

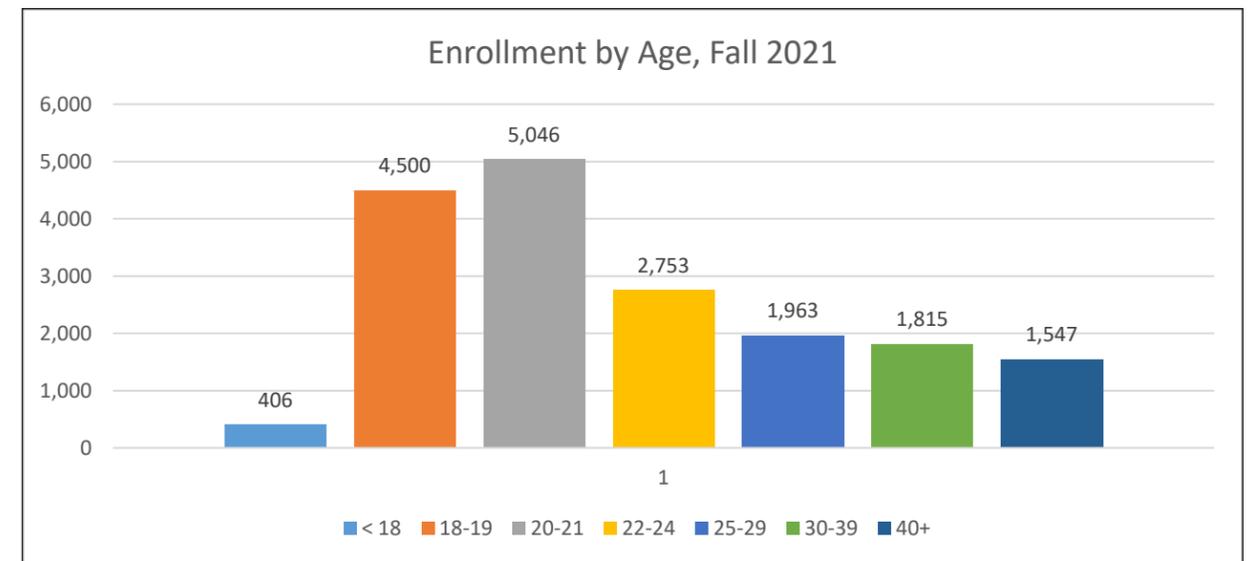
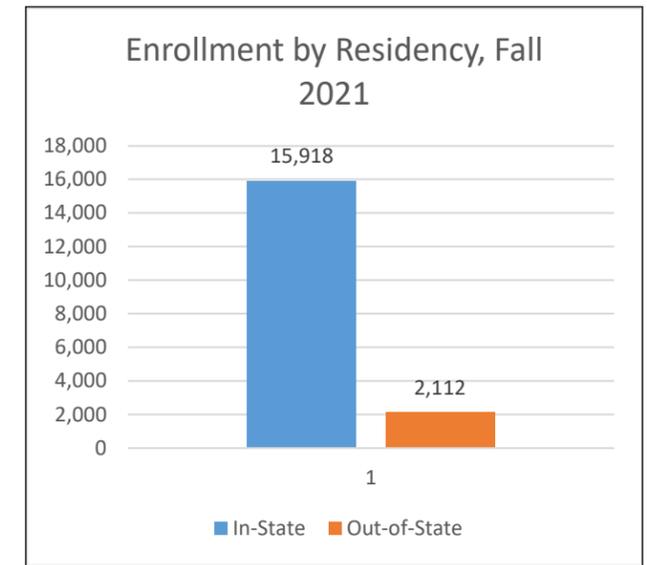
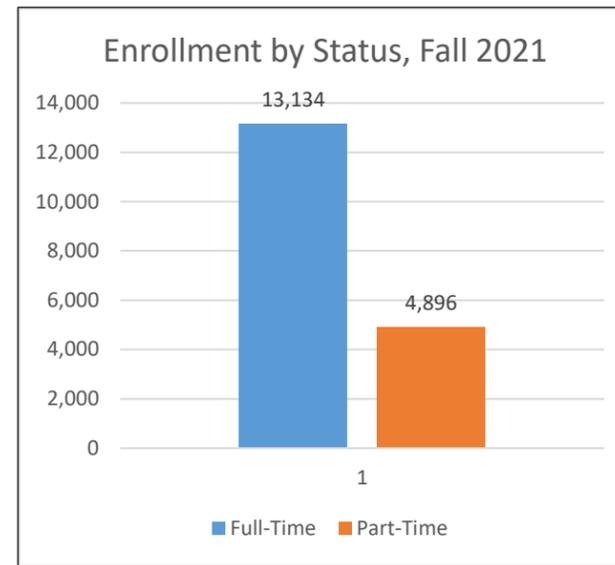
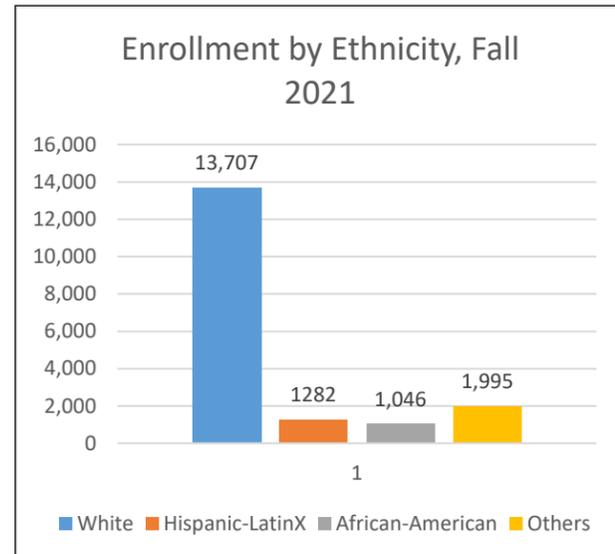
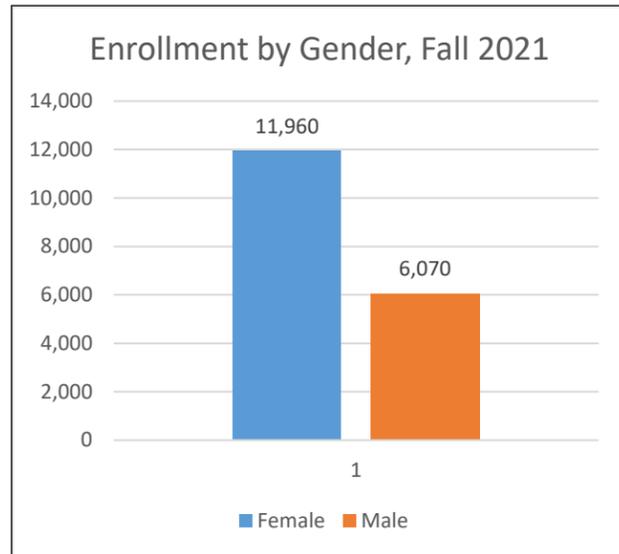
TheSeahawk.org
2022-2023 Advertising Information
ads.uncw@gmail.com
910.962.7138



