

NC STATE

STUDENT MEDIA

2016-2018 Media Kit

UNIVERSITY STATS

24,111

undergraduate
enrollment

9,904

graduate
enrollment

15,246

female students

18,769

male students

26,440

in-state students

34,015

total enrollment

3,842

interinternational
students

3,733

out-of-state
students

8,348

faculty & staff

Contact Us

307 Witherspoon, Campus Box 7318, Raleigh, NC 27695

919-515-2411 | f: 919-515-5133 | advertising@sma.ncsu.edu

BUNDLES

Red Package

Technician

3 half-page color ads

VALUE: \$2,405.25

Nubian Message

1 half-page black-and-white ad

YOU PAY: \$1,924.20

WKNC 88.1 FM

21 30-second spots

Blue Package

Technician

3 quarter-page color ads

VALUE: \$1,437.71

Nubian Message

1 quarter-page black-and-white ad

YOU PAY: \$1,150.17

WKNC 88.1 FM

15 30-second spots

Green Package

Technician

3 eighth-page color ads

VALUE: \$858.82

Nubian Message

1 eighth-page black-and-white ad

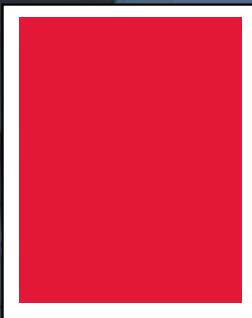
YOU PAY: \$687.06

WKNC 88.1 FM

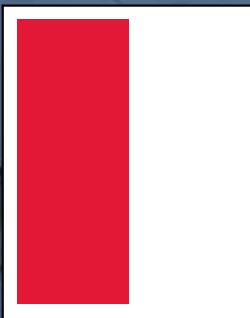
10 30-second spots

MAGAZINE SPECIALS

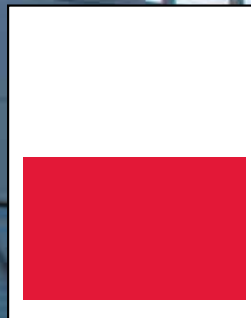
Magazines are glossy, full-color products covering topics such as Housing, Healthy Living, and Best of Raleigh, as well as a Welcome to Campus edition. Look in the back pocket for inserts regarding each magazine.



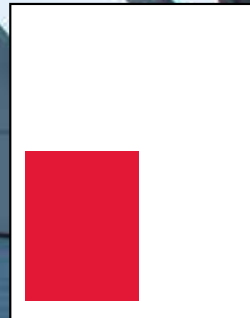
Full Page
7.75" x 9.25"
\$1500



Half Page Vertical
3.875" x 9.25"
\$750



Half Page Horizontal
7.75" x 4.635"
\$750



Quarter Page
3.875" x 4.635"
\$375



Back Cover
8.75" x 7.75"
\$1250

The Technician, North Carolina State University's student-run newspaper, has been serving the campus community since 1920. It employs more than 100 students throughout the year and is instrumental in providing students, faculty, staff and alumni with campus news, sports and features, as well as opinion content, original cartoons and photography spreads. The Technician is published each Monday and Thursday with a circulation of 5,000 papers daily when school is in session, and publishes weekly during the summer on Thursdays.

**Monday
& Thursday**
distribution

64
on-campus
locations

21
off-campus
locations

PRINT RATES

Rates & Sizes

	Full Page	3/4 Page	1/2 Page	1/4 Page	1/8 Page	1/16 Page	Horizontal Strip	Vertical Strip
Open Rate	\$943.50	\$740.00	\$471.75	\$235.87	\$117.94	\$64.75	\$98.05	\$235.87
Campus Rate	\$790.50	\$620.00	\$395.25	\$197.63	\$98.81	\$54.25	\$82.15	\$197.63
Color	+ \$250	+ \$250	+ \$200	+ \$150	+ \$100	+ \$50	+ \$100	+ \$150

Premium Positions

	Price	Size	Color
Front Banner	\$250	9.5" x 1.325"	Yes
Back Position	+ 10%*	Any	Yes
Puzzle Space	\$15	2.28" x 2.28"	No

*Add 10% to the price of the original ad.

