

NC STATE UNIVERSITY



STUDENT MEDIA

2020-2021 Media Kit

We are NC State Student Media

TECHNICIAN

Technician, which turned 100 years old in 2020, publishes a print newspaper each Thursday and updates its website daily with news, sports, arts and entertainment and commentary of interest to the NC State community.



WKNC 88.1 FM HD-1/HD-2 is NC State's student-run, non-commercial radio station broadcasting indie rock, hip-hop, metal and electronic music at 25,000 watts, 24/7/365. WKNC has been broadcasting for more than half a century; WKNC HD-2, which was launched in January 2019, is available exclusively on HD radios and online. With a broadcast footprint reaching all of the Raleigh-Durham-Chapel Hill market, WKNC has nearly 1.5 million potential listeners within its coverage area and an even wider audience with its online streams. In addition to music, WKNC also broadcasts Wolfpack baseball and women's basketball games.

NUBIANMESSAGE

Founded in 1992, Nubian Message is a biweekly newspaper and website serving NC State's Black students and other underrepresented communities.

ROUNDABOUT

Roundabout is a glossy general interest magazine that covers student life, arts and culture, including our annual orientation issue.

Agromeck

NC State's oldest and most award-winning publication, Agromeck yearbook has served as the annual historical record of events, in both words and photos, from a student perspective since 1903.

windhover

Windhover is NC State's annual literary, visual and musical arts magazine. It has showcased the creativity of students, faculty, staff and alumni for more than 50 years.

Contact Us

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Maximize Your Marketing Dollars

Holy Cow Frequency Discounts

- 12 months of advertising with any combination of outlets or products - 40% off
- 6 months of advertising with any combination of outlets or products - 30% off
- Two ads within two months of one another in any outlet - 20% off
- Prepayment discount (must be paid prior to the run of the first ad) - 5% off

Full Gallon - \$3,230 Value for \$2,325

- Full Page Color Roundabout
- Full Page Color Technician
- Full Page Color Nubian Message
- Premium Week of WKNC HD-1 & HD-2 (21 spots each)
- Online Leaderboard Ad (your choice of outlet) up to \$300 worth
- Social Media posts (your choice of outlet) up to \$100 worth

Quart - \$1,095 Value for \$875

- Quarter Page Color Roundabout
- Quarter Page Color Technician
- Quarter Page Color Nubian Message
- Basic Week of WKNC HD-1 & HD-2 (10 spots each)
- Online Rail Ad (your choice of outlet) up to \$75 worth

Half Gallon - \$1,840 Value for \$1,380

- Half Page Color Roundabout
- Half Page Color Technician
- Half Page Color Nubian Message
- Plus Week of WKNC HD-1 & HD-2 (15 spots each)
- Online Rail Ad (your choice of outlet) up to \$150 worth

NO SUBSTITUTIONS. MUST BE USED IN SAME ACADEMIC YEAR.

NC State at a glance ...



36,304
Students

NC State was founded in 1887 as a land-grant university with a mission to teach agricultural and mechanical arts. Located in Raleigh, NC State is the largest of 16 schools in the University of North Carolina System.



2,372
Faculty



6,898
Staff



NC State offers 100+ undergraduate programs, 100+ master's programs, 60+ doctoral programs, and a Doctor of Veterinary Medicine program.



Consistently ranked by U.S. News & World Report as a "best value" among public universities in the U.S.

