

Rate Book 2021-2022

Student Niner Media



About Us

Who are we?

Student Niner Media is the student media group for UNC Charlotte. From writing and reporting to promotions and graphic design, Student 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 that is published every 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 Uptown Audio Podcasting Network, Sanskrit Literary-Arts Magazine, Midas Magazine, Media Marketing, and Technical Operations.



Our Audience

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 is the largest institution of higher education in the 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*



87 Countries



*30,146
total enrollment*

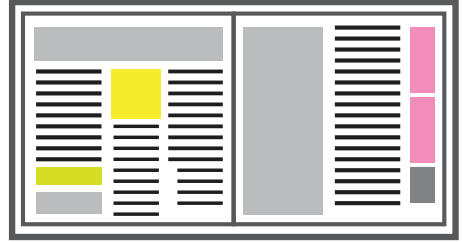


49 States

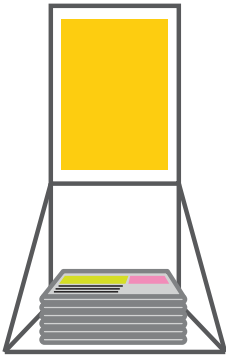
— What We Offer —

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 page 5



Rack Posters

Located in some of the busiest buildings on campus.



Ninertimes.com

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

More info on page 16

More info on page 12



Tabling Opportunities

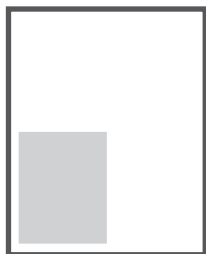
Bring your business face to face with more than 10,000 students who visit the Student Union on a daily basis.

More info on page 14

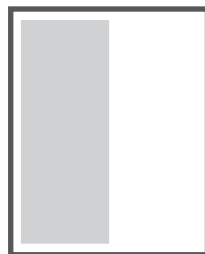
Regular Issues



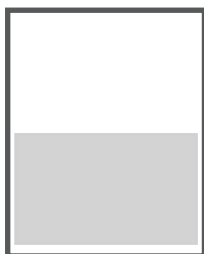
Full Page
10.25 X 10



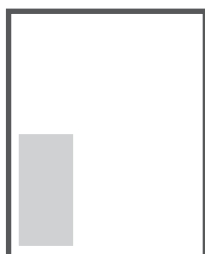
1/4 Horizontal
5 X 4.87



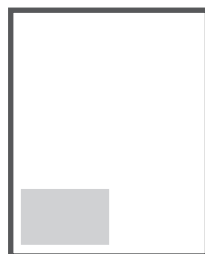
1/2 Vertical
5 X 10



1/2 Horizontal
10.25 X 4.87



Eighth V
2.37 X 4.87



Eighth H
5 X 2.31

ON CAMPUS RATES

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

LOCAL RATES

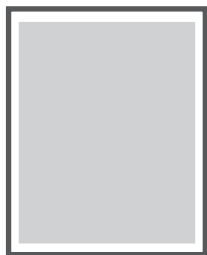
Full Page	\$600
1/2 Page	\$340
1/4 Page	\$170
1/8 Page	\$85
Full Color Option	+\$250

NEED AN AD DESIGNED?

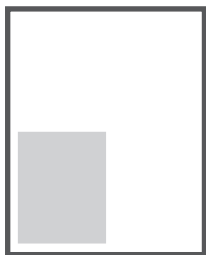
Our award winning production team will be happy to create an ad for you. Give us your information and we will design a top-notch print or web advertisement that meets your approval! Email any questions about art work to production@uncc.edu

Inserted Special Issues

Living Guide and Spring Fever



Full Page
7 x 9



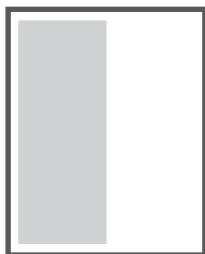
Fourth
3.37 X 4.37

ON CAMPUS RATES

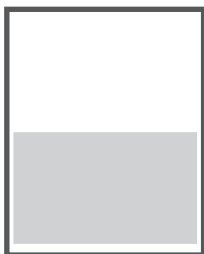
Full Page	\$250
1/2 Page	\$150
1/4 Page	\$80