Classifieds

Classifieds can be placed and paid for online at: technicianonline.com/classifieds

Print: Classifieds are \$5 per day for 25 words or fewer. Ads more than 25 words are charged 20 cents per word over 25 per day.

Online: Classifieds run online for 15 days at the cost of \$25.

Inserts

\$500 for 5000 inserts

min size: 8.5" x 11"
max size: 11.5" x 13"

Guidelines:

Inserts can be folded any way EXCEPT accordion files. 70lb. and 60lb. card stock paper works best. All inserts are machine inserted. We cannot accept CDs or any other insert information that is rigid or breakable.

Deadlines:

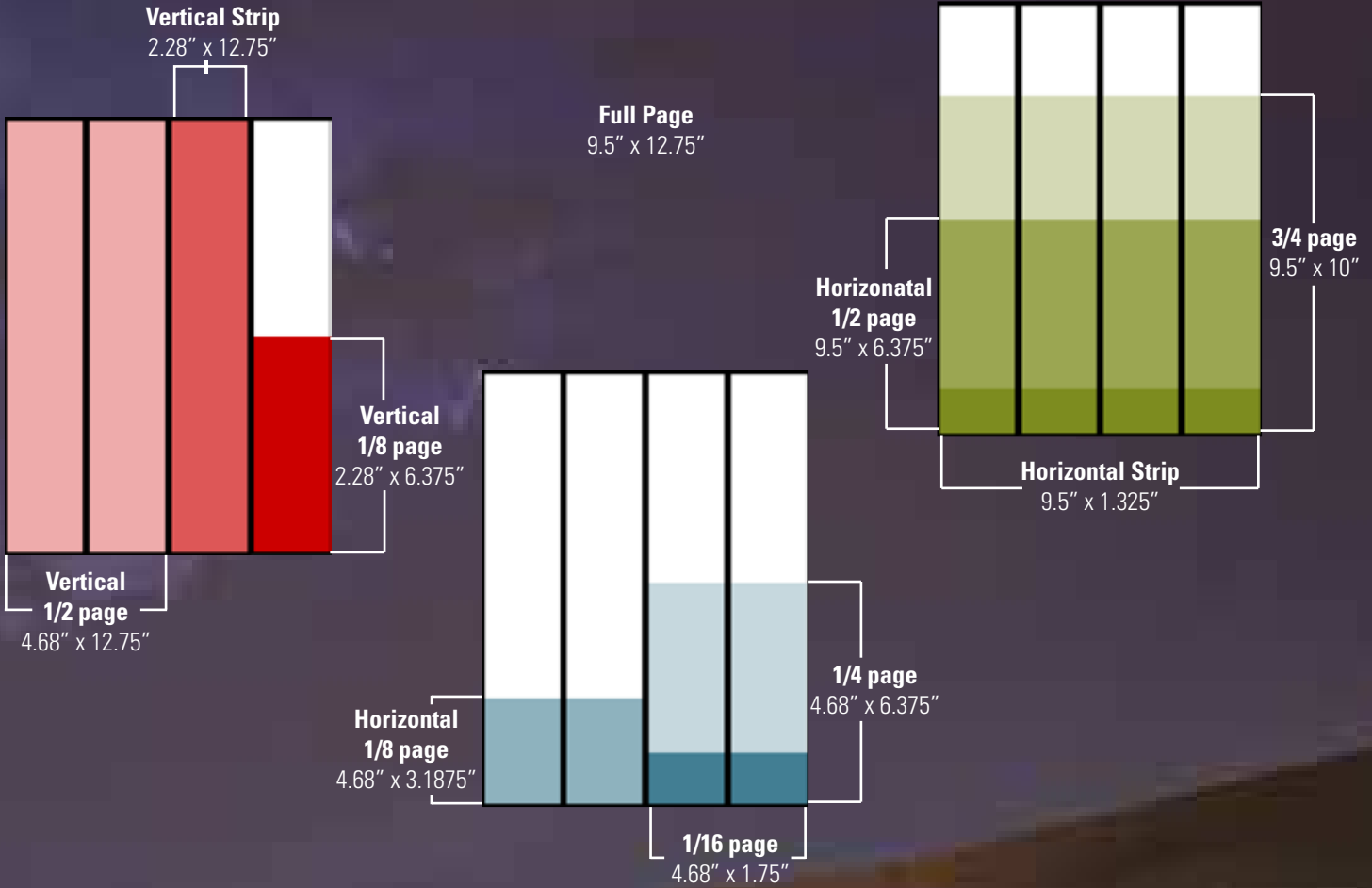
Reservation: 10 business days in advance