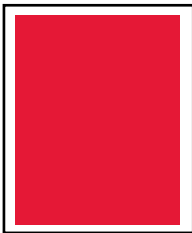
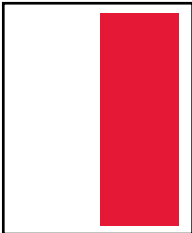
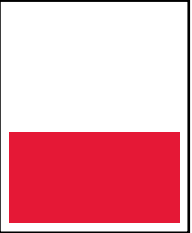
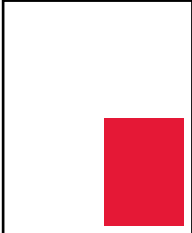

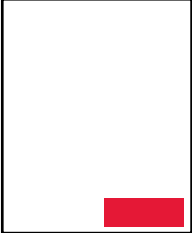
In Print

TECHNICIAN

Fall 2020 publication dates -- ad copy/art due one week prior

Aug. 13	Sept. 3	Sept. 24	Oct. 15	Nov. 5
Aug. 20	Sept. 10	Oct. 1	Oct. 22	Nov. 12
Aug. 27	Sept. 17	Oct. 8	Oct. 29	Nov. 19

3,000 copies distributed each Thursday ♦ 87 distribution locations on and near campus ♦ Completely student-run

						
	Full Page (9.5" X 12.75")	Tall Half Page (4.68" X 12.75")	Wide Half Page (9.5" X 6.375")	Quarter Page (4.68" X 6.375")	Eighth Page (4.68" X 3.188")	Sixteenth Page (4.68" X 1.594")
STANDARD	\$900	\$475	\$475	\$250	\$130	\$70
Open Rate	\$750	\$400	\$400	\$200	\$100	\$50
Campus Rate	Included	Included	Included	Included	Included	Included
Color						

INSERTS

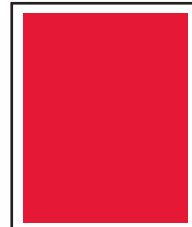
\$300 per issue with at least 3,000 inserts provided by client at least 10 days before publication. Some limitations apply -- please call for details.



Front Banner
(9.5" X 1.325")

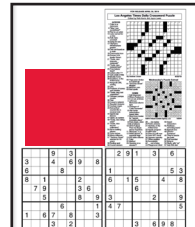
PREMIUM
Open Rate
Campus Rate
Color

\$750
\$600
Included



Back Cover
(9.5" X 12.75")

\$1,200
\$1,000
Included



Puzzle Space
(4.75" X 4.75")

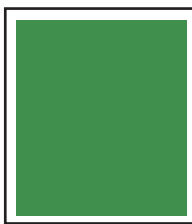
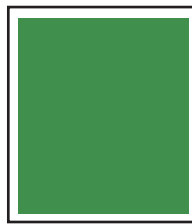
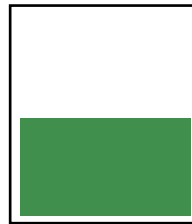
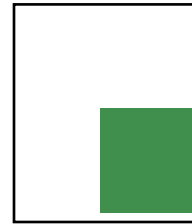
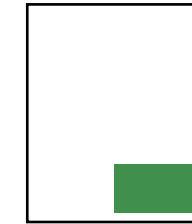
\$100
\$85
Unavailable

NUBIANMESSAGE

Fall 2020 publication dates - ad copy/art due one week prior

Aug. 13	Sept. 10	Oct. 8	Nov. 5
Aug. 27	Sept. 24	Oct. 22	Nov. 19

2,000 copies distributed every other Thursday ♦ 72 distribution locations on and near campus ♦ Completely student-run


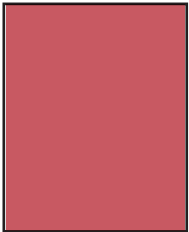
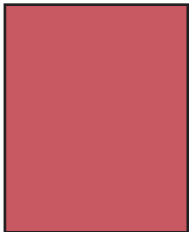
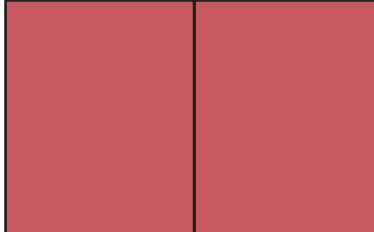
					
	Back Page (11.375" X 11.5")	Full Page (11.375" X 11.5")	Half Page (11.375" X 5.75")	Quarter Page (5.1" X 5.25")	Eighth Page (5.1" X 2.6")
Open Rate	\$300	\$280	\$140	\$70	\$35
Campus Rate	\$250	\$225	\$115	\$60	\$30
Color	Included	Included	Included	Included	Included

