

# **RATE BOOK 2022-23**

## **STUDENT NINER MEDIA**



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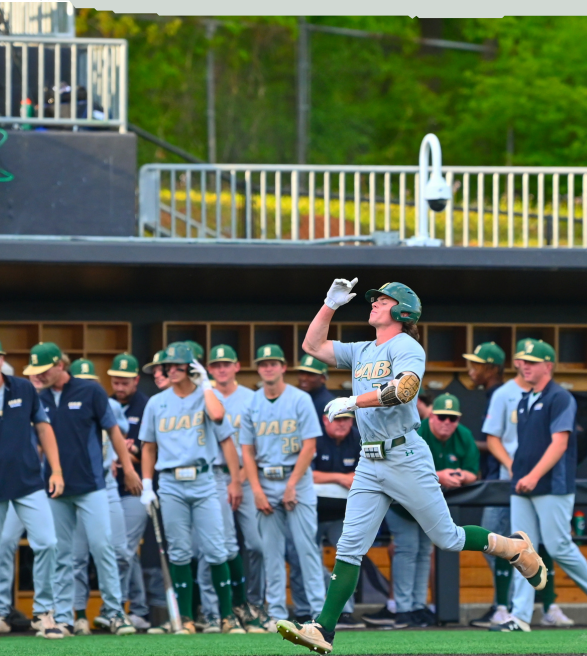
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# WHO WE ARE



# WHO IS STUDENT NINER MEDIA?

BY THE NUMBERS



Student Niner Media is the student media group for 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. Student Media produces several forms of media. The Niner Times is UNC Charlotte's student-run newspaper. This is published every Tuesday and daily online at [ninertimes.com](http://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 Uptown Audio Podcasting Network, Sanskrit Literary-Arts Magazine, Midas Magazine, Media Marketing, and Technical Operations.



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. UNC Charlotte region. 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.

**6000+ Students Living  
on Campus**



**30,448  
total enrollment**



**87 Countries**



**49 States**

# WHAT WE OFFER



More info on  
pg 18

## Rack Posters

Located in some of the busiest buildings on campus.

## Niner Times

Distributed to more than 75 locations both on and off campus. Features news, sports, arts and culture, and a variety of special issues.



More info on  
pg 7

More info on  
pg 14



## Ninertimes.com

Online 24-7 and featuring breaking news. Advertisers can choose from tiles or banners linked to their website.

## Tabling Opportunities

Bring your business face to face with more than 10,000 students who visit the Student Union on a daily basis.



More info on  
pg 16

# REGULAR ISSUES

NEED AN AD  
DESIGNED?

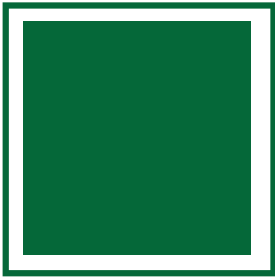
Our award winning production team will be happy to create an ad for you. Give us your information and we will design a top-notch print or web advertisement that meets your approval! Email any questions about art work to [mktdirector@uncc.edu](mailto:mktdirector@uncc.edu).

## ON CAMPUS RATES

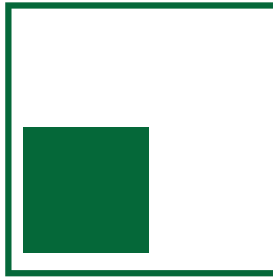
|                     |        |
|---------------------|--------|
| - Full Page         | \$425  |
| - 1/2 Page          | \$215  |
| - 1/4 Page          | \$120  |
| - 1/8 Page          | \$60   |
| - Full Color Option | +\$250 |

## LOCAL RATES

|                     |        |
|---------------------|--------|
| - Full Page         | \$600  |
| - 1/2 Page          | \$340  |
| - 1/4 Page          | \$170  |
| - 1/8 Page          | \$85   |
| - Full Color Option | +\$250 |



**FULL PAGE**  
**10.25 X 10**



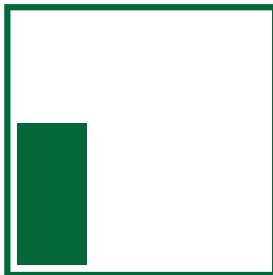
**1/4  
HORIZONTAL**  
**5 X 4.87**



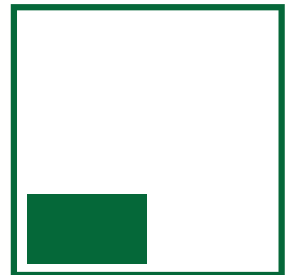
**1/2 VERTICAL**  
**5 X 10**



**1/2 HORIZONTAL**  
**10.25 X 4.87**



**EIGHTH V**  
**2.37 X 4.87**



**EIGHTH H**  
**5 X 2.31**

# INSERTED SPECIAL ISSUES

..... Living Guide and Spring Fever .....