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

THE UNCW MARKET

18,030
enrolled students
(fall 2021)



CONTACT US

E: ads.uncw@gmail.com
T: 910.962.7138
F: 910.962.7438
W: www.uncw.edu/studentmedia

UNCW Student Media

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FSC 2017
Wilmington, NC 28403-5624

Adviser

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

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 business messaging and helping our students to succeed.

ON THE COVER: UNCW's Center for Marine Science is a world-class sponsor of coastal and marine science research, outreach, and teaching. Photo by Bradley Pearce/UNCW

Enrollment as of fall 2021
Source: UNCW Office of Institutional Research & Planning

IMPORTANT DATES 2022-2023

Fall 2022

Classes start Aug 24
Labor Day Sep 5
Fall break Oct 13-16
Thanksgiving Nov 23-27
Classes end Dec 7
Fall finals Dec 9-15
Commencement Dec 17

Spring 2023

Classes start Jan 11
MLK Day Jan 16
Spring break Mar 4-12
State holiday Apr 6-7
Classes end May 1
Spring finals May 3-9
Commencement May 12-13

Summer 2023

Summer 1 May 22-June 30
First-Year Orientation June
Summer 2 June 27-July 26



UNCW's student-run news outlet, TheSeahawk.org publishes up-to-date online news, entertainment, sports and commentary throughout the academic year. Its email newsletter, published weekly on Mondays during the academic year, is free to subscribe.