In Print

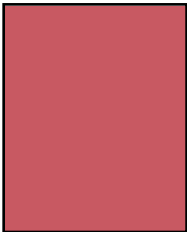
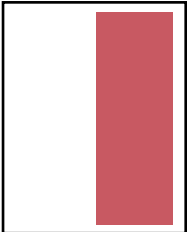

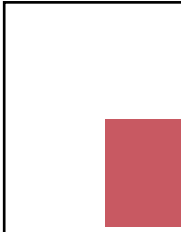
ROUNDABOUT

- 2,500 copies distributed each issue
- 52 distribution locations on and near campus
- Fall 2020 publication date: Monday, Oct. 12 (ads due Sept. 21)

Premium Placements

\$1,500	\$1,400	\$1,300	\$2,500
			
Back Cover 8.5 x 11 inches	Inside Front Cover 8.5 x 11 inches	Inside Back Cover 8.5 x 11 inches	Center Spread 17 x 11 inches

Standard Placements

\$1,200	\$700	\$700	\$400
			
Full Page 8.5 x 11 inches	1/2 Page Vertical 3.924 x 10.25 inches	1/2 Page Horizontal 8 x 5 inches	1/4 Page 3.924 x 5 inches

Where we're distributed

All listed distribution locations house Technician newspapers. Additional housed print publications are listed after each location. Distribution locations are subject to change during the course of the year, due to construction, traffic and facilities changes.

- Admin I (2) - Nubian, Roundabout
- Admin II - Nubian, Roundabout
- Admin III - Nubian, Roundabout
- Alumni Center - Nubian, Roundabout
- Aloft Hotel - Nubian, Roundabout
- Avent Ferry - Nubian, Roundabout
- Bad-A-Wings - Nubian, Roundabout
- Bell Tower
- Biltmore Hall
- Bostian Hall - Nubian
- Bragaw Hall - Nubian, Roundabout
- Brickyard - Nubian
- Brooks Hall
- Bruegger's Bagels (2) - Nubian, Roundabout
- Butler Building - Nubian, Roundabout
- Caldwell Hall - Nubian, Roundabout
- Champions - Nubian, Roundabout
- Clark Dining Hall
- Cloo's Coney Island - Nubian, Roundabout
- College Inn - Nubian, Roundabout
- College of Textiles
- Cox Hall
- Cup-A-Joe (2) - Nubian, Roundabout
- D.H. Hill Library - Nubian, Roundabout
- Dan Allen Parking Deck - Nubian
- Daniels Hall - Nubian
- Engineering Building I - Nubian
- Engineering Building II
- Engineering Building III - Nubian
- Foundation Office
- Fountain Dining Hall
- Fresh Berry - Nubian, Roundabout
- Global Village - Nubian, Roundabout
- Groucho's - Nubian, Roundabout
- Harris Hall
- Hillsborough Street
- Holladay Hall (2) - Nubian, Roundabout
- Honors Commons - Nubian, Roundabout
- Hunt Library - Nubian
- Jersey Mike's - Nubian, Roundabout
- Jordan Hall
- Lee Hall - Nubian, Roundabout
- Live It Up Hillsborough - Nubian, Roundabout
- Man-Mur Barber Shop - Nubian, Roundabout
- Metcalf Hall - Nubian, Roundabout
- McKimmon Center - Nubian
- Morrill Drive Bus Stop - Nubian
- Motor Pool/Fleet Services - Nubian, Roundabout
- North Hall - Nubian, Roundabout
- Oval Drive Bus Stop - Nubian
- Oval Shops
- Park Shops - Nubian
- Pullen Hall - Nubian
- Recycling & Waste Reduction - Nubian, Roundabout
- Repairs & Renovations - Nubian, Roundabout
- Reynolds Coliseum - Nubian
- Research Building III
- Ruckus - Nubian, Roundabout
- Sammy's Tap & Grill - Nubian, Roundabout
- SAS Hall - Nubian
- Student Health (3) - Nubian, Roundabout
- Sullivan Hall - Nubian, Roundabout
- Talley Student Union (3) - Nubian, Roundabout
- The Standard - Nubian, Roundabout
- Tower Hall - Nubian, Roundabout
- University College Commons - Nubian, Roundabout
- University Towers - Nubian, Roundabout
- Valentine Commons - Nubian, Roundabout
- Veterinary School Main Entrance
- Veterinary School Port City Java
- Waffle House - Nubian, Roundabout
- Weisiger-Brown Building - Nubian
- Winston Hall
- Witherspoon Student Center (4) - Nubian, Roundabout
- Wolf Ridge - Nubian, Roundabout
- Wolf Village - Nubian, Roundabout
- Wood Hall - Nubian

