

TheSeahawk.org

2020-2021 Advertising Information

ads.uncw@gmail.com

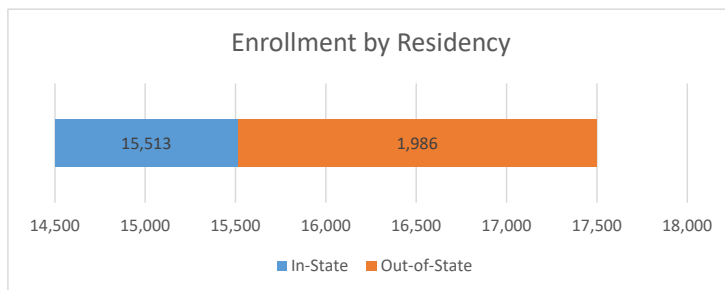
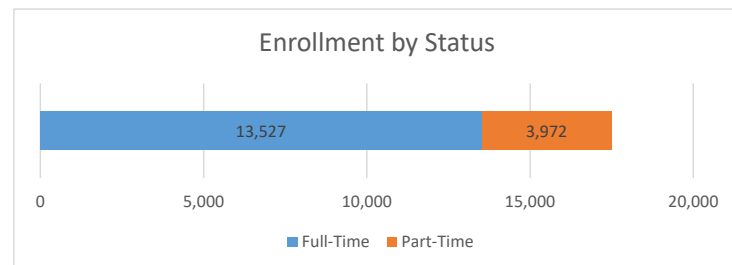
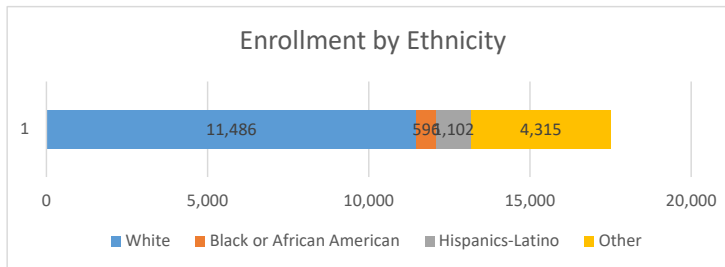
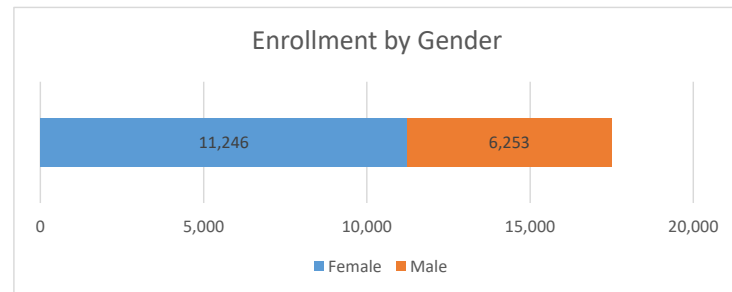
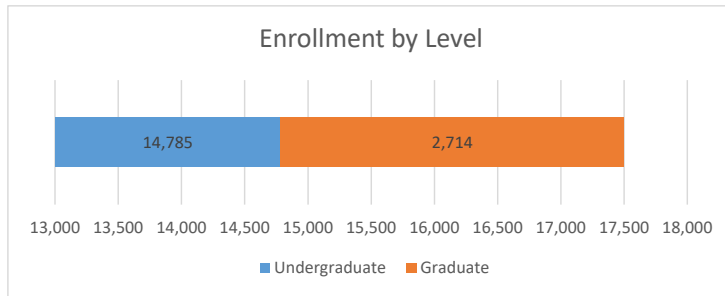
910.962.3789