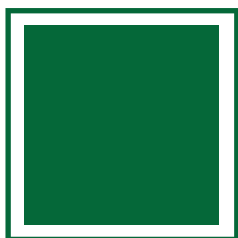
**Black and White: No Charge**  
**Full Color: \$250**

## ON CAMPUS RATES

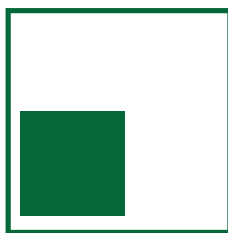
- Full Page \$250
- 1/2 Page \$150
- 1/4 Page \$80

## LOCAL RATES

- Full Page \$500
- 1/2 Page \$300
- 1/4 Page \$150



**FULL PAGE**  
**7 X 19**



**1/4 Page**  
**3.37 X 4.37**



**1/2 VERTICAL**  
**3.37 X 9**



**1/2 HORIZONTAL**  
**7 X 4.37**

# PULL-OUT SPECIAL ISSUES

..... Goldrush and Basketball Preview .....



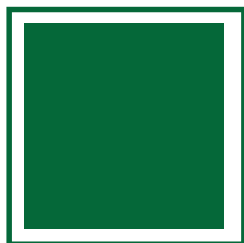
**FREE  
COLOR!**

## ON CAMPUS RATES

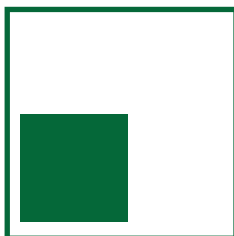
|             |       |
|-------------|-------|
| - Full Page | \$425 |
| - 1/2 Page  | \$215 |
| - 1/4 Page  | \$120 |
| - 1/8 Page  | \$60  |

## LOCAL RATES

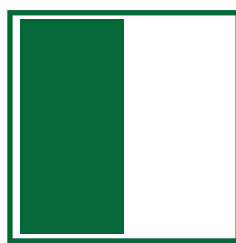
|             |       |
|-------------|-------|
| - Full Page | \$600 |
| - 1/2 Page  | \$340 |
| - 1/4 Page  | \$170 |
| - 1/8 Page  | \$85  |



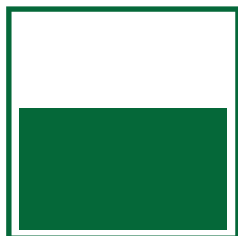
**FULL PAGE**  
10.25 X 10



**1/4 HORIZONTAL**  
5 X 4.87



**1/2 VERTICAL**  
5 X 10



**1/2 HORIZONTAL**  
10.25 X 4.87



**EIGHTH V**  
2.37 X 4.87



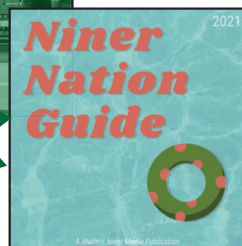
**EIGHTH H**  
5 X 2.31

# SUMMER ISSUES

.....Niner Nation Guide, Parent Guide, Welcome Back.....

**Black and White: No Charge**  
**Full Color: \$250**

**For Welcome  
Back ad sizes  
please see pg. 7**

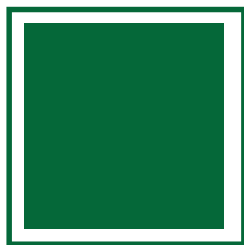


## ON CAMPUS RATES

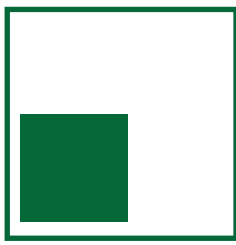
|             |       |
|-------------|-------|
| - Full Page | \$360 |
| - 1/2 Page  | \$220 |
| - 1/4 Page  | \$130 |
| - 1/8 Page  | \$70  |

## LOCAL RATES

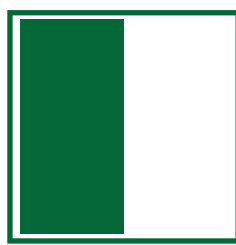
|             |       |
|-------------|-------|
| - Full Page | \$500 |
| - 1/2 Page  | \$325 |
| - 1/4 Page  | \$180 |
| - 1/8 Page  | \$100 |



**FULL PAGE**  
**9.4 X 10**



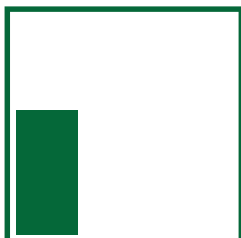
**1/4 Page**  
**4.4 X 4.75**



**1/2 VERTICAL**  
**4.4 X 10**



**1/2 HORIZONTAL**  
**9.4 X 4.75**



**EIGHTH V**  
**2 X 4.75**



**EIGHTH H**  
**4.4 X 2.2**

# ISSUE

# DESCRIPTIONS

## PULL-OUT ISSUES

### GOLDRUSH

Goldrush covers football at UNC Charlotte with a preview of the upcoming season and other exclusive content.

