

TheSeahawk.org  
2021-2022 Advertising Information  
ads.uncw@gmail.com  
910.962.7138

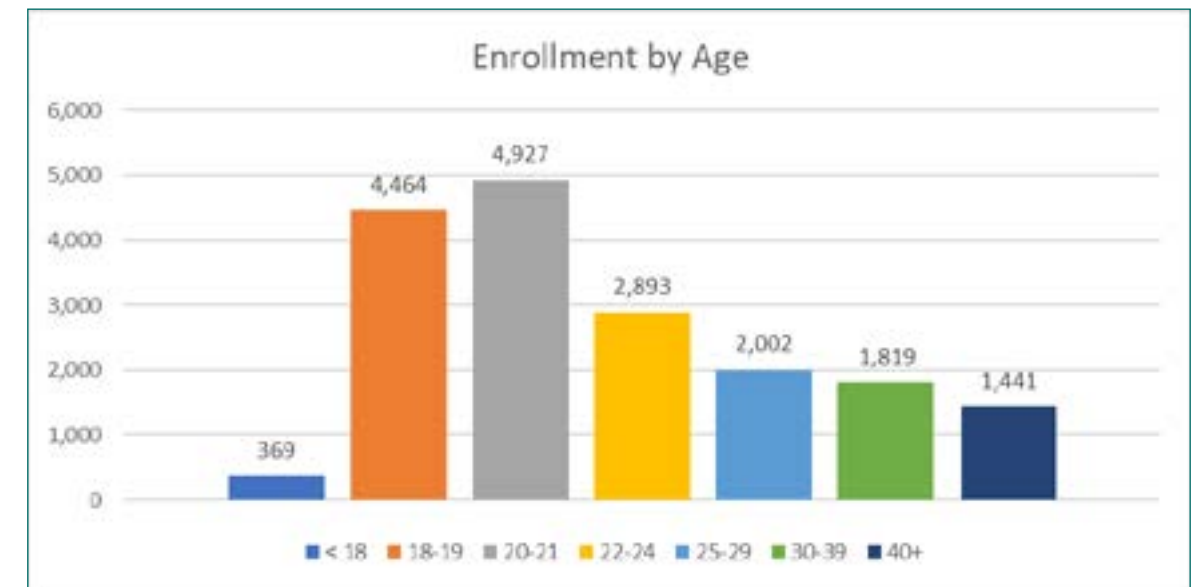