Broadcast

**88.1
WKNC**

- Student-run, non-commercial radio broadcasting 24 hours a day, 7 days a week
- Alternative programming includes indie rock, electronic, hip-hop and metal, with a focus on North Carolina music
- Weekend specialty shows include South Asian to classic country-and-western
- 25,000-watt signal reaches the entire Raleigh-Durham-Chapel Hill market encompassing 1.5 million people
- Regularly recognized as one of the Best Radio Stations in the Triangle by IndyWeek
- HD-2 and HD-3 channels available to listeners with HD radios
- Radio FX signal stream connects listeners worldwide
- Official broadcaster of Wolfpack baseball and women's basketball games

Donor Announcement Pricing

Package Type 30-second spots	HD-1 Pricing	HD-2 Pricing
Basic 1 morning spot daily Mon.-Fri. 1 afternoon spot daily Mon.-Fri. Total of 10 spots	\$200/week	\$100/week
Plus 1 morning spot daily Mon.-Fri. 1 afternoon spot daily Mon.-Fri. 1 evening spot daily Mon.-Fri. Total of 15 spots	\$250/week	\$125/week
Premium 1 morning spot daily Mon.-Sun. 1 afternoon spot daily Mon.-Sun. 1 evening spot daily Mon.-Sun. Total of 21 spots	\$300/week	\$150/week

Donor Announcement Guidelines

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 the following:

- **Qualitative or comparative language** - Phrases like "only the freshest ingredients," "Raleigh's best wings," "convenience like no other in town"
- **Price information and discounts** - Phrases like "less than \$10 per month," "free estimates," "move-in rent special"
- **Calls to action** - Phrases like "stop by one of our four locations," "be sure to try our signature desserts," "visit our website"
- **Inducements to buy, sell, rent or lease** - Phrases like "how about doing something fun," "if you need anything for the great outdoors," "take the stress out of your next car purchase"

Sample Donor Announcement

"Programming on WKNC 88.1 is supported 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."

Other Products and Services



Twitter

Single - \$25/tweet
4+ tweets - \$20/tweet

@WKNC881 has 10,500 Twitter followers as of August 2020.

Rental Services

Studio/equipment rental - \$60 per hour
DJ services (1 DJ) - \$60 per hour
DJ services (2 DJs) - \$120 per hour

Services billed in 15-minute increments. DJ services are for one hour minimum, with one additional hour billed for setup and takedown time.



Radio FX Top Banner
One month - \$40

Your message will appear on the app hosting WKNC's HD-1 radio stream; 1,200 average sessions per month.

15-sec Podcast Pre-roll

2 episodes - \$5
5 episodes - \$10
10 episodes - \$15

Each WKNC podcast receives an average of 25 downloads for a cost of \$.06 to \$.10 per impression (\$60-\$100 CPM).

Double Barrel Magazine

A publication celebrating WKNC's 18th annual Double Barrel Benefit concert, which will be held in February 2021 in Raleigh. The magazine will include the event schedule and details, as well as profiles of the artists. Publication date will be Jan. 14, 2021 (ad deadline Jan. 4). Additional sponsorship opportunities and details are available at WKNC.org.