Ad Material: 5 business days in advance

All ad material must be delivered directly to Triangle Web one week before the insert runs in the Technician. Please call for shipping address.

Deadlines

Deadline for ad placement is 4 p.m. three business days in advance.



ONLINE RATES

technicianonline.com

Technicianonline.com has proven to be a strategic tool in reaching additional students, faculty and record numbers of alumni. The sizes are in pixels, and prices are per month. All material must be received three days before date of scheduled run. Cope for ads designed by the Technician's advertising staff must be received one week before date of scheduled run.

Twitter

Technician has over 6,000 Twitter followers.
\$20/Tweet or 3 Tweets for \$50

Technician Sports has over 2,400 Twitter followers.
\$10/Tweet or 3 Tweets for \$20

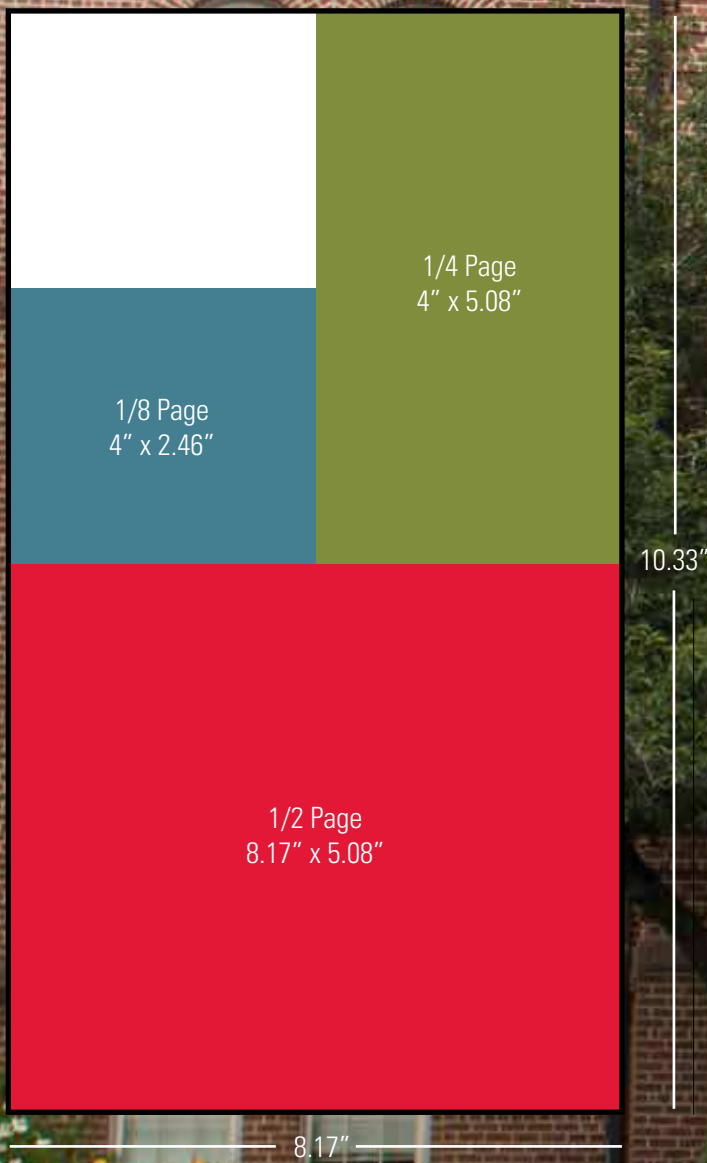
Rates & Sizes

	Size	Price
Leaderboard	728 x 90	\$12 CPM
Centers	469 x 60	\$10 CPM
Rails	300 x 250, 160 x 600 or 300 x 600	\$11 CPM \$10 CPM \$12 CPM
Mobile Leaderboard	320x250	\$8 CPM



The Agromeck, NC State's oldest student publication, has been published every year since 1903. A spring-delivery year in review, the Agromeck documents the lives of the 30,000-plus students, faculty and staff on campus, covering