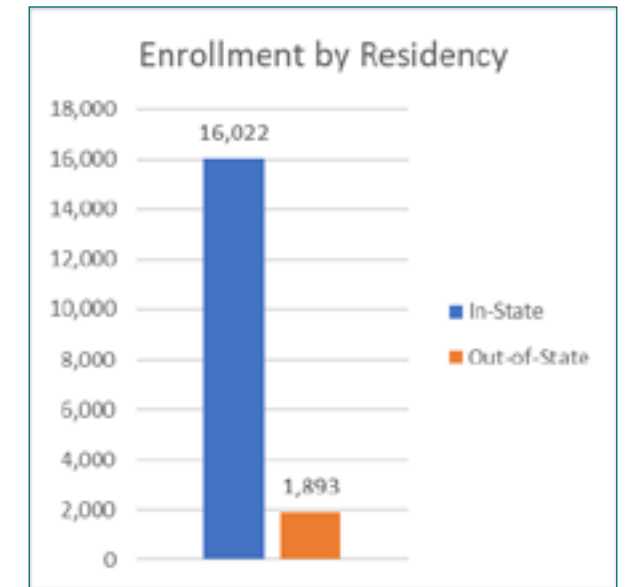
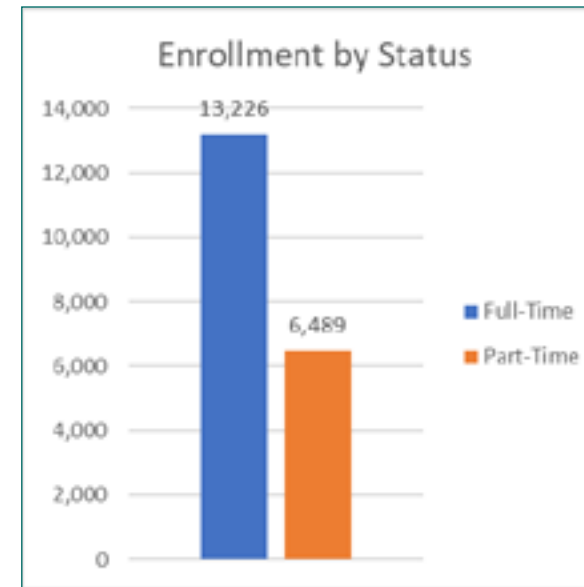
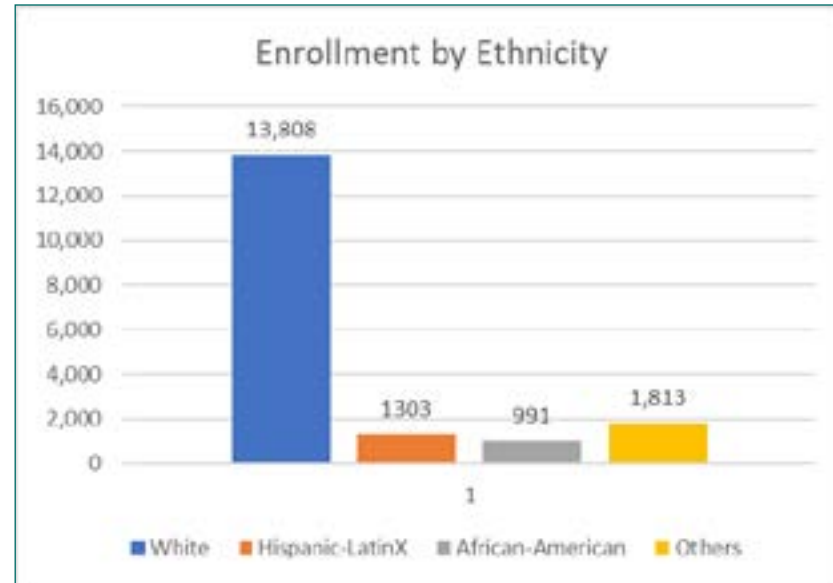
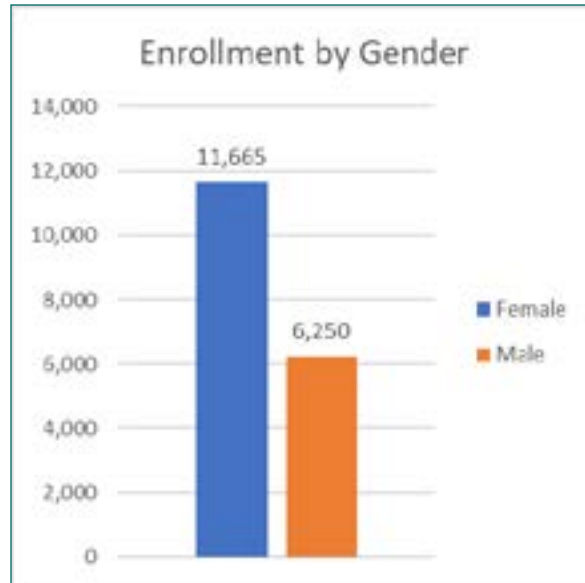