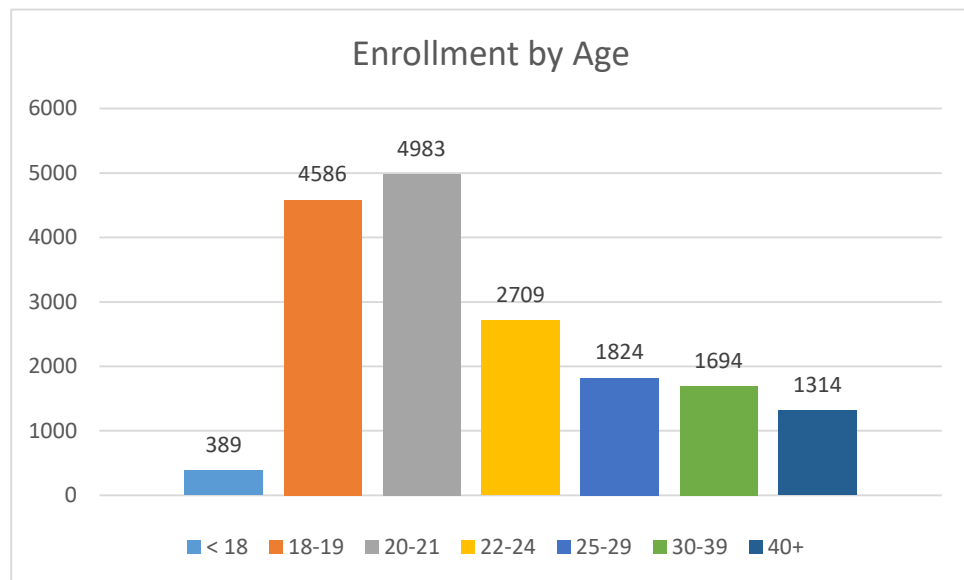
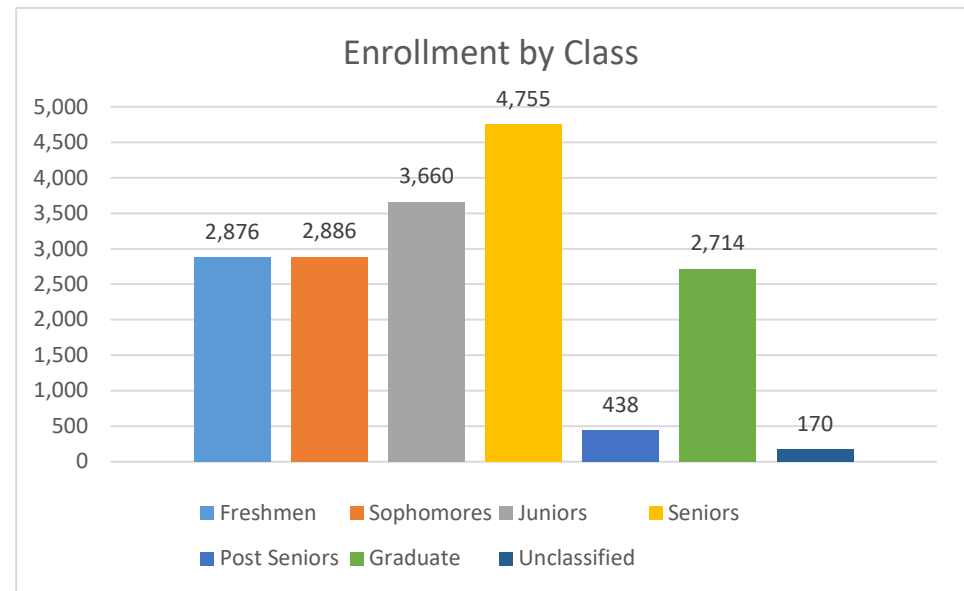
UNCW
Student Media

THE UNCW MARKET

17,499
enrolled students



Enrollment as of fall 2019
Source: UNCW Office of Institutional Research Planning



UNCW STUDENT MEDIA

The Seahawk newspaper, founded 1948, offers businesses, campus departments and student organizations affordable, effective digital platforms to advertise your message to the UNCW community. All operations are performed by students, giving them broad, hands-on experience in digital publishing.

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 our business partners for allowing us to help you succeed while you help our students to succeed.

CONTACT US

Advertising: 910.962.3789
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Web: www.uncw.edu/studentmedia
Email: ads.uncw@gmail.com

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 FUU 1049
 Wilmington, NC 28403-5624

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

IMPORTANT DATES 2020-2021

Fall 2020

Classes start Aug 19
 Labor Day Sep 7
 Fall break Canceled
 Classes end Nov 24
 Fall finals Nov 30 - Dec 5
 Commencement Dec 14

Spring 2021

Classes start Jan 11
 MLK Day Jan 18
 Spring break Mar 6-14
 State holiday Apr 1-2
 Classes end Apr 28
 Spring finals May 1-6
 Commencement May 7-8

Summer 2021

Summer I starts May 17
 Freshman orientations June
 Summer II starts June 28
 Fall classes start Aug 18



BANNER ADS

UNCW's campus newspaper since 1948, TheSeahawk.org publishes up-to-date news, entertainment, sports and commentary online throughout the academic year.

