannot be used as credit on past advertising invoices.** Rewards have no cash value and will be issued at the discretion of UNCW Student Media advertising management. Reward dollars are void after the expiration date. To participate in the program, customers must be in good credit standing and not have past-due balances over 60 days old. Minimum voucher reward: 50% of value of online ads or \$15 for print ads.

SEAHAWK PRINT DATES

**Fall 2018**

Aug 23  
Sep 20  
Oct 18  
Nov 29

**Spring 2019**

Jan 17  
Feb 14  
Mar 21  
Apr 25

IMPORTANT DATES 2018-2019

**Fall 2018**

Fall classes start Aug 22  
Labor Day Sep 3  
Fall break Oct 11-12  
Thanksgiving break Nov 21-25  
Classes end Dec 5  
Fall finals Dec 7-15  
Fall commencement Dec 15

**Spring 2019**

Spring classes start Jan 14  
MLK Day Jan 21  
Spring break Mar 9-17  
State holiday Apr 18-19  
Classes end May 1  
Spring finals May 3-9  
Spring commencement May 10-11

**Summer 2019**

Summer I starts May 22  
Freshman orientations June  
Summer II starts July 1  
Fall 2019 classes start Aug 21



The Seahawk, founded 1948, is a monthly news magazine featuring in-depth analysis, commentary and entertainment. 1,500 copies are distributed free to 50 locations on and off campus.

### Print Ad Pricing

**B** = Business rate  
**C** = Campus Department, Nonprofit, New Customer  
**S** = Student Organization

**Bundle Discount: 15% Off Print**  
 when bundled with online advertising  
 Call for details.

Full	Half	3 Col x 5.75"H	Quarter
<b>B:</b> \$180 <b>C:</b> \$140 <b>S:</b> \$94	<b>B:</b> \$94 <b>C:</b> \$70 <b>S:</b> \$47	<b>B:</b> \$57 <b>C:</b> \$42 <b>S:</b> \$28	<b>B:</b> \$47 <b>C:</b> \$35 <b>S:</b> \$24
Add \$80 for color	Add \$80 for color	Add \$80 for color	Add \$80 for color
2 Col x 5.75"H	1 Col x 5.75"H	Eighth	Sixteenth
<b>B:</b> \$38 <b>C:</b> \$28 <b>S:</b> \$19	<b>B:</b> \$30 <b>C:</b> \$20 <b>S:</b> \$15	<b>B:</b> \$30 <b>C:</b> \$20 <b>S:</b> \$15	<b>B:</b> \$20 <b>C:</b> \$15 <b>S:</b> \$10
Add \$50 for color	Add \$50 for color	Add \$50 for color	Add \$50 for color

### INSERTS & NEWS RACKS

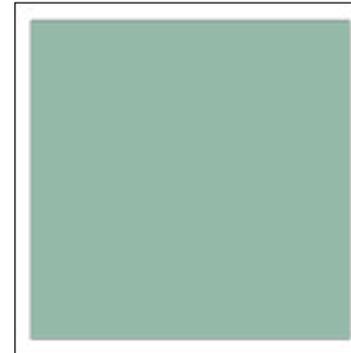
**Pre-Printed Inserts** \$50. 1,500 pcs

Full run, single advertisers only. Call 910.962.3789 for information on requirements and shipping details.

**Rack Posters** \$25 per rack per week, 2 weeks min

Measuring 17" by 21", news-rack posters are persistent, visible and effective. Full-color printing included. Preprinted posters earn a 20% discount.