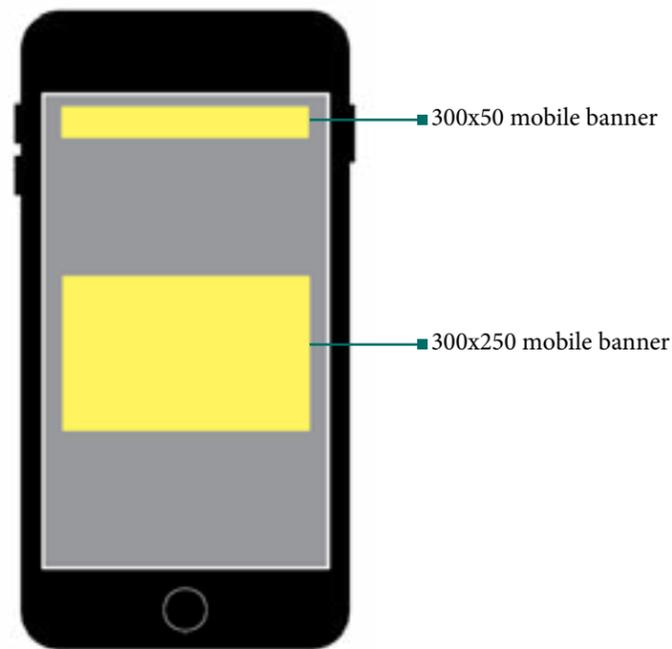
More than 65% of Seahawk readers read their news on mobile devices. Digital advertising is affordable, targeted, and has great reach into the UNCW community and beyond.

Website Audience

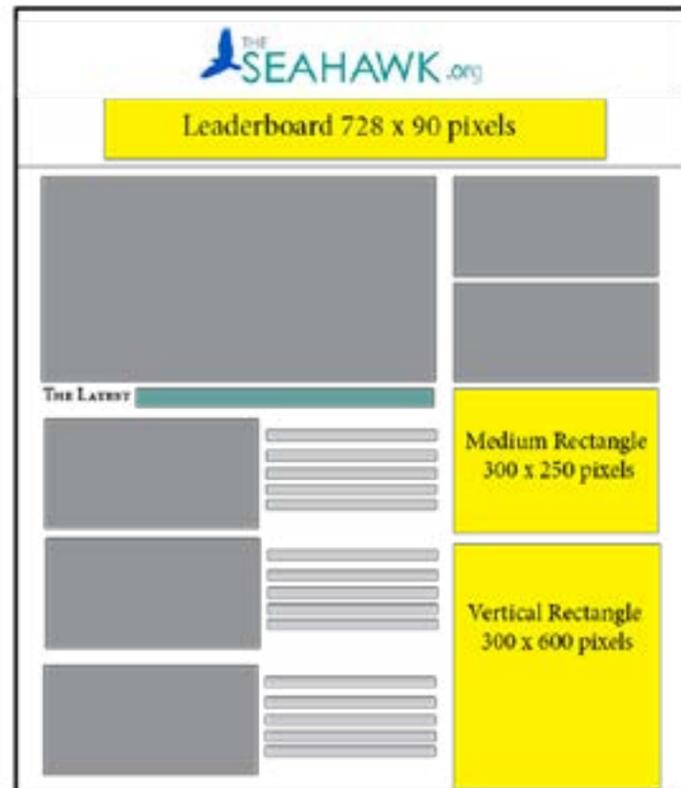
July 2021 to May 2022

- 9,582 average monthly users
- 13,977 average monthly pageviews
- 153,742 total pageviews

Source: Google Analytics



BANNER ADS



- Ads will appear in mobile and desktop platforms in standard sizes, placed in four possible spots
- Spots rotate and are available subject to availability (limit 3 advertisers per spot).
- \$3.00 per day, one week minimum. (Based on \$5CPM.)

Bulk Discounts

- Full Semester (15 weeks): \$283.50 **Save 10%**
- Full Year (30 weeks): \$535.50 **Save 15%**
- Ad designs may be swapped out up to two times per semester.
- Semester-long campaigns are eligible for discounted bundling with Sponsored Content. See page 5.

Homepage Takeover

A homepage takeover places your ad in every unit on the Seahawk's homepage—leaderboard, medium and vertical rectangles, and footer.

- Daily rate: \$32.