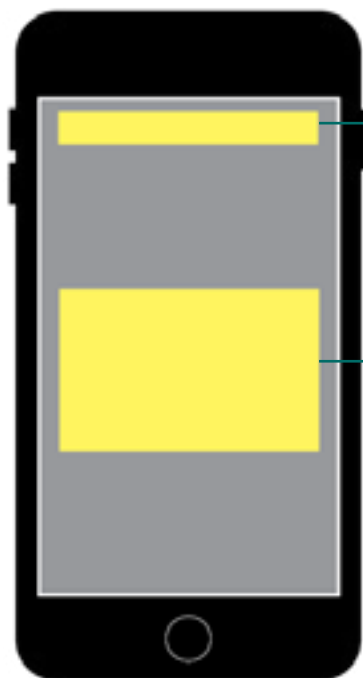
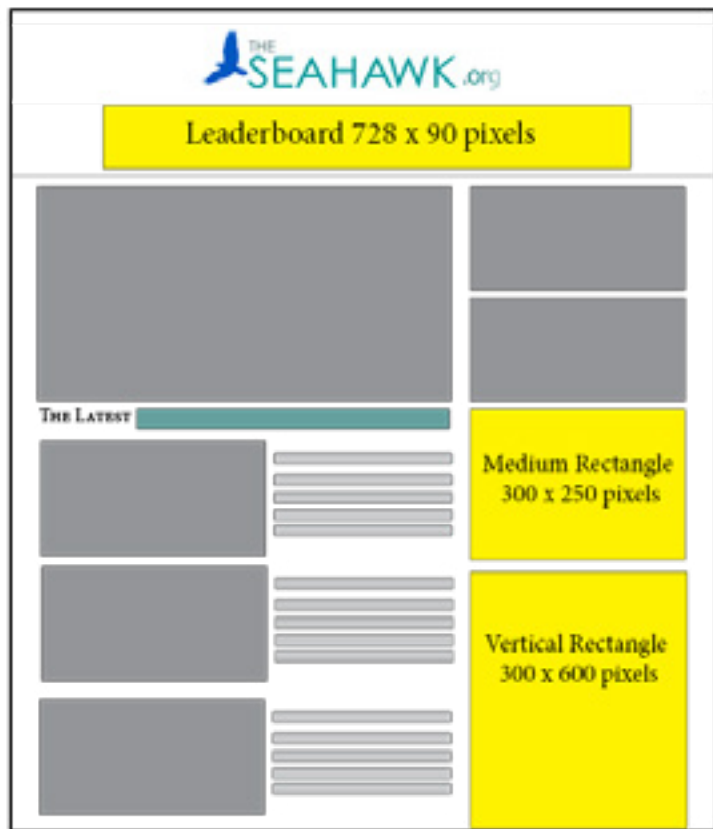
Digital advertising is affordable, laser-targeted, and has great reach into the UNCW community and beyond.

Website Audience

Aug 2019 to June 2020

- 9,354 average monthly users
- 109,852 sessions
- 145,126 page views

Source: Google Analytics



Cost per thousand impressions (CPM): \$2
Minimum buy: 9,000 impressions.

- More than 64% of Seahawk readers consume their news on mobile devices.
- Seahawk banner ads are sold on a cost-per-thousand basis. Ads will appear in both mobile and desktop platforms in three standard sizes, placed in four possible spots
- Spots rotate and are subject to availability.

Making your own ad?
See Creating Your Own Digital Ad, p. 7.

SPONSORED CONTENT






1st Week
\$300
Each Added Week
\$100



Our advertising team will work with you to craft original, customized articles on topics relevant to your business, placing your business as the primary focus.

- Your sponsored article will appear on the Seahawk.org's homepage among other current stories for one week and persist on the site for one month.
- Includes writing and design (one revision).
- Article length: 500 to 750 words
- 1 to 3 photographs
- Promoted through our Social Media bundle to 2400+ followers.