LOCAL RATES

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



1/2 Vertical
3.37 X 9



1/2 Horizontal
7 x 4.37

COLOR RATES

Black & White	No Charge
Full Color	\$250



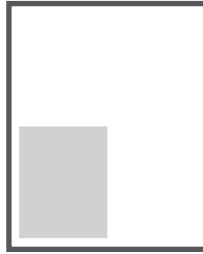
Pull-out

Goldrush and Basketball Preview

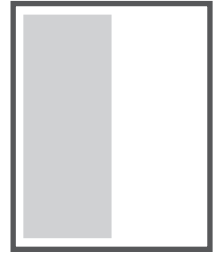
Special Issues



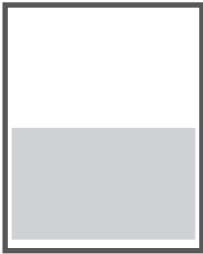
Full Page
10.25 X 10



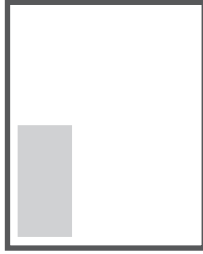
1/4 Horizontal
5 X 4.87



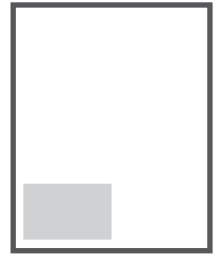
1/2 Vertical
5 X 10



1/2 Horizontal
10.25 X 4.87



Eighth V
2.37 X 4.87



Eighth H
5 X 2.31

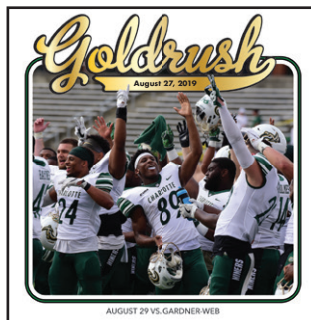
ON CAMPUS RATES

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

LOCAL RATES

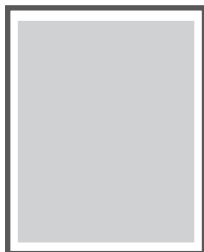
Full Page	\$600
1/2 Page	\$340
1/4 Page	\$170
1/8 Page	\$85

FREE COLOR!

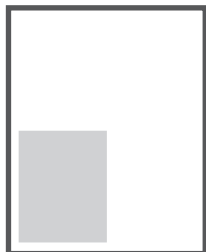


Summer Issues

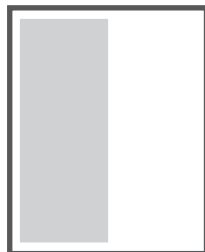
*Niner Nation Guide, Parent Guide, Welcome Back **



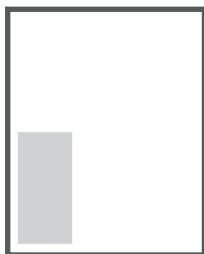
Full Page
9.4 X 10



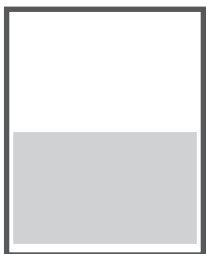
1/4 Page
4.4 X 4.75



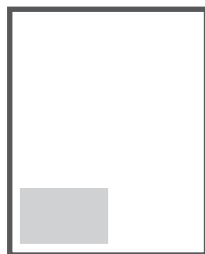
1/2 Vertical
4.4 X 10



Eighth V
2 X 4.75



1/2 Horizontal
9.4 X 4.75



Eighth Horizontal
4.4 X 2.2

ON CAMPUS RATES

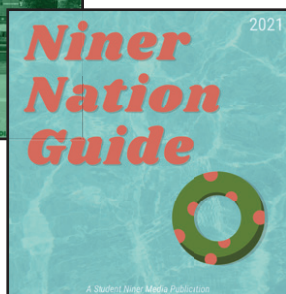
Full Page	\$360
1/2 Page	\$220
1/4 Page	\$130
1/8 Page	\$70

LOCAL RATES

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

COLOR RATES

Black & White	No Charge
Full Color	\$250



**For Welcome Back ad sizes please see pg. 5*

Issue Descriptions

PULL-OUT ISSUES

GOLDRUSH

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

PUBLISHES: AUG 31, 2021

SALES DEADLINE: AUG 20, 2021

BASKETBALL PREVIEW

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

PUBLISHES: OCT 26, 2021

SALES DEADLINE: OCT 15, 2021

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: FEB 15, 2022

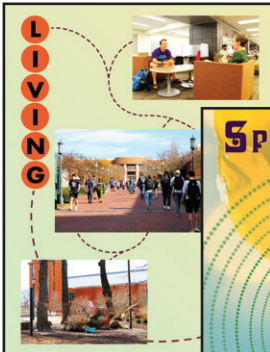
SALES DEADLINE: JAN 28, 2022

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: MAR 15, 2022

SALES DEADLINE: FEB 25, 2022



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 27, 2022

SALES DEADLINE: MAY 6, 2022

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 27, 2022

SALES DEADLINE: MAY 6, 2022

WELCOME BACK

More than 29,000 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.