UNCW

The campus newspaper of the  
University of North Carolina Wilmington  
Since 1948

THE UNCW MARKET

17,915  
enrolled students



Enrollment as of fall 2020  
Source: UNCW Office of Institutional Research & Planning

CONTACT US

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THE SEAHAWK

The Seahawk newspaper was founded in 1948, one year after the founding of the college that would become UNCW in 1961 making it the flagship publication of UNCW Student Media. The Seahawk is currently an online-only news outlet that offers businesses, campus departments and student organizations affordable, effective digital platforms for reaching the UNCW community.

The Seahawk partners directly with business advertisers locally and with agencies for national brand advertising.

Doing business with UNCW Student Media not only brings your message to a growing number of Seahawks, it also helps support our educational mission. All operations are performed by students, giving them broad, hands-on experience in digital publishing. We are sincerely grateful to our advertisers for entrusting us with their advertising and helping our students to succeed.

**ON THE COVER:** Less than seven miles from campus, Wrightsville Beach occupies a special place in the hearts of all Seahawks. Photo by Jeff Janowski/UNCW

IMPORTANT DATES 2021-2022

Fall 2021		Spring 2022		Summer 2022	
Classes start	Aug 18	Classes start	Jan 12	Summer I	May 23-June 27
Labor Day	Sep 6	MLK Day	Jan 17		
Fall break	Oct 7-9	Spring break	Mar 6-14	First-Year Orientation	June
Thanksgiving	Nov 24-27	State holiday	Apr 14-15		
Classes end	Dec 1	Classes end	May 2	Summer II	July 5-Aug 2
Fall finals	Dec 3-9	Spring finals	May 4-10		
Commencement	Dec 11	Commencement	May 13-14	Fall classes start	Aug 18



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

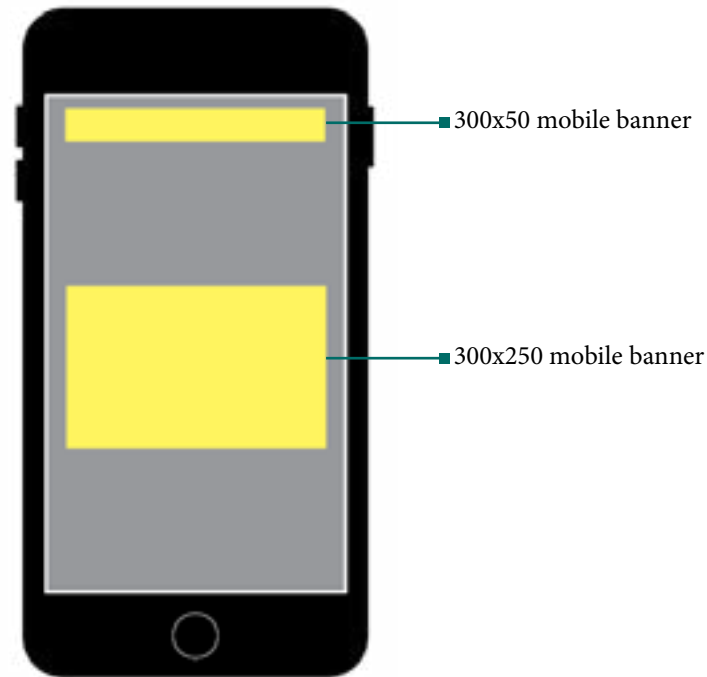
Digital advertising is affordable, targeted, and has great reach into the UNCW community and beyond.

### Website Audience

July 2020 to May 2021

- 12,819 average monthly users
- 18,906 average monthly pageviews
- 207,969 total pageviews

Source: Google Analytics



- More than 65% of Seahawk readers read their news on mobile devices.
- Ads will appear in both mobile and desktop platforms in standard sizes, placed in four possible spots
- Spots rotate and are subject to availability (limit 3 advertisers per spot).
- \$3.17 per per day, one week minimum. (Based on \$5CPM.)