**PUBLISHES:** August 30th, 2022

### BASKETBALL PREVIEW

The Basketball Preview features exclusive photos and news on the Niners, from player profiles to season predictions.

**PUBLISHES:** October 25th, 2022

ALL SALES  
DEADLINES ARE A  
MONTH PRIOR THE  
PUBLICATION  
DATES!

## INSERTED SPECIAL SECTIONS

### LIVING GUIDE

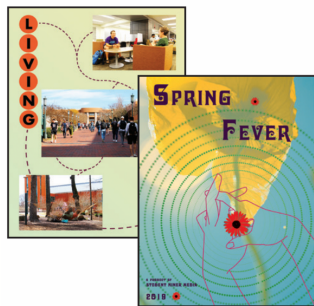
The student guide for finding a place to live and everything else they need for a life on their own.

**PUBLISHES:** February 14th, 2023

### 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.

**PUBLISHES:** March 21st, 2023



## STAND ALONE SPECIAL SECTIONS

### 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 every student attending orientation all summer long!

**PUBLISHES:** May 31st, 2023

### PARENT GUIDE

This guide for parents of UNC Charlotte students can be an excellent resource when they need to know where to shop, eat, or find services for their children throughout the school year.

**PUBLISHES:** May 31st, 2023

### WELCOME BACK

More than 30,000 students, faculty, and staff will find 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.

**PUBLISHES:** August 19th, 2022

**SALES DEADLINE:** August 6th, 2022

# PUBLICATION CALENDAR

## AUGUST

| Su | Mo | Tu | We | Th | Fr | Sa |
|----|----|----|----|----|----|----|
|    | 1  | 2  | 3  | 4  | 5  | 6  |
| 7  | 8  | 9  | 10 | 11 | 12 | 13 |
| 14 | 15 | 16 | 17 | 18 | 19 | 20 |
| 21 | 22 | 23 | 24 | 25 | 26 | 27 |
| 28 | 29 | 30 | 31 |    |    |    |

## SEPTEMBER

| Su | Mo | Tu | We | Th | Fr | Sa |
|----|----|----|----|----|----|----|
|    |    |    |    | 1  | 2  | 3  |
| 4  | 5  | 6  | 7  | 8  | 9  | 10 |
| 11 | 12 | 13 | 14 | 15 | 16 | 17 |
| 18 | 19 | 20 | 21 | 22 | 23 | 24 |
| 25 | 26 | 27 | 28 | 29 | 30 |    |

## DECEMBER

| Su | Mo | Tu | We | Th | Fr | Sa |
|----|----|----|----|----|----|----|
|    |    |    |    | 1  | 2  | 3  |
| 4  | 5  | 6  | 7  | 8  | 9  | 10 |
| 11 | 12 | 13 | 14 | 15 | 16 | 17 |
| 18 | 19 | 20 | 21 | 22 | 23 | 24 |
| 25 | 26 | 27 | 28 | 29 | 30 | 31 |

## JANUARY

| Su | Mo | Tu | We | Th | Fr | Sa |
|----|----|----|----|----|----|----|
| 1  | 2  | 3  | 4  | 5  | 6  | 7  |
| 8  | 9  | 10 | 11 | 12 | 13 | 14 |
| 15 | 16 | 17 | 18 | 19 | 20 | 21 |
| 22 | 23 | 24 | 25 | 26 | 27 | 28 |
| 29 | 30 | 31 |    |    |    |    |

## APRIL

| Su | Mo | Tu | We | Th | Fr | Sa |
|----|----|----|----|----|----|----|
|    |    |    |    |    |    | 1  |
| 2  | 3  | 4  | 5  | 6  | 7  | 8  |
| 9  | 10 | 11 | 12 | 13 | 14 | 15 |
| 16 | 17 | 18 | 19 | 20 | 21 | 22 |
| 23 | 24 | 25 | 26 | 27 | 28 | 29 |
| 30 |    |    |    |    |    |    |