everything from football games and pep rallies to fraternity and sorority events and classroom activities. The Agromeck produces a book that will not only be useful in a year, but also cherished in 20 or 30 years to help people know and remember what life at NC State was like.

Agromeck Page Sizes



Rates & Sizes

	Full Page	1/2 Page	1/4 Page	1/8 Page
Rate	\$1,000	\$500	\$250	\$100

Deadlines

Ad deadline for the 2017 edition: January 20, 2017

Delivery for the 2017 edition: April 2017

Ad Deadline for the 2018 edition: January 19, 2018

Delivery for the 2018 edition: April 2018

Fine Print

All ads are four-color (CMYK) or grayscale (black-and-white only). Spot colors will be converted to CMYK equivalents.

Ads must be provided camera-ready but may be submitted by e-mail. PDF format is preferred at 300ppi resolution.

The Agromeck yearbook is printed using a 150-line screen, so all images should be sampled at 300ppi and should be saved in RGB, JPEG format.

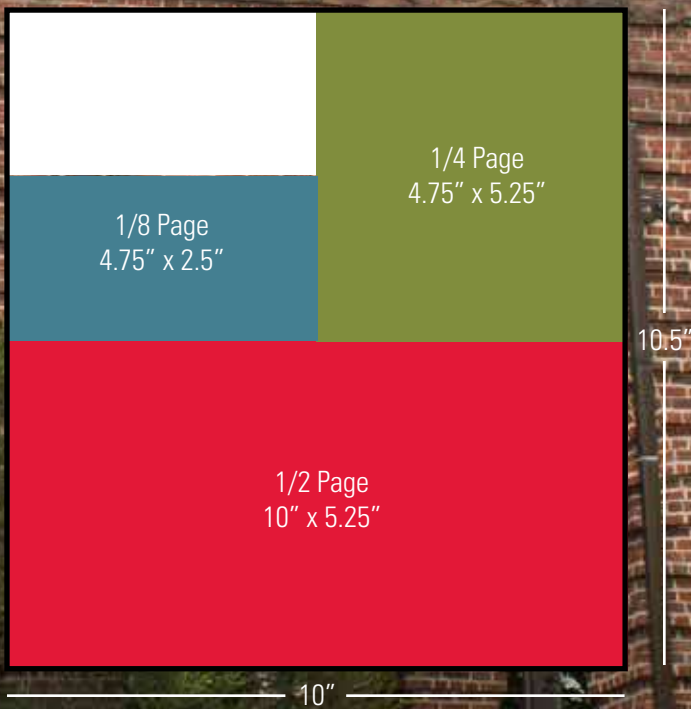
All display ads must be prepaid.

The Nubian Message is a biweekly publication with a print circulation of 500 papers that provides articles about and for African-American and other students at NC State. Content includes news stories, editorials, features and reviews concerning the community.