**Full:** 10"W x 10"H



**2 Col X 5"H:** 3.9"W x 5"H



**Half Hor:** 10"W x 5"H

**Half Ver:** 5"W x 10"H



**1 Col X 5"H:** 1.87"W x 5"H



**3 Col X 5"H:** 5.93"W x 5"H



**Eighth:** 5"W x 2.5"H

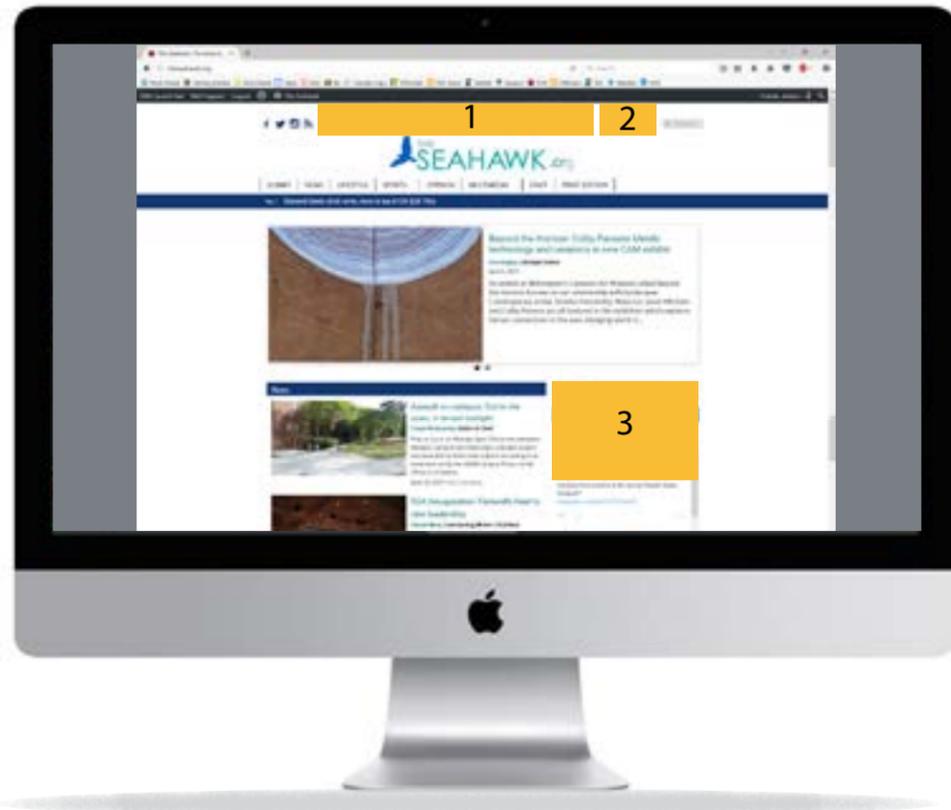


**Quarter:** 5"W x 5"H



**Sixteenth:** 2.5"W x 2.5"H





The Seahawk's online edition serves students, parents, faculty, staff and readers everywhere throughout the year with current and breaking news, entertainment, sports and commentary, plus content from the monthly news magazine. Fully one-third of our online readers are prospective and new students. The Seahawk's more than **5,700** Twitter, Facebook and Instagram followers are directed to this site.

### ONLINE SIZES & PRICING

<b>1. Leaderboard</b>	\$11.65/week	728 x 90 pixels
<b>2. Button</b>	\$7/week	205 x 90 pixels
<b>3. Medium Rectangle</b>	\$9.32/week	300 x 250 pixels
<b>4. Vertical Rectangle</b>	\$7/week	300 x 600 pixels
<b>5. Footer</b>	\$5.83/week	728 x 90 pixels

### Website Statistics

Sep 2017 to Apr 2018

	<b>70,500+ users</b>
	<b>84,800+ sessions</b>
	<b>123,200+ page views</b>
	<b>8,800 monthly users</b>

Source: Google Analytics

### NATIVE ADVERTISING

The Seahawk now offers digital sponsorships to advertisers. Sponsored content is an exciting new way to draw readers as traditional advertising cannot do.

Native advertising is paid, sharable, sponsored content that matches the visual design and performance of the context in which it lives.

Disclosure language (such as "Presented by ..." or "Sponsored by...") will accompany sponsored content to distinguish it from editorial content.

#### Sponsored Articles \$200 per article

Our in-house advertising team will work with you to craft original, customized articles on topics relevant to your business. Guaranteed placement or run-of-site is available.

#### Branded Content \$50 per day of sponsorship

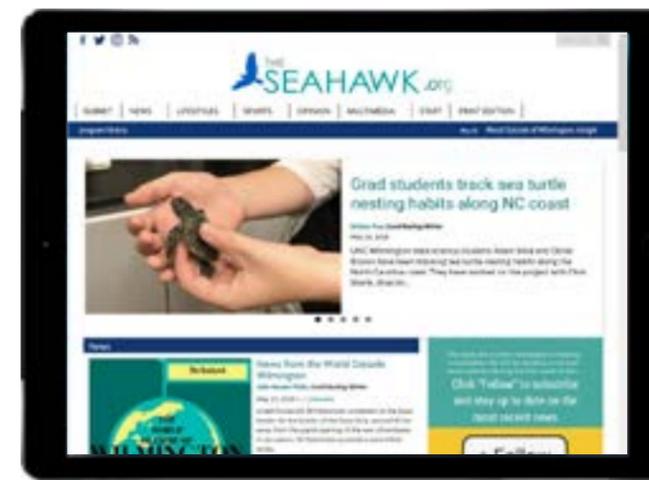
Sponsor an entire section in the Seahawk's online edition (TheSeahawk.org). Choice of topics within the section remains with the Seahawk's editorial staff. Your sponsorship will be indicated by a banner and your company's logo.