\$700	\$500	\$250	\$250	\$125	\$75
Back Cover 8.5 x 11 inches	Back Cover 8.5 x 11 inches	Tall Half Page 3.924 x 10.25 inches	Wide Half Page 8 x 5 inches	Quarter Page 3.924 x 5 inches	Eighth Page 3.924 x 2.5 inches

Online

technicianonline.com

TECHNICIAN

NEWS SPORTS ARTS & ENTERTAINMENT OPINION

VIDEO GALLERIES ADVERTISING

f y t i s

Leaderboard - 728 X 90 px

TOP STORIES

OPINION: Lost? Lonely? Confused? Technician is here for you

COVID Q&A with Dr. Julie Cassani

NEWS

University Activities Board plans new, socially distant Welcome Week activities

Anna Beth McCormick, Co-News Editor and Emily Gentry, Correspondent Aug. 3, 2020
The University Activities Board (UAB) is hosting live events during Welcome Week from July 30 to Aug. 12 for all state students. These events will be available virtually, in hybrid format or in person, with masks and social distancing. Address here

Top Rail - 300 X 250 px

NC STATE SG

Amazon \$76.99
Chegg \$79.99
Barnes & Noble
Welcome Week Outfits

Middle Rail - 300 X 250 px

Meal prep: Your on-campus dining options during COVID-19
Caitlyn Mahoney, Correspondent Aug. 3, 2020

Student Government: Let's break it down
Carol A. Ispizua Jara, Opinion Editor Aug. 3, 2020

Where to get your textbooks, best bargains
Cassie England, Co-News Editor Aug. 3, 2020

PODCASTS

First and Tech

First and Tech Vol. 100, Ep. 25: NC State basketball's recent rise in conference tournaments

© 2020 ILLIAN

Games Spotlight, Sports Editor, and Jake Cascareno and Nicholas Schmitter, Assistant Sports Editors Mar. 3, 2020

SPORTS

NCFC leapfrogs Memphis 901 FC in Group G standings with second-consecutive 1-0 win

Nicholas Schmitter, Assistant Sports Editor Aug. 4, 2020

North Carolina FC rebounded quickly after the restart with a 1-0 win over Memphis 901 FC on Saturday night. With the win, NCFC jumps into second place in Group G with seven points from four games, but that could change again later tonight depending on a Real score.

ACC announces full Pack Football schedule
Jaylan Harrington, Multimedia Managing Editor Aug. 4, 2020

NC State football camp returns with caution
Jaylan Harrington, Multimedia Managing Editor Aug. 4, 2020

Full sports are back... for now: Everything we know about their return
Nicholas Schmitter and Kristian Iacker, Assistant Sports Editors Aug. 3, 2020

Bottom Rail - 300 X 250 px

THE LATEST

SPORTS

NCFC leapfrogs Memphis 901 FC in Group G standings with second-consecutive 1-0 win

SPORTS

ACC announces full Pack Football schedule

SPORTS

NC State football camp returns with caution

thenubianmessage.com

wknc.org

The screenshot displays the WKNC 88.1 website interface. At the top, a navigation bar includes links for About, Advertise, Blog, Events, Listen, Programs, Schedules, and Sign in. The main content area is divided into several sections:



- Leaderboard - 728 X 90 px:** A large banner at the top right featuring a cartoon character wearing headphones and a blue shirt, with the text "Get Psyched" and "Let's Get Psyched about Deadend: The Rule of Tsongolols".
- WKNC HD-1:** A section titled "StudioCubed: If You Want To" with a "Stream" button and social media links for Facebook, Twitter, and Instagram.
- WKNC HD-2:** A section titled "Kame, Pigment" with a "Stream" button and social media links for Facebook, Twitter, and Instagram.
- Upper Block - 300 X 250 px:** A section with the text "Upper Block - 300 X 250 px".
- Lower Block - 300 X 250 px:** A section with the text "Lower Block - 300 X 250 px".

