

STUDENT NINER MEDIA

RATE *Rate Card* CARD



STUDENT NINER MEDIA

Student Niner Media is the student media group at UNC Charlotte. From writing and reporting to promotions and graphic design, Student Niner Media offers UNC Charlotte students a unique experience in the fast-paced world of media.

The Niner Times is UNC Charlotte's student-run newspaper. This is published every other Tuesday and daily online at ninertimes.com. It is produced entirely by a student staff of more than 50 and has consistently won collegiate publishing awards. The website features breaking news, as well as photos and videos.

Other departments include [Charlotte Current Podcasting Network](#), [Nova Literary-Arts Magazine](#), [Midas Magazine](#) and [Media Marketing](#).

BY THE NUMBERS

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UNC Charlotte is North Carolina's urban research university. It leverages its location in the state's largest city to offer internationally competitive programs and a focused set of community engagement initiatives.

The university has experienced rapid enrollment growth of 33% over the past 10 years, making it the fastest-growing institution in the UNC System and contributing to more than 50% of the system's growth since 2009.

6,000+

students
living on
campus

30,448

estimated
enrollment

49

states

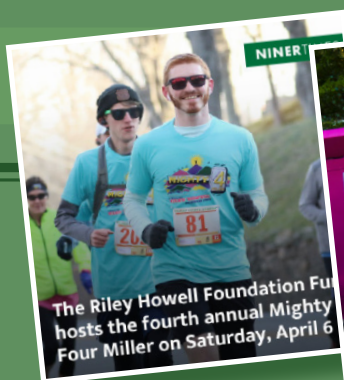
&

100+

countries
represented

NINER TIMES

Advertising



The Riley Howell Foundation Fun hosts the fourth annual Mighty Four Miller on Saturday, April 6



Annual Charlotte SHOUT! returns to Uptown Charlotte from March 29 to April 14

Niner Times is the source for campus news, sports, entertainment, opinion and more. The NT is entirely student run and is responsible for producing a twice monthly newspaper along with the website, NinerTimes.com.

Reach a diverse and captive audience by advertising with our newspaper. With distribution to over 75 locations on and off campus, your business will enjoy maximum visibility and exposure. Target students, faculty, staff, and community members effectively, and watch your brand reach new heights.

Need an ad designed? Our award winning production team will be happy to create an ad for you. Give us your information and we will design a top-notch print or web advertisement that meets your approval!

REGULAR RATES & SIZES

ON CAMPUS | OFF CAMPUS

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1/2 PAGE V
5 X 10 IN

FULL PAGE

\$450 | \$600

HALF PAGE

\$245 | \$370

QUARTER PAGE

\$150 | \$200

EIGHTH PAGE

\$80 | \$100

FULL COLOR OPTION +\$250

Special ISSUES

In addition to our regular newspaper publications, Student Niner Media goes the extra mile by offering exclusive and highly anticipated special editions throughout the year. These limited-run publications provide businesses with a unique platform to showcase their products, services and promotions to a captive audience of students, faculty and staff.

PULL OUT **SPECIAL** ISSUES

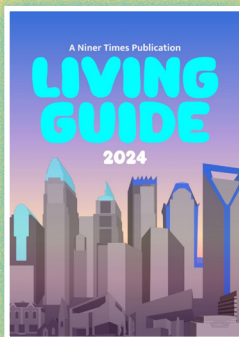
Our sizing and prices for our pull out special issues are the same as our regular issues.

Homecoming Issue

The Homecoming issue will be a new special issue distributed during Niner Nation Week and at the homecoming game.



INSERTED SPECIAL ISSUES



Living Guide

The student guide for finding a place to live and everything else they need for a life on their own as they adjust to the college life.

Fall Fest & Spring Fever

A great way to reach students when the weather starts to get warmer is through the Spring Fever issue which will focus on sports, fashion, culture, local events and things to do.

Our Fall Fest issue contains the same content, tailored for the fall weather.