PUBLISHES: AUG 19, 2022

SALES DEADLINE: AUG 5, 2022

Publication Calendar

AUGUST

SUN	MON	TUE	WED	THU	FRI	SAT
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

SUN	MON	TUE	WED	THU	FRI	SAT
			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

SUN	MON	TUE	WED	THU	FRI	SAT
			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


SUN	MON	TUE	WED	THU	FRI	SAT
						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


SUN	MON	TUE	WED	THU	FRI	SAT
					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

SUN	MON	TUE	WED	THU	FRI	SAT
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				




 Regular Issue

 Pull-Out Issue
08.31.21 Goldrush
10.26.21 Basketball Preview





 Stand Alone Issue
08.20.21 Welcome Back
05.27.22 Student Guide
05.27.22 Parent Guide

 Inserted Special Section
02.15.22 Living Guide
03.15.22 Spring Fever





OCTOBER

SUN	MON	TUE	WED	THU	FRI	SAT
					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						


NOVEMBER

SUN	MON	TUE	WED	THU	FRI	SAT
	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				

FEBRUARY

SUN	MON	TUE	WED	THU	FRI	SAT
		 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					

MARCH

SUN	MON	TUE	WED	THU	FRI	SAT
		 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		

Ninertimes.com

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.

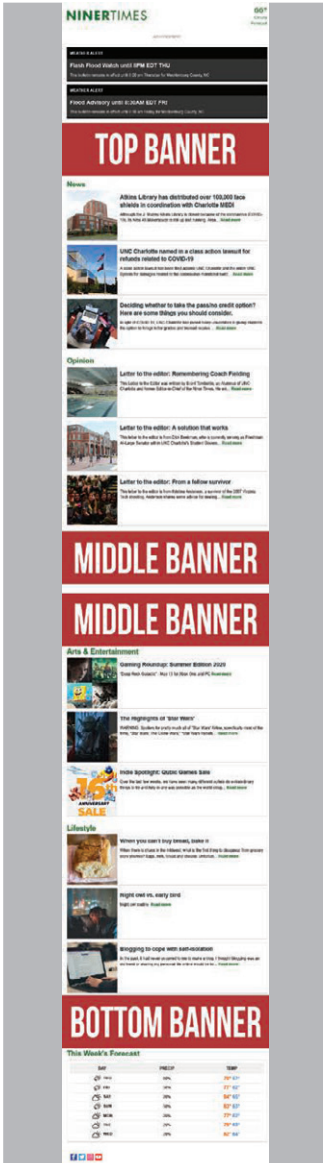
With over 18,000 visitors per month, Ninertimes.com is a hub for the UNC Charlotte community. Ninertimes.com hosts student produced programs.

BANNER\$600	TILE\$450
468 x 60 pixels		300 x 250 pixels	
936 x 120 pixels		600 x 500 pixels	



Weekly Newsletter Advertising

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.



Weekly Rates

Ad Size: 600 x 300 pixels

TOP BANNER\$200

MIDDLE BANNER\$150

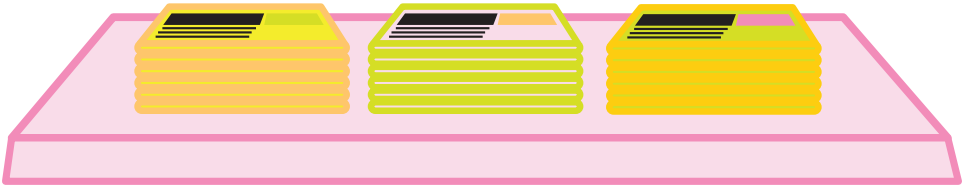
BOTTOM BANNER\$125

Get into the
inboxes of
over 700
subscribers
every week!

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

— Special Events —

Spring Fever Expo

The Spring Fever Expo will take place from 11:00AM - 2:00PM in the Popp Martin Student Union Rotunda on March 17, 2022. The Spring Fever publication will be published on March 15, 2022 and hand distributed to students in addition to rack stand distribution.

Event Package Includes:

- Table at the event from 11:00AM - 2:00PM 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.

**TOTAL
PACKAGE:
\$1,000!**



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 Café Entrance
Storrs
Martin Hall
Student Health Center
Greek Village
Witherspoon Hall
Campus Police Station



*For more information or a more
more extensive list of rack locations
and prices call 704.687.7144.*

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 production@uncc.edu or the graphics 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.

TEARSHEETS

Display advertising tearsheets 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 advertisements that discriminate on the 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

Contact Us



Media Marketing Director

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



Advertising

(704) 687- 7145
smpads@uncc.edu



Ad Production Department

(704) 687-7138
production@uncc.edu

Follow Us

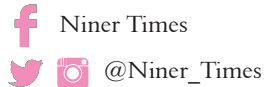
NINER MEDIA



Niner Media

@UNCCmedia

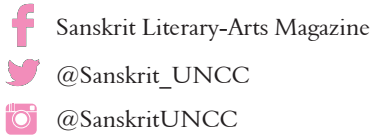
NINER TIMES



Niner Times

@Niner_Times

SANSKRIT

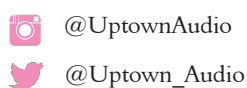


Sanskrit Literary-Arts Magazine

@Sanskrit_UNCC

@SanskritUNCC

UPTOWN AUDIO



@UptownAudio

@Uptown_Audio

MIDAS MAGAZINE



@Midas.Mag

STUDENT NINER MEDIA

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



STUDENT
NINERMEDIA