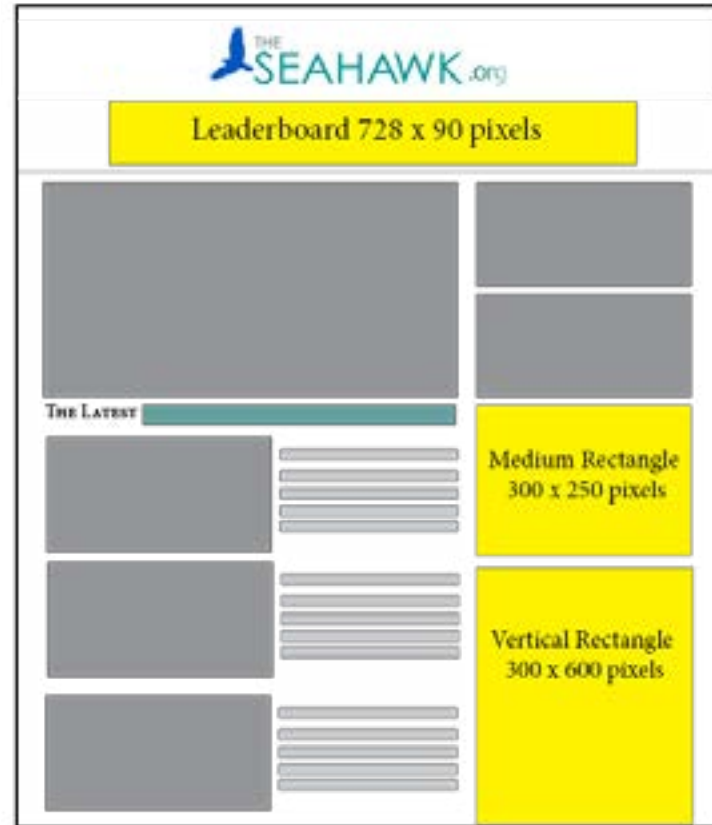
### HOMEPAGE TAKEOVER

Punch up the impact of your special event or sale. A homepage takeover places your ad in every unit on the Seahawk's homepage—leaderboard, medium and vertical rectangles, and footer.

- Daily rate: \$32.

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

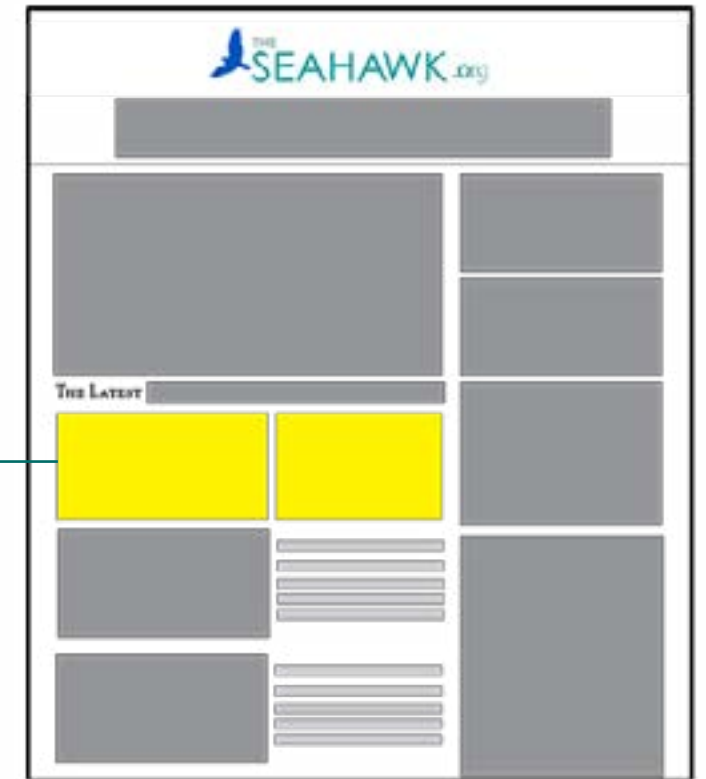
## BANNER ADS



## 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 and acknowledging you as sponsor.

- Your sponsored article will appear on theSeahawk.org's homepage among other current stories for one week and persist on the site for one month.
- Includes writing and design plus one revision. Additional revisions are charged at \$15 per hour.
- Article length: approximately 500 to 800 words
- 1 to 3 photographs or images
- Promoted through our Social Media bundle to 6,500+ followers.



# SOCIAL MEDIA

More than **6,500** 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 three posts per day per customer.
- All posts must include the attribution #Paid for by [advertiser's handle] or #Sponsored by [advertiser's handle].
- Links or hashtags may be included.
- Image may be included. Photo must be approved by deadline.