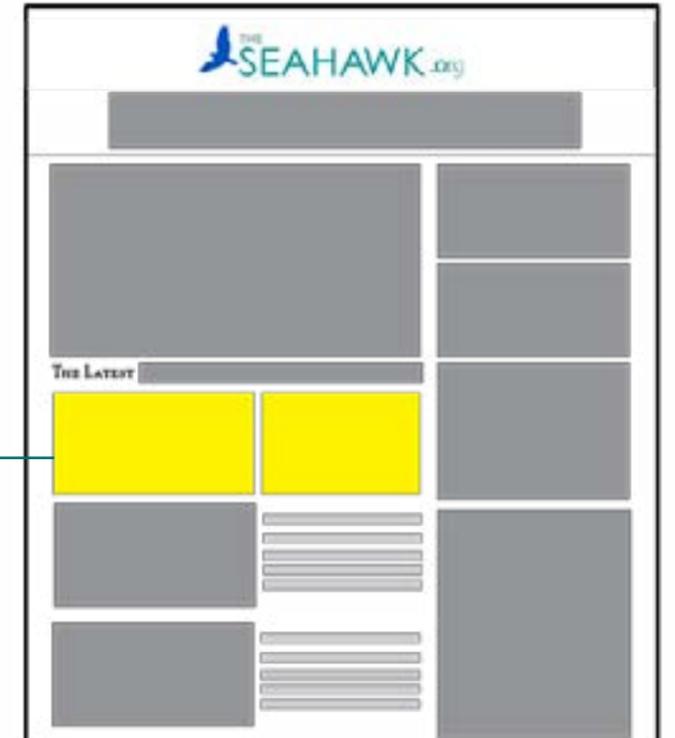
Making your own ad?
See Creating Your Own Digital Ad, p. 7.

SPONSORED CONTENT

Our advertising team will work with you to craft original, customized articles on topics relevant to your business and acknowledging you as sponsor.



1st Two Weeks
\$300*
Each Added Week
\$100



- Your sponsored article will appear on theSeahawk.org's homepage among other current stories for two weeks 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 6,800+ followers.

* \$270 when bundled with a semester-long banner ad campaign. **Save 10%**

SOCIAL MEDIA

NEWSLETTER

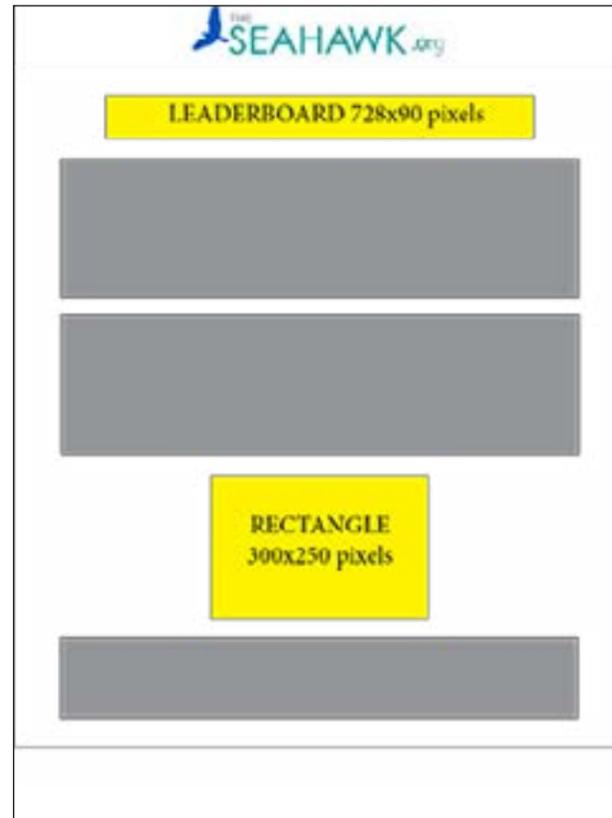
ADVERTISING POLICIES

More than 6,800 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.

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)
 - Medium Rectangle (300x250 pixels)
- \$25 flat rate per ad, per issue.



 **Facebook** 1,558 followers **\$15/post**
@theseahawk

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

 **Twitter** 4,248 followers **\$20/post**
@TheSeahawk
@UNCWStudentMedia

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

 **Instagram** 1,032 followers **\$15/post**
@theseahawknews

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

Bundle all 6,800+ followers \$45/post
Save \$5!

(followers as of June 2022)

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.

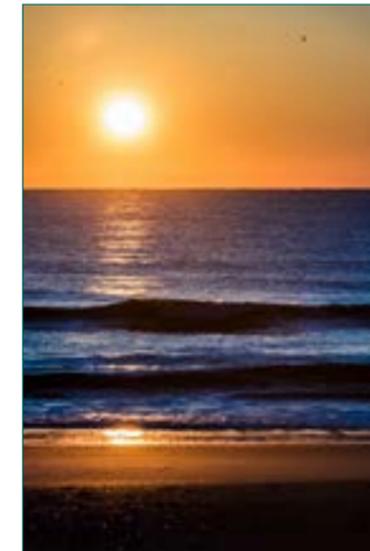
Email artwork to ads.uncw@gmail.com.

Cancellation

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

Right of Refusal

The student staff of the Seahawk reserve the right, in their 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.



Less than seven miles from campus, Wrightsville Beach occupies a special place in the hearts of all Seahawks. Photo by Bradley Pearce/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.