RATES & SIZES

ON CAMPUS | OFF CAMPUS

FULL PAGE

| 7 X 9 | \$300 | \$500

HALF PAGE | V: 3.37 X 9 | H: 7 X 4.37 | \$150 | \$300

QUARTER PAGE

| 3.37 X 4.37 | \$80 | \$150

FULL COLOR OPTION +\$250

Summer PUBLICATIONS



NINER NATION GUIDE

The Niner Nation Guide is a student's guide to the new and exciting world of college. The guide is distributed to students attending orientation all summer long!

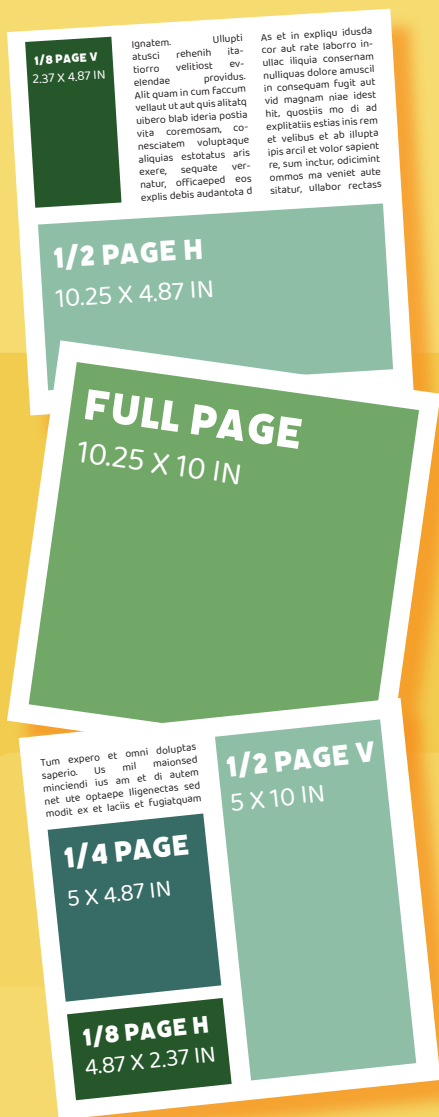


WELCOME BACK

Over 30,000 students, faculty and staff will fill the halls of the UNC Charlotte campus. Let them know what products and services you have to offer. Access to this market is invaluable from a business standpoint.

Niner Times, your year-round publication partner, continues to produce engaging content even during the summer months. Take advantage of advertising in our summer issues to reach out to incoming students and parents, ensuring your business gains exposure to a fresh audience.

With the added benefit of New Student Orientation events held throughout the summer, advertising with us becomes an effective means to captivate the attention of newcomers arriving in Charlotte. Don't miss this prime opportunity to make your brand known and leave a lasting impression on the growing student community.



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ON CAMPUS | OFF CAMPUS

FULL PAGE

\$390 | \$530

HALF PAGE

\$250 | \$355

QUARTER PAGE

\$160 | \$210

EIGHTH PAGE

\$100 | \$130

FULL COLOR OPTION +\$250

2024

AUGUST

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2025

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2025

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Our publication dates are strategically planned throughout the academic year to provide timely and relevant content that resonates with our readers.

From the excitement of back-to-school issues in the fall to special editions highlighting campus events and holidays, we ensure our readers are informed and engaged every step of the way.



REGULAR ISSUES



INSERTED SPECIAL ISSUES

Fall Fest	10/9/2024
Living Guide	2/26/2025
Spring Fever	3/26/2025



STAND ALONE SPECIAL ISSUES

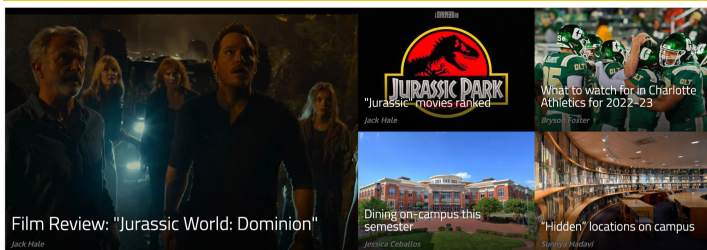
Welcome Back 2024	8/16/2024
Homecoming Issue	11/13/2024
Niner Nation Guide	5/30/2025
Welcome Back 2025	8/8/2025

DIGITAL ADVERTISING

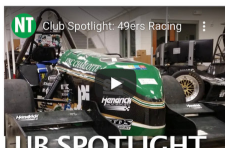
From captivating banner ads to seamless sponsored content, connect with the tech-savvy Charlotte student community like never before. Maximize your impact and achieve measurable results with our innovative digital solutions.