Wednesday
bi-weekly
distribution

34
on-campus
locations

PRINT RATES



ONLINE RATES

Rates & Sizes

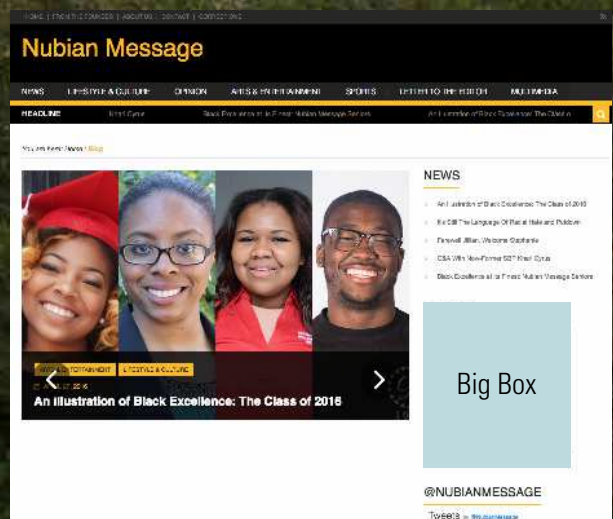
	Size	Price
Big Box	300 x 250	\$10 CPM

Twitter

Nubian has over 800 Twitter followers.
\$10/Tweet or 3 Tweets for \$25

Rates & Sizes

	Full Page	1/2 Page	1/4 Page	1/8 Page
Open Rate	\$280	\$140	\$70	\$35
Campus Rate	\$224	\$112	\$56	\$28
1 color	+\$75	+\$75	+\$75	+\$75
Full color	+\$105	+\$105	+\$105	+\$105



Deadlines

Deadline for ad placement is 4 p.m. one week in advance. Cancellation must be made by 4 p.m. three working days in advance.

WKNC 88.1 FM | wknc.org

WKNC-FM is a student-run, non-commercial radio station. Operating 24/7/365, WKNC's 25,000-watt broadcast signal reaches listeners throughout the entire Raleigh-Durham-Chapel Hill market and an even wider audience with its online stream. WKNC prides itself on alternative programming of indie rock, electronic, metal and underground hip-hop, with a heavy focus on North Carolina music. Weekend specialty shows include Americana, punk, R&B, a capella, South Asian and classic country and western.

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
midnight	Underground 12 a.m. - 6 a.m.	Underground 12 a.m. - 6 a.m.	Afterhours 12 a.m. - 6 a.m.	Afterhours 12 a.m. - 6 a.m.	Afterhours 12 a.m. - 6 a.m.	Chainsaw Rock 12 a.m. - 6 a.m.	Underground 12 a.m. - 6 a.m.
1 am							
2 am							
3 am							
4 am							
5 am	Indie Rock 6 a.m.-12 p.m.	Indie Rock 6 a.m.-12 p.m.	Indie Rock 6 a.m.-12 p.m.	Indie Rock 6 a.m.-12 p.m.	Indie Rock 6 a.m.-12 p.m.	Specialty Programming 6 a.m.-6 p.m.	Specialty Programming 6 a.m.-6 p.m.
6 am							
7 am							
8 am							
9 am							
10 am							
11 am	Local Lunch 12 p.m.-1 p.m.	Local Lunch 12 p.m.-1 p.m.	Local Lunch 12 p.m.-1 p.m.	Local Lunch 12 p.m.-1 p.m.	Local Lunch 12 p.m.-1 p.m.	Specialty Programming 6 a.m.-6 p.m.	Specialty Programming 6 a.m.-6 p.m.
noon							
1 pm							
2 pm							
3 pm							
4 pm							
5 pm	Underground 6 p.m. - 12 a.m.	Afterhours 6 p.m. - 12 a.m.	Afterhours 6 p.m. - 12 a.m.	Afterhours 6 p.m. - 12 a.m.	Chainsaw Rock 6 p.m. - 12 a.m.	Underground 6 p.m. - 12 a.m.	Underground 6 p.m. - 12 a.m.
6 pm							
7 pm							
8 pm							
9 pm							
10 pm							
11 pm							
midnight							

Daytime Packages

Basic - \$175 / week

1 Morning Spot M-F
1 Afternoon Spot M-F
Total of 10 Spots M-F

Plus - \$225 / week

1 Morning Spot M-F
1 Afternoon Spot M-F
1 Evening Spot M-F
Total of 15 Spots M-F

Premium - \$275 / week

1 Morning Spot M-F
1 Afternoon Spot M-F
1 Evening Spot M-F
6 Weekend Spots
Total of 21 Spots M-Sun.

Discount Packages

Buy 3 or more weekly packages within 2 months and receive a 10% discount.