The bottom of the page features a live stream of a music performance by the band "Lounge Rock Festival" at the "PICKERVINE - MUSIC'S LOUNGE". The stream shows a band performing on stage with a large "88.1 WKNC" logo in the background. Below the stream, there are social media icons and a copyright notice: "© 2020 WKNC 88.1 FM".




Online

Technician, Nubian Message and WKNC each maintain their own websites and social media platforms frequented by students, faculty, staff, alumni and community members. Online ads are due one week in advance of scheduled run date. The Student Media design team can help you with your design; just allow five additional business days for design time.



Technician - technicianonline.com, @NCSUTechnician, @TechSports, facebook.com/ncsutechnician

Placement		Cost	Details
Leaderboard (728X90px)		\$75/week, \$225/month	<ul style="list-style-type: none"> TechnicianOnline.com averaged over 120,000 pageviews and 54,000 unique users per month during the 2019-2020 school year. GIF image toggling ads cost an additional \$20 per placement
Top Rail (300X250px)		\$70/week, \$210/month	
Middle Rail (300X250px)		\$65/week, \$195/month	
Bottom Rail (300X250px)		\$60/week, \$180/month	
Twitter: @NCSUTechnician		1 Tweet = \$30, 3 Tweets = \$70	<ul style="list-style-type: none"> 8,350+ Twitter followers of @NCSUTechnician as of August 2020 4,320+ followers of @TechSports as of August 2020 Combination of @NCSUTechnician and @TechSports available
Twitter: @ TechSports		6 Tweets = \$130	
Facebook: ncsutechnician		1 Post = \$15, 3 Posts = \$40 6 Posts = \$70	<ul style="list-style-type: none"> 7,800+ Facebook followers as of August 2020
Newsletter - Top Spot (600X200px)		\$300/week	<ul style="list-style-type: none"> Beginning in the Fall 2020 semester, Technician's email newsletter will be sent weekly to all 35,492 NC State students, and is also available to faculty, staff and the public at large. To have your name added to our mailing list, go to TechnicianOnline.com.
Newsletter - Upper Quarter (600X200px)		\$200/week	
Newsletter - Lower Quarter (600X200px)		\$100/week	
Newsletter - Campus Corner (600X200px)		\$25/week	

WKNC - WKNC.org, @WKNC881, facebook.com/wknc881

Placement		Cost	Details
Upper Block (300X250px)		\$50/week, \$150/month	<ul style="list-style-type: none"> WKNC.org averaged over 21,250 pageviews and 4,900 unique users per month during the 2019-2020 school year GIF image toggling ads cost an additional \$20 per placement
Lower Block (300X250px)		\$40/week, \$120/month	
Twitter: @WKNC881		1 Tweet = \$25 4+ Tweets = \$20 per Tweet	<ul style="list-style-type: none"> 10,500+ Twitter followers as of August 2020
Facebook: WKNC881		\$25 per post	<ul style="list-style-type: none"> 9,800+ Facebook followers as of August 2020
Instagram: WKNC881		\$25 per post	<ul style="list-style-type: none"> 4,000+ Instagram followers as of August 2020 Instagram ads are archived after 14 days

Nubian Message - thenubianmessage.com, @NubianMessage, facebook.com/nubianmessage

Placement		Cost	Details
Leaderboard (728X90px)		\$40/week, \$120/month	<ul style="list-style-type: none"> TheNubianMessage.com averaged over 3,200 pageviews and 2,100 unique users per month during the 2019-2020 school year GIF image toggling ads cost an additional \$20 per placement
Rail (300X250px)		\$30/week, \$90/month	
Twitter: @NubianMessage		1 Tweet = \$10, 3 Tweets = \$25 6 Tweets = \$40	<ul style="list-style-type: none"> 1,460+ Twitter followers as of August 2020
Facebook: NubianMessage		1 Post = \$15, 3 Posts = \$40 6 Posts = \$70	<ul style="list-style-type: none"> 800+ Facebook followers as of August 2020

Outdoor Advertising

Student Media offers outdoor ad spaces at eight high-foot-traffic locations on campus. With a huge (24" X 48") display area for your full-color panel, pedestrians on campus won't miss your message.