#### Social Media

**More than 10,000** people follow The Seahawk and TealTV on Facebook, Twitter and Instagram.

Now you can reach them through sponsored, in-feed social-media posts in all our social media. Limited to one customer and two posts per day.

Sponsored social media is especially well suited to marketing special events, sales, and grand openings. Wording, links, and images are subject to approval.



	1 post	10 posts	25 posts
<b>Facebook</b>	\$15	\$135	\$200
<b>Twitter</b>	\$10	\$80	\$150
<b>Instagram</b>	\$10	\$40	\$75
<b>Bundle (All)</b>	\$30	\$200	\$350

#### Packages include

- ↳ Initial meeting and needs analysis
- ↳ Plan of action
- ↳ Regular postings and monitoring
- ↳ Interaction with community

# ATLANTIS

a creative magazine



## PRICING & SIZES

Atlantis prints 1,500 copies twice a year. Prices include full color.

**B** = Business rate  
**C** = Campus Department, Nonprofit, New Customer  
**S** = Student Organization

**Full**

**B:** \$180  
**C:** \$145  
**S:** \$125

Full Bleed

**Two-Third**

**B:** \$145  
**C:** \$115  
**S:** \$100

Vertical or Horizontal

**Half**

**B:** \$125  
**C:** \$100  
**S:** \$85

Vertical or Horizontal

**Third**

**B:** \$85  
**C:** \$70  
**S:** \$55

**Quarter**

**B:** \$75  
**C:** \$60  
**S:** \$40

**Sixth**

**B:** \$60  
**C:** \$48  
**S:** \$30

Vertical or Horizontal

**Eighth**

**B:** \$48  
**C:** \$38  
**S:** \$20

See ad specs on page 11.

<b>Full</b> full bleed	8.5" W x 11" H	<b>Third</b> horizontal	4.94" W x 3.33" H
<b>Two-Thirds</b>	4.94" W x 10" H	<b>Quarter</b>	3.66" W x 4.83" H
<b>Half</b> vertical	3.66" W x 10" H	<b>Sixth</b> vertical	2.38" W x 4.83" H
<b>Half</b> horizontal	7.5" W x 4.83" H	<b>Sixth</b> horizontal	4.94" W x 2.4" H
<b>Third</b> vertical	2.38" W x 10" H	<b>Eighth</b>	3.66" W x 2.4" H