Open Rate

\$20/spot

Twitter

WKNC has over 9,500 Twitter followers. \$25/Tweet.

86%

identify as regular listeners

87%

listen on the radio

18% listen on a mobile device
32% listen online

75%

of listeners live in Raleigh

33%

have been listening for 5+ years

37%

listen to Afterhours electronic music

80%

of listeners are age 18-34

56% male

2% trans and gender non-conforming

42% female

39%

listen to Underground hip-hop

40%

of listeners are NC State students

12% Alumni

75%

regularly tune in for Daytime Rock

*This information is from listener surveys conducted spring 2007, fall 2008, fall 2010 and fall 2015.

Donor Announcement Don'ts

Donor announcements on WKNC are meant to identify businesses and organizations that have provided financial support to the radio station. The FCC regularly investigates and fines non-commercial radio stations for airing impermissible advertisements. To keep in compliance, donor announcements on WKNC may not include any of the following:

Qualitative or comparative language

examples: "only the freshest ingredients," "best wings in town," "convenience like no other in town"

Price information and discounts

examples: "less than \$10 per month," "free estimates," "move-in rent special"

Calls to action

examples: "stop by one of our four locations," "be sure to try our signature desserts," "visit our website"

Inducements to buy, sell, rent or lease

examples: "how about doing something fun," "if you need anything for the great outdoors," "take the stress out of your next car purchase"

Front Page Sponsorship

300 x 250 = \$50 / week or \$150 / month

The front page of wknc.org receives 15 percent of all traffic to the website, averaging 8,000 page views per month. Two 300 x 250 pixel ads are visible on the right side of the home page. The Student Media design team can help you with your creative; just allow five business days for design time. Web ads are due one week in advance of scheduled run date.

Sample Sponsorship

"Programming on 88.1 WKNC is brought to you in part by Dan's Deli on Western Boulevard in Raleigh. Dan's Deli features made-to-order deli sandwiches, along with a variety of salads, soups and side dishes. Locally owned and operated since 1999, Dan's Deli is open until 3 a.m. on Friday and Saturday with delivery service available to the NC State campus and surrounding area. WKNC would like to thank Dan's Deli for their continued support."

Mechanical specifications

No additional charges apply to the following digital-ready formats, which are ad formats that can be placed in the layout without any modifications by our production staff.

Student Media is not responsible for ads not meeting our mechanical specifications. Hard copies should include the file name on the print-out. Please name files according to your company name. Ads must be properly sized. Ads that do not contain a border will have a 0.5-point border added.

If your ad is the wrong size or aspect ratio, you will be asked to correct the problem. Student Media will not distort or stretch ads. Incorrectly sized or misshapen ads may be scaled proportionally. Unused space may be used for other purposes. Proportionally scaled ads will be billed for the size the ad was requested.

A resolution of 170 pixels per inch (ppi) is required for continuous-tone photography and all rasterized images in the Technician and The Nubian Message. 300ppi files are required for the Agromeck.

The quality of ads that must be scanned from preprinted material cannot be guaranteed. Do not include screened material or halftones in artwork to be scanned.

Ads must adhere to professional standards and copyright laws with regard to appearance and production. Do not use low-resolution photography such as that downloaded off the Web.

Submission

Always include a native file, all needed fonts and all natted images in addition to the exported file. They may be needed to perform diagnostics on your ad. EPS files should not contain a specific halftone screen or transfer function.