## MAY

| Su | Mo | Tu | We | Th | Fr | Sa |
|----|----|----|----|----|----|----|
|    | 1  | 2  | 3  | 4  | 5  | 6  |
| 7  | 8  | 9  | 10 | 11 | 12 | 13 |
| 14 | 15 | 16 | 17 | 18 | 19 | 20 |
| 21 | 22 | 23 | 24 | 25 | 26 | 27 |
| 28 | 29 | 30 | 31 |    |    |    |

## OCTOBER

| Su | Mo | Tu | We | Th | Fr | Sa |
|----|----|----|----|----|----|----|
|    |    |    |    |    |    | 1  |
| 2  | 3  | 4  | 5  | 6  | 7  | 8  |
| 9  | 10 | 11 | 12 | 13 | 14 | 15 |
| 16 | 17 | 18 | 19 | 20 | 21 | 22 |
| 23 | 24 | 25 | 26 | 27 | 28 | 29 |
| 30 | 31 |    |    |    |    |    |

## FEBRUARY

| Su | Mo | Tu | We | Th | Fr | Sa |
|----|----|----|----|----|----|----|
|    |    |    | 1  | 2  | 3  | 4  |
| 5  | 6  | 7  | 8  | 9  | 10 | 11 |
| 12 | 13 | 14 | 15 | 16 | 17 | 18 |
| 19 | 20 | 21 | 22 | 23 | 24 | 25 |
| 26 | 27 | 28 |    |    |    |    |

## NOVEMBER

| Su | Mo | Tu | We | Th | Fr | Sa |
|----|----|----|----|----|----|----|
|    |    | 1  | 2  | 3  | 4  | 5  |
| 6  | 7  | 8  | 9  | 10 | 11 | 12 |
| 13 | 14 | 15 | 16 | 17 | 18 | 19 |
| 20 | 21 | 22 | 23 | 24 | 25 | 26 |
| 27 | 28 | 29 | 30 |    |    |    |

## MARCH

| Su | Mo | Tu | We | Th | Fr | Sa |
|----|----|----|----|----|----|----|
|    |    |    | 1  | 2  | 3  | 4  |
| 5  | 6  | 7  | 8  | 9  | 10 | 11 |
| 12 | 13 | 14 | 15 | 16 | 17 | 18 |
| 19 | 20 | 21 | 22 | 23 | 24 | 25 |
| 26 | 27 | 28 | 29 | 30 | 31 |    |



### PULL-OUT ISSUES

8/30/22 Goldrush  
10/25/22 Basketball Preview



### INSERTED SPECIAL SECTIONS

2/14/23 Living Guide  
3/21/23 Spring Fever



### STAND ALONE SPECIAL SECTIONS

8/19/22 Welcome Back  
5/31/23 Niner Nation Guide  
5/31/23 Parent Guide

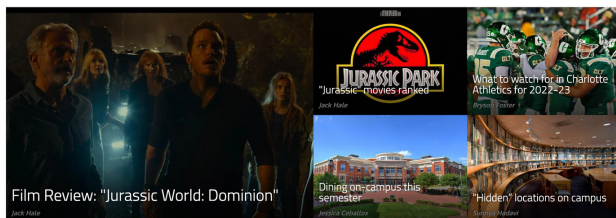


### REGULAR ISSUE

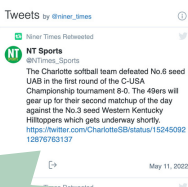
# NINERTIMES.COM



**YOUR BANNER AD HERE**



Watch Now



**YOUR TILE  
AD HERE**

**BANNER : \$600**

**468 x 60 Pixels**

**936 x 120 Pixels**

**TILE: \$450**

**300 x 250 Pixels**

**600 x 500 Pixels**

Ninertimes.com is UNC Charlotte's 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.

It is UNC Charlotte's source for the latest on campus news, entertainment, and student-created content.

**With over 18,000 visitors per month, Ninertimes.com is a hub for the UNC Charlotte community. Ninertimes.com hosts student produced programs.**