SOCIAL MEDIA

	Facebook	1,462
	Twitter	643
	Instagram	316
	Total	2,421

as of spring 2020

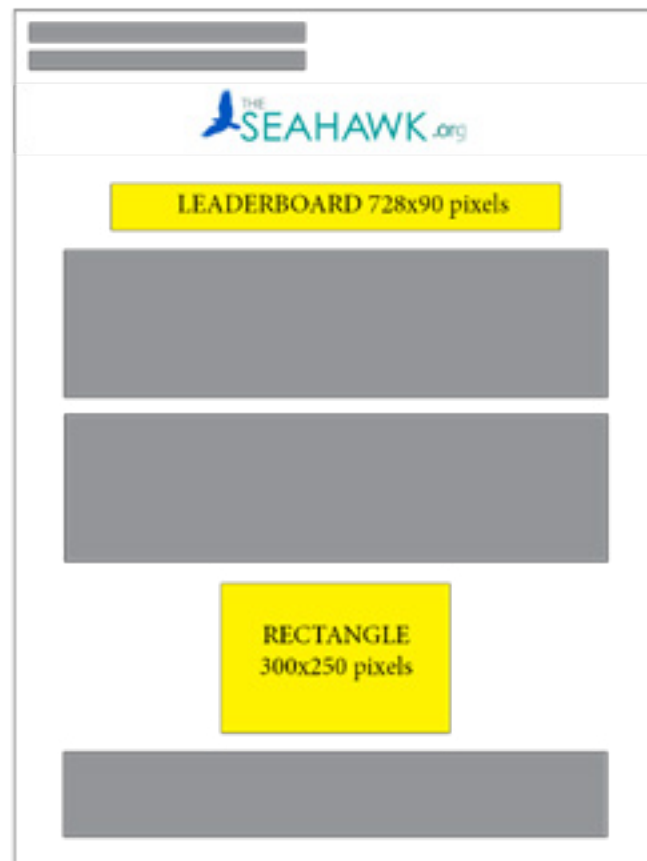
More than 2,400 people follow The Seahawk on Facebook, Twitter and Instagram. Reach them through sponsored, in-feed social-media posts in all our social media.

- Limited to two customers at a time and two posts per day per customer.
- Limit 280 characters per tweet.
- Tweets must begin with "sponsored"
- Links or hashtags may be included
- Image may be included. Photo must be approved by deadline
- \$4 per sponsored message

NEWSLETTER

The Seahawk's Newsletter, featuring your ad, delivers current headline stories directly to the inbox of hundreds of subscribed readers each week on Mondays.

- \$20 flat rate per ad, per issue.
- Placement options: Leaderboard (728x90 pixels) or Medium Rectangle (300x250 pixels)



ADVERTISING POLICIES

Deadlines

Deadlines for online advertising are flexible, but we recommend planning your campaign several weeks out from your intended start date. For ads we design, add another week.

Rates are non-commissionable.

Ad Design

UNCW Student Media offers design services for a low, flat rate (\$20) which includes one revision. Additional revisions are charged at \$20 per hour.

Creating Your Own Digital Ad

Advertisers are welcome to design their own ads conforming to standard specifications:

- **Color:** RGB
- **File types:** PNG, JPG, or GIF
- **Resolution:** 72 pixels per inch
- Ads over 50KB in size may be resampled.
- Transparency in GIFs and PNGs is not supported.
- If you are using Photoshop, use: File > Save for Web. JPGs are good for blended colors and gradients. GIFs are best for solid colors and will also allow animation.
- Checking size and resolution in Photoshop: Drop your ad into Adobe Photoshop. Go to: Image > Image Size.

Email artwork to ads.uncw@gmail.com.

Cancellation

Advertisers will be responsible for 100 percent of the price of any advertising canceled after start date or print deadline. Changes requested after deadline may not be possible.

Right of Refusal

The Seahawk 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 and for any claim, expense or loss resulting from the publication or non-publication of such items in The Seahawk. 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.

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, 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.

Payment Methods

Check or money order payable to UNCW Student Media. Please remit payment to the mailing address on page 2.

Visa or MasterCard, using our secure online payment portal. Contact us for instructions. A three percent surcharge is applied to credit/debit-card payments.

Proof of Publication

Metrics will be provided for digital advertising.

Complete terms and conditions are enumerated in the advertising agreement.



Photo: Bill DiNome