Ads with problems will be returned to the client.

Acceptable file formats:
PDF (.pdf) (preferred)
Illustrator native (.ai)
InDesign native (.indd)*
JPEG (.jpg)
Photoshop (.psd)
Encapsulated PostScript (.eps)

Unacceptable file formats:
Microsoft Publisher (.pub)
Microsoft Word (.doc)
Microsoft Excel (.xls)
Microsoft PowerPoint (.ppt)
GIF (.gif)

*Must be Macintosh compatible.

** To avoid all font problems, make sure all text is "converted to paths."

Customers who are not confident creating PDF files should work closely with their ad rep to ensure that the files are created properly.

Please submit ads via e-mail. Student Media is not

responsible for files that do not meet submission criteria.

You can e-mail your ad or sponsorships as an attachment to advertising@sma.ncsu.edu for all of our media outlets. Talk to your advertising representative before e-mailing any files.

Terms and Conditions

Payment is due prior to the first ad insertion unless credit has been established. Accounts desiring credit must submit a credit application and be approved by the business manager before credit can be extended. Allow five to 10 business days prior to deadline for processing.

National ads not placed through an agency must be prepaid.

Classified ads must be paid in advance.

Billing terms are net amount due and payable within 30 days. Accounts over 30 days will be allowed to advertise, but only if the outstanding balance is paid in full. Accounts 60 days past due must re-establish credit to advertise.

Accounts 90 days past due are turned over to the Attorney General's office for collection. The business manager may also require prepayment for ads on such accounts without receiving the prepay discount. This will remain in effect until all balances are paid in full.

Display advertising will be billed at the end of each month. Tearsheets will be sent each publication day.

There is a \$20 service charge on all returned checks.

All cancellations must be received prior to the regular advertising deadline. Ads canceled after deadline will be billed at full value.

Proofed ads that run incorrectly because the proof was returned by the advertiser after deadline will be billed at full value.

All advertising rates are net (non-commissionable).

Advertising Policies

Student Media reserves the right to reject any advertisement at any time prior to publication. Advertisements resembling news items will be labeled "paid advertisement."

The advertiser assumes full liability for his/her advertisements and agrees to hold Student Media harmless for the content of all advertisements authorized for publication and any claims that may be made against Student Media.

Student Media is not liable for damages caused by content of paid advertisements or by poor reproduction quality due to printing.

Student Media is not liable for typographical errors which do not lessen the material value of the advertisement. A subjective view of creativity is not a factor in deciding whether or not a discount is warranted.

Ads which are in error due to the fault of Student Media and are not worth their full value will be discounted at the discretion of the business manager based on the portion of the ad that was in error.

Student Media will be responsible for first-run errors only. Claims for allowance must be made within 10 business days of publication error. After this period the newspaper is exempt from liability due to error. The limit of responsibility will be the total cost of the advertisement in which the error occurs.

Only the business manager has the authority to make adjustments to charges for advertisements; thus all questions should be directed to him/her (919-513-0362).

Composition and artwork created by Student Media is the property of Student Media and may be published elsewhere with written permission from the business manager.

Any artwork or photographs should be furnished by the advertisers or may be supplied by Student Media staff by prior agreement.

Student Media will provide minimal design and typesetting free of charge. Extensive layout and design work will be billed at 10 percent the cost of the advertisement.

The client must proof all typesetting.

The placement of any matter for publication or on-air broadcast will be regarded as acceptance of all the provisions in this media kit.

Fine Print

Commission/Contracts:

All rates are net. Any commission earned by an agency or placement service must be added to stated rates. All contracts (display or classifieds) must be signed and returned to our offices before contract rate is valid.

25% Charge For All Late Ads:

Ads received after the deadline will be charged a 25 percent late fee.

Design Charges:

We have a talented creative team that is ready to help any customer design an ad from scratch. The charge for designing an ad from scratch is 10 percent of the cost of the ad. All minor changes to an ad are done free of charge by our creative team. Allow five business days (before deadline) for the creative team to design an ad and to send proofs for approval.