# WEEKLY NEWSPAPER ADVERTISING

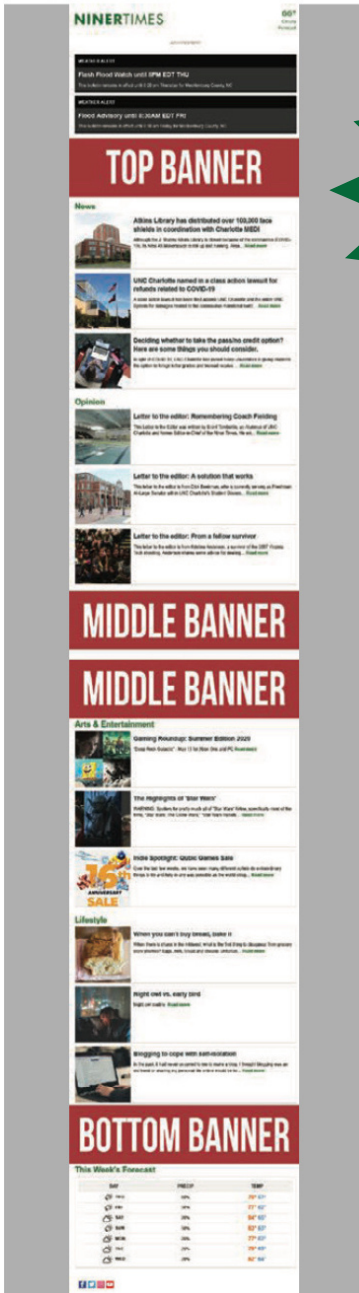
Get into the inboxes  
of over 700  
subscribers every  
week!

## Weekly Rates

- Top Banner \$200
- Middle Banner \$150
- Bottom Banner \$125

**Ad size: 600 x 300 pixels**

Advertise through  
ninertimes.com to 18,000 views  
per month. Ads can be  
purchased monthly or two weeks  
at a time. Niner Times newsletter  
is sent weekly to 700 subscribers.  
Advertising rates vary by position.



## 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.



|                                  |       |
|----------------------------------|-------|
| -Rate per day:                   | \$300 |
| -Add 2 weeks online advertising: | \$500 |



Call now to  
reserve your  
table location  
(704)687-7144

No tabling in  
November

# SPECIAL EVENTS

## Spring Fever Expo

The Spring Fever Expo will take place from 11:00 AM - 2:00 PM in the [Popp Martin Student Union Rotunda](#) on March 23rd, 2023. The Spring Fever publication will be published on March 21st, 2023 and hand distributed to students in addition to rack stand distribution.

---

|                 |         |
|-----------------|---------|
| -Total Package: | \$1,000 |
|-----------------|---------|

---

## Event Package Includes:

- Table at the event from 11:00 AM - 2:00 PM where you can hand out information and collect email addresses from students.
- Online ad for your business that will run two weeks prior to the event announcing that you will be there.
- A full page, full color ad in the special issue that is coordinated with the event.

# 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!



## Locations:

- C.H.H.S. 1st Floor
- C.O.E.D. 1st Floor
- Prospector Main Entrance
- Prospector Rear Entrance
- Denny - Commuter Lounge
- Hawthorne Entrance
- Bioinformatics
- Duke
- Epic
- Robinson Hall
- Rowe
- Reese
- King
- Friday
- Fretwell Main Entrance
- Fretwell Cafe Entrance
- Storrs
- Martin Hall
- Student Health Center
- Greek Village
- Witherspoon Hall
- Campus Police Station
- UREC

For more information  
or a more extensive  
list of rack locations  
and prices call  
(704)687-7144

# NOW INTRODUCING INSTAGRAM



Now introducing Instagram advertisements. Get your business noticed by over 1,000 followers and be featured on our Student Niner Media Account. Advertisements range from instagram posts, to instagram stories, to instagram takeovers.



# POLICIES

## 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

Media Marketing prefers ads submitted in PDF format (Make sure the "embed fonts" option is selected).

Use CMYK setting for all color. Proper display advertising resolution is 300 dpi. 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@uncc.edu](mailto:mktdirector@uncc.edu) or the graphic advisor at (704)687-7138.

## Cancellation

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.

## Proofs

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.

## Composition and Artwork

Composition and artwork produced by Media Marketing becomes property of Student Niner Media and may only be used with written permission.

## Rates

All rates are net/non-commissionable.

## 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 and 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](http://ninertimes.com/online-payment).

# CONTACT US



## Media Marketing Director

Megan Reid  
(704) 687-7146  
mktdirector@uncc.edu



## Advertising

(704) 687-7145  
smpads@uncc.edu

# FOLLOW US

## Niner Media



Niner Media



@UNCCmedia

## Sanskrit



Sanskrit Literary-Arts Magazine



@Sanskrit\_UNCC



@SanskritUNCC

## Midas Magazine



@Midas.Mag

## Niner Times



Niner Times



@Niner\_Times

## Uptown Audio



@UptownAudio



@Uptown\_Audio

## Student Niner Media

UNC Charlotte  
Student Union 042  
9201 University City Blvd.  
Charlotte, NC 28223



m

STUDENT

NINERMEDIA