THE UNCW MARKET

17,499
enrolled students

Enrollment by Level

Undergraduate | Graduate
14,795 | 2,714

Enrollment by Ethnicity

White | Black or African American | Hispanics-Latino | Other
13,527 | 3,972

Enrollment by Gender

Female | Male
11,246 | 6,253

Enrollment by Status

Full-Time | Part-Time
13,527 | 3,972

Enrollment by Residency

In-State | Out-of-State
15,533 | 1,986

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
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

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
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

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.

**BANNER ADS**

- 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

Cost: $300 for the first week, $100 for each added week.

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.
Deadlines

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

Rates

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.