ONE WAY

PUBLICATION SCHEDULE

School Year 2016-2017

AUGUST 2016					SEPTEMBER					OCTOBER					NOVEMBER					DECEMBER					JANUARY 2017				
M	T	W	T	F	M	T	W	T	F	M	T	W	T	F	M	T	W	T	F	M	T	W	T	F	M	T	W	T	F
1	2	3	4	5				1	2	3	4	5	6	7		1	2	3	4				1	2	2	3	4	5	6
8	9	10	11	12	5	6	7	8	9	10	11	12	13	14	7	8	9	10	11	5	6	7	8	9	9	10	11	12	13
15	16	17	18	19	12	13	14	15	16	17	18	19	20	21	14	15	16	17	18	12	13	14	15	16	16	17	18	19	20
22	23	24	25	26	19	20	21	22	23	24	25	26	27	28	21	22	23	24	25	19	20	21	22	23	23	24	25	26	27
29	30	31			26	27	28	29	30	31					28	29	30			26	27	28	29	30	30	31			

FEBRUARY					MARCH					APRIL					MAY					JUNE					JULY				
M	T	W	T	F	M	T	W	T	F	M	T	W	T	F	M	T	W	T	F	M	T	W	T	F	M	T	W	T	F
		1	2	3			1	2	3	3	4	5	6	7	1	2	3	4	5				1	2	3	4	5	6	7
6	7	8	9	10	6	7	8	9	10	10	11	12	13	14	8	9	10	11	12	5	6	7	8	9	10	11	12	13	14
13	14	15	16	17	13	14	15	16	17	17	18	19	20	21	15	16	17	18	19	12	13	14	15	16	17	18	19	20	21
20	21	22	23	24	20	21	22	23	24	24	25	26	27	28	22	23	24	25	26	19	20	21	22	23	24	25	26	27	28
27	28				27	28	29	30	31						29	30	31			26	27	28	29	30	31				

School Year 2017-2018

AUGUST 2017					SEPTEMBER					OCTOBER					NOVEMBER					DECEMBER					JANUARY 2018				
M	T	W	T	F	M	T	W	T	F	M	T	W	T	F	M	T	W	T	F	M	T	W	T	F	M	T	W	T	F
	1	2	3	4					1	2	3	4	5	6			1	2	3					1	1	2	3	4	5
7	8	9	10	11	4	5	6	7	8	9	10	11	12	13	6	7	8	9	10	4	5	6	7	8	8	9	10	11	12
14	15	16	17	18	11	12	13	14	15	16	17	18	19	20	13	14	15	16	17	11	12	13	14	15	15	16	17	18	19
21	22	23	24	25	18	19	20	21	22	23	24	25	26	27	20	21	22	23	24	18	19	20	21	22	22	23	24	25	26
28	29	30	31		25	26	27	28	29	30	31				27	28	29	30		25	26	27	28	29	29	30	31		

FEBRUARY					MARCH					APRIL					MAY					JUNE					JULY				
M	T	W	T	F	M	T	W	T	F	M	T	W	T	F	M	T	W	T	F	M	T	W	T	F	M	T	W	T	F
			1	2				1	2	2	3	4	5	6		1	2	3	4					1	2	3	4	5	6
5	6	7	8	9	5	6	7	8	9	9	10	11	12	13	7	8	9	10	11	4	5	6	7	8	9	10	11	12	13
12	13	14	15	16	12	13	14	15	16	16	17	18	19	20	14	15	16	17	18	11	12	13	14	15	16	17	18	19	20
19	20	21	22	23	19	20	21	22	23	23	24	25	26	27	21	22	23	24	25	18	19	20	21	22	23	24	25	26	27
26	27	28			26	27	28	29	30	30					28	29	30	31		25	26	27	28	29	30	31			

TECHNICIAN
 NUBIAN
 SPECIAL SECTIONS
 WKNC

*Split calendar dates denote multiple publications.