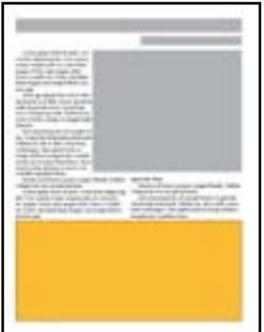
# ATLANTIS Ad Specs

a creative magazine

**Full** full bleed 8.5" W x 11" H



**Third** vertical 2.38" W x 10" H



**Third** horizontal 4.94" W x 3.33" H

**Two-Thirds** 4.94" W x 10" H



**Quarter** 3.66" W x 4.83" H

**Half** vertical 3.66" W x 10" H

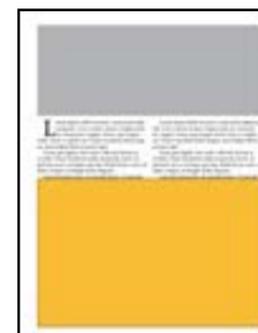


**Sixth** vertical 2.38" W x 4.83" H



**Sixth** horizontal 4.94" W x 2.4" H

**Half** horizontal 7.5" W x 4.83" H

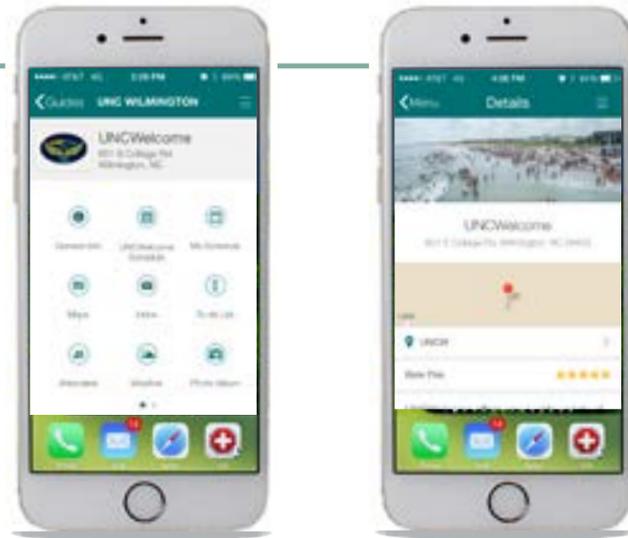


**Eighth** 3.66" W x 2.4" H



2019 UNCWELCOME GUIDEBOOK

Your introduction to UNCW's first-year students — every year!



**Annual Sponsorship**

The UNCWelcome Guidebook is a detailed calendar of events happening during the first month of fall semester. The free mobile app puts all UNCWelcome events at users' fingertips on any mobile device. At all first-year and transfer orientations, June through January, all incoming students are prompted to download the UNCWelcome Guidebook.

Sponsorships are limited to eight advertisers. Contracts and materials due by May 15, 2019.

Package Includes:

- Promotion at ALL first-year orientation sessions in June and August 2017, and January 2018.
- Banner ad linked to your website & descriptive tag line within UNCWelcome Guidebook.
- Medium rectangle ad **or** sponsor logo **plus** web link posted to UNCW's CAIC website and linked to your website.
- Logo printed on 450 UNCWelcome T-shirts distributed at Beach Blast the day before fall classes begin.

Contact UNCW Student Media Advertising for details and rates.

**ADVERTISING POLICIES**

**Deadlines**

Space reservations and creatives for the Seahawk's print edition are due one week prior to publication date. For ads we design, add one week.

For Atlantis magazine, reservations must be made two months prior to publication. Creatives are due six weeks prior.

**Seahawk Pre-Printed Inserts**

Full press runs only (1,500 pcs.). Min. size, 4.25" x 5.5"; max. size, 10.5" x 11", flat or folded. A sample of the insert must be submitted for approval two weeks prior to shipping inserts to the printer.

**Ship-to Address:**

Att: UNCW Seahawk  
Sunbelt Press  
100 W. Broad St.  
Dunn, NC 28334  
T: 910-230-2049  
F: 910-891-5253

**Rates** are non-commissionable.

**Ad Design**

We do **not** accept files in the following formats: Microsoft Word, Publisher, Powerpoint, Excel, Pages, GIF, QuarkExpress.

Artwork, if under 10MB in file size, may be emailed to [ads.uncw@gmail.com](mailto:ads.uncw@gmail.com).

**Print Ad Design**

- File types: PDF, JPG
- CMYK color model
- Min. resolution: newspaper: 180 dpi; magazine 300 dpi
- All fonts outlined
- All images embedded

**Online & Mobile Ad Design**

- File types: GIF, JPG, PNG
- RGB color model
- 72 dpi resolution
- Rich-media files acceptable. Call for details.

**Cancellation**

Advertisers will be responsible for 100 percent of the price of any advertising canceled after deadline. Changes re-

quested after deadline may not be possible.

**Right of Refusal**

Each publication reserves the right to reject or cancel, at its discretion, any ad deemed objectionable or misleading.

**Responsibility**

The advertiser or advertising agency assumes all responsibility and liability for the content of advertisements, inserts, and for any claim, expense or loss resulting from the publication or non-publication of such items in UNCW Student Media publications. Submission of copy or images for inclusion in an advertisement shall constitute certification by the advertiser that any necessary releases and permission to use such materials have been secured by the advertiser. With regard to the publication of an advertisement, the advertiser accepts full responsibility including, but not limited to, claims of libel, infringement of right of privacy, plagiarism, or copyright violation.

**Payment Methods**

Check or money order payable to UNCW Student Media. Visa or MasterCard, using our secure online payment portal. Contact your sales consultant for instructions. A three percent surcharge is applied to credit/debit-card payments.