**Facebook** 1,576 followers **\$15/post**  
@theseahawk

- Artwork should be 1200x360 pixels.
- Text is limited to 280 characters.



**Twitter** 4,250 followers **\$20/post**  
@TheSeahawk  
@UNCWStudentMedia

- Artwork should be 1024x512 pixels.
- Text is limited to 280 characters.



**Instagram** 743 followers **\$10/post**  
@theseahawknews

- Artwork should be 612x612 pixels.
- Text is limited to 140 characters.

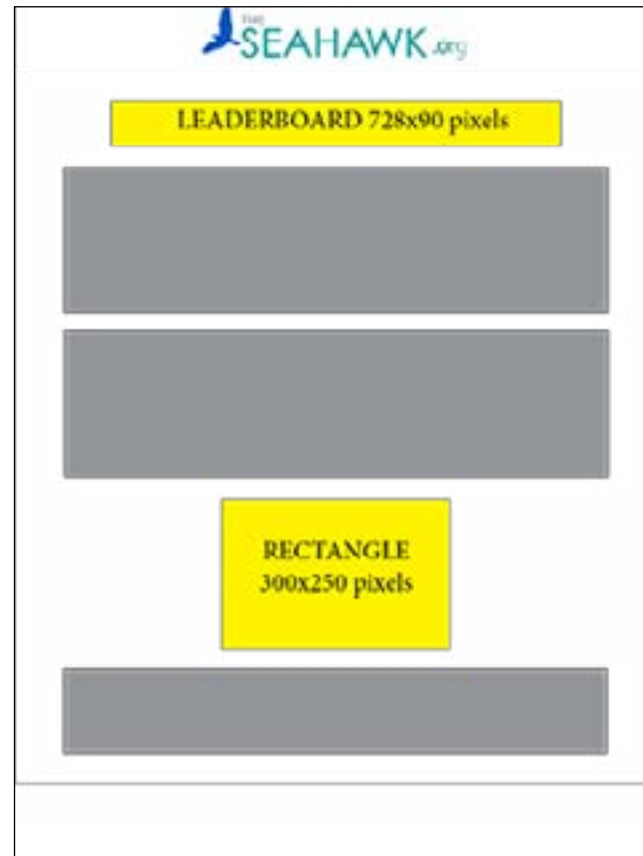
**Bundle all** **6,500+ followers** **\$40/post**  
**Save \$5!**

(followers as of June 2021)

# NEWSLETTER

The **Seahawk's Newsletter**, featuring your ad, delivers current headline stories directly to the inbox of nearly 600 subscribers every Monday.

- Placement options: Leaderboard (728x90 pixels) or Medium Rectangle (300x250 pixels)
- \$25 flat rate per ad, per issue.



# 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 at the flat rate of \$25 which includes one revision. Additional revisions are charged at \$15 per hour.

## Creating Your Own Digital Ad

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

- **Color mode:** 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 using Photoshop, use: File > Save for Web. JPGs are good for blended colors and gradients. GIFs are best for solid colors and also allow animation.
- To check size and resolution in Photoshop: Drop your ad into Adobe Photoshop. Go to: Image > Image Size.

Email artwork to [ads.uncw@gmail.com](mailto:ads.uncw@gmail.com).

## Cancellation

Cancellation by the Advertiser must be made in writing (email please). The Advertiser will be responsible for paying only for advertising published, less any discount applied.

## Right of Refusal

The Seahawk reserves the right, in its sole discretion, to reject any advertising copy submitted by the advertiser, or to cancel an advertising contract at any time for any reason. The Seahawk will notify the Advertiser of cancellation by email and will refund any pre-paid advertising fees, if any, within 90 days of notification.



The Venus Flytrap is a carnivorous plant native to the subtropical wetlands within a 60-miles radius of UNCW. Photo by Jeff Janowski/UNCW

## 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 constitutes 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 5% will be charged from the date the account becomes past due until it is paid in full. The penalty rate is 10% 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.

## Proof of Publication

Metrics and screen captures will be provided for digital advertising once an ad has expired.

Complete terms and conditions are enumerated in the advertising agreement.