NinerTimes.com is the student news and entertainment website that keeps students up to date with happenings on campus and news from around the world. It is the online home of The Niner Times and contains exclusive web content, blogs and other multimedia.

YOUR BANNER AD HERE!



Watch Now



Club Spotlight: 49ers Racing

Tweets by @niner_times



May 11, 2022

**YOUR
TILE AD
HERE!**

NinerTimes.com

With over...

25,000

visitors per month,
NinerTimes.com
is a hub for the
UNC Charlotte
community.

WEEKLY NEWSLETTER

Get into the inboxes of over 700
subscribers every week!

Ads can be purchased monthly
or two weeks at a time.

***Advertising rates vary by position.**

RATES & SIZING

WEBSITE

BANNER | \$630

936 X 120 pixels

TILE | \$480

600 x 500 pixels

NEWSLETTER

TOP BANNER | \$200

MIDDLE BANNER | \$150

BOTTOM BANNER | \$125

600 x 300 pixels



Instagram ADVERTISING

Tap into the visual appeal of Instagram and reach our engaged student audience. From eye-catching sponsored posts to targeted Instagram Stories, our Instagram advertising solutions ensure your brand stands out in the feed. Advertisements range from Instagram posts, stories to takeovers.

FOLLOW US ON INSTAGRAM!

RATES

\$50

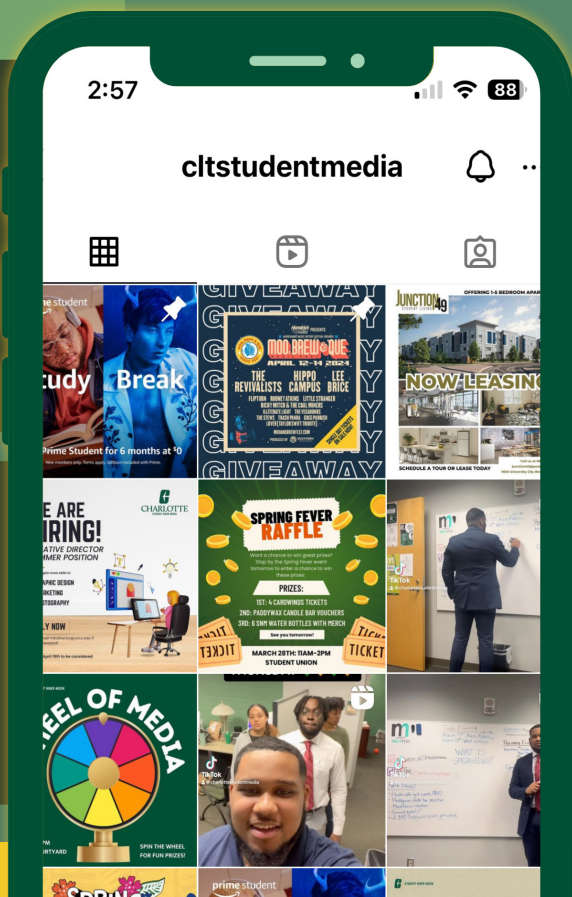
Ad to be pinned at top of our account for 2 weeks

\$20

+ extra week after

Student Niner Media offers top notch quality video editing and creation alongside our ad design service.

For inquiries, please email mktdirector@charlotte.edu for pricing on specific projects.



RACK POSTERS

Advertising with a poster on our newspaper racks is a great way to get your business noticed.

With a large 17" x 21" full color poster, students will definitely see what you have to say!

RATES

\$350-\$450, depending on location for 1 month

These highly visible spots attract a constant flow of foot traffic, ensuring your brand message reaches a vast audience.

POPULAR LOCATIONS

Prospector
Fretwell
UREC
Friday
Health Center

Contact a sales rep for a complete list of rack poster locations.