**Proof of Publication**

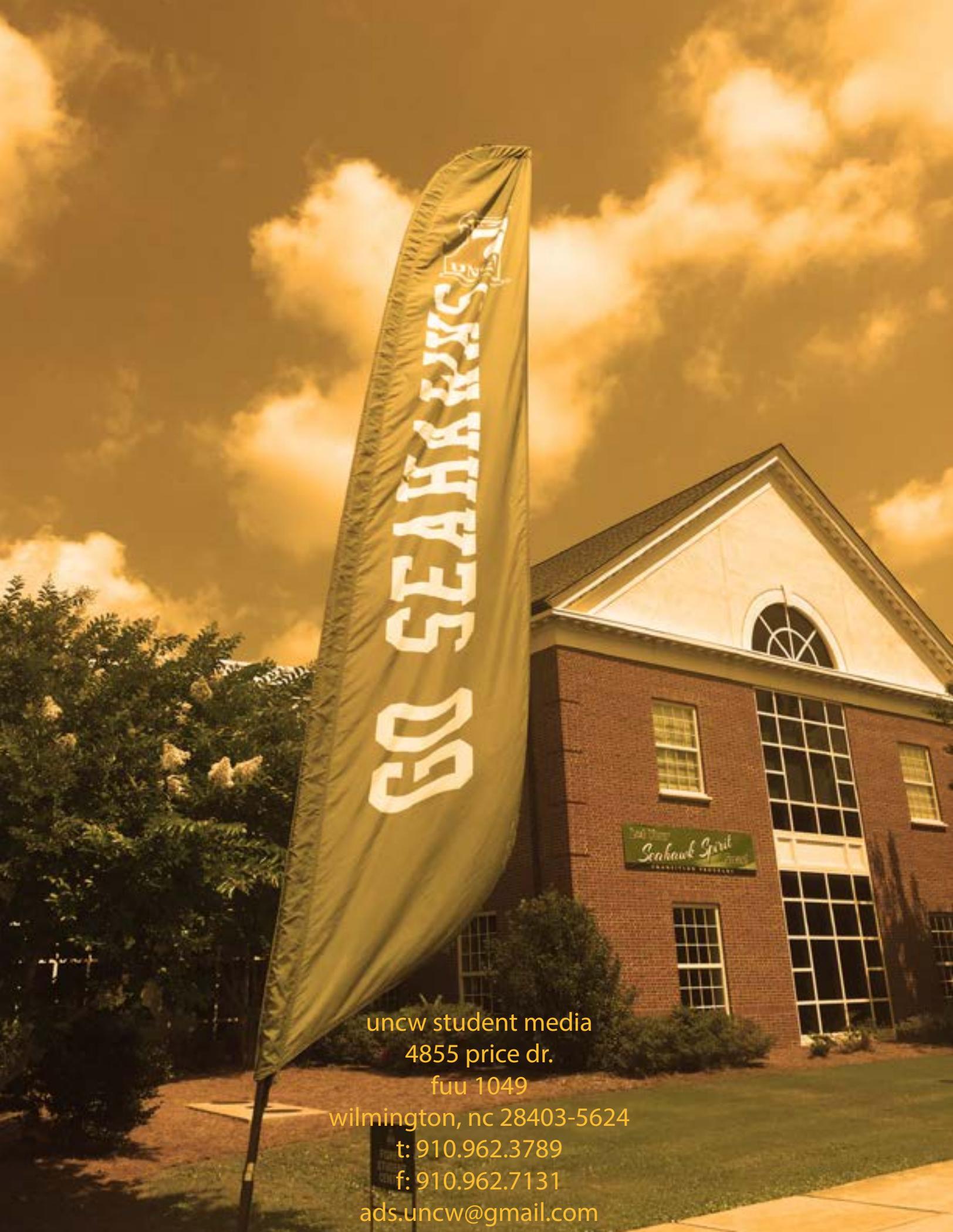
Tearsheets for printed ads will be mailed to advertisers upon publication. Metrics will be provided for digital advertising.

**Credit & Billing**

Advance payment is required for all advertising unless the advertiser is approved for billing. Approved advertisers will be billed upon publication. Payment is due 30 days from invoice date. No further advertising will be accepted after an account is 60 days past due. After 90 days past due, accounts will be referred for collection.

By N.C. law effective July 1, 2013, we must charge interest and penalties on all past-due accounts. Simple interest of five percent will be charged from the date the account becomes past due until it is paid in full. The penalty rate is 10 percent of the original past-due amount.

Complete terms and conditions are enumerated in the advertising agreement.



GO SEAHAWKS

uncw student media  
4855 price dr.  
fuu 1049  
wilmington, nc 28403-5624  
t: 910.962.3789  
f: 910.962.7131  
ads.uncw@gmail.com