Tabling

OPPORTUNITIES

Bring your business front and center, to the heart of campus—the Student Union! You can man a table for a day in the Popp Martin Student Union where you can pass out information about your products and services.



RATES

Per day... \$350

Add 2 weeks of online advertising... \$500

***Note:** We do not offer tabling opportunities throughout the month of November.

**CONTACT A SALES REP
TO RESERVE A TABLE TODAY!**

Special EVENTS

Experience a surge in business growth by participating in our Spring Fever and Fall Fest Expo special events. These highly anticipated gatherings attract a diverse and enthusiastic crowd eager to explore new products and services. Showcase your brand, connect with potential customers, and generate valuable leads. Both events will be at the Popp Martin Student Union.*

***Note: Dates & locations are subject to change.**

FALL FEST

The Fall Fest Expo will take place on October 10th, 2024.

The Fall Fest publication publishes on October 9th, 2024.

SPRING FEVER

The Spring Fever Expo will be on March 27th, 2025. The Spring Fever publication will be published on March 26th, 2025 and hand distributed to students in addition to rack stand distribution.

EVENT PACKAGE

Participate in our expos for just \$1000 each! Our package includes:

- ◇ Table at the event where you can hand out information and connect with students.
- ◇ Online ad promotion for your business that will run two weeks prior to the event
- ◇ Full page ad in the print publication that is distributed before and at the event.

PACKAGE DISCOUNTS

3-5 issues...	10% off
6-9 issues...	15% off
10-12 issues...	20% off

DISPLAY DEADLINES

One week prior to publication day, i.e.: 7 days. Space reservation and ad copy are due on Tuesday for the following Tuesday issue by 5 p.m. Any advertisements to be provided by the advertiser that are not received by the deadline will be considered cancelled, and will be billed as such.

ELECTRONIC SUBMISSION

Use CMYK setting for all color. Proper display advertising resolution is 300 dpi.

Media Marketing prefers ads submitted in PDF format (Make sure the "embed fonts" option is selected). Therefore, we do not accept Publisher, Word, Powerpoint, and other low resolution files. Detailed electronic submission guidelines may be obtained from your sales representative or by contacting our production team at mktdirector@charlotte.edu or production@charlotte.edu

CANCELLATIONS

Retail advertising cancelled after the deadline will be charged at 50% of the cost of publishing the ad. Changes to the advertisements after the deadline may not be possible.

TEAR SHEETS

Display advertising tear sheets will be mailed to each advertiser after each issue date as proof of publication.

RATES

All rates are net/non-commissionable.

COMPOSITION & ARTWORK

Advertisers will receive a proof at least two business days before publication. Media Marketing is not liable for errors in original copy received from the advertiser or corrections/copy substitutions submitted after deadline. Deadline for corrections is noon the day prior to publication. Repeat and camera-ready ads will receive proofs only if requested.

REFUSAL

Media Marketing reserves the right to decline, discontinue or revise any advertisement. Ads found to be defamatory, lacking factual basis, misleading or false in nature may be rejected. Commercial basis of race, creed, color, familial status, national origin, handicap, age or sex will not be accepted. Media Marketing reserves the right to include "Paid Advertisement" in any ad.

MAKE GOODS

In the event an advertisement runs containing an error that is clearly the fault of the newspaper and detracts from the advertising message, it is the advertiser's responsibility to notify Media Marketing within 30 business days of the publication date in which the ad ran. After this period the newspaper is exempt from any liability due to error. Advertisers will be credited the proper amount for the portion of the ad in error.

CREDIT & BILLING

Pre-payment is required for all advertisements unless the advertiser is approved for billing. Approved advertisers will be billed net 30. After 60 days past due, further advertisements will not be accepted. Accounts will be turned over to a collection agency when 90 days past due. Make checks payable to Student Media Marketing. Pay online at ninertimes.com/online-payment.





STUDENT NINER MEDIA

Room 042
Popp Martin Student Union
8845 Craver Road
Charlotte, NC 28262

ADVERTISING INQUIRIES

mktdirector@charlotte.edu 704 687 7146

smpads@charlotte.edu 704 687 7145