Kiosk Pricing

	<u>Commercial Rate</u>	<u>Campus Rate</u>
3 months	\$450/month/panel	\$275/month/panel
6 months	\$400/month/panel	\$250/month/panel
9 months	\$375/month/panel	\$225/month/panel
12 months	\$375/month/panel	\$200/month/panel

- Prices include panel production cost.
- Outdoor advertisers receive one complimentary panel change per additional three-month commitment -- one free panel change per six-month contract, two free panel changes per nine-month contract, and three free changes for a yearlong contract. Additional panel changes are \$100 per change.
- Commercial advertisers receive a 10% discount off the listed price for each additional panel they purchase. For example, if you purchase multiple panels for six months, the second panel would cost just \$360 a month, the third panel would cost just \$320 a month, and so on. Campus departments are not eligible for this volume discount.

Our Locations (2 panels available per kiosk - 1 panel per side)

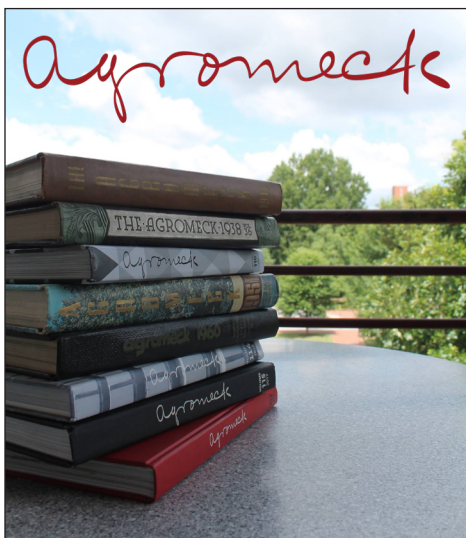
Talley Student Union
Witherspoon Student Center

Hunt Library
Engineering Building I

Pullen Hall
SAS Hall

Bostian Hall
Carmichael Gym (Spring 2021)

Annual Publications



For 2020, Agromeck is offering campus departments and organizations the opportunity to purchase full- and half-page advertisements in Agromeck at deeply discounted prices -- **\$500 for a full-page ad** and **\$250 for a half-page ad**. The deadline is **Friday, April 2, 2021**.

Windhover is also seeking patrons for its 55th volume. **Patron levels begin at \$25** and include listings in the book, VIP invitations to Windhover events and other special recognition of patrons throughout the year.

For more information about these special opportunities, call (919) 515-2411 or write media-sales@ncsu.edu.

windhover



The Fine Print

Advertising Policies

1. Student Media reserves the right to reject any advertisement for any reason.
2. Advertisements resembling news items will be labeled "paid advertisement."
3. The advertiser assumes full liability for their 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.
4. Student Media is not liable for damages caused by content of paid advertisements, nor is it liable for errors which do not lessen the material value of the advertisement. 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 and Marketing Manager based on the portion of the ad that was in error.
5. 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 publication is exempt from liability due to error. The maximum limit of responsibility will be the total cost of the advertisement in which the error occurs.
6. Only the Business and Marketing Manager has the authority to make adjustments to charges for advertisements. All inquiries regarding such adjustments should be made by phone at (919) 515-2411.
7. If Student Media is designing an ad for a client, the client should allow at least an additional five business days prior to the standard deadline for camera-ready ads to allow for the design, proof and approval processes.
8. Ad artwork is due at least seven business days prior to publication unless special arrangements with the business and marketing manager are approved.

Terms and Conditions

1. All rates are net. Any commission earned by an agency or placement service must be added to stated rates. Please request an agency rate card.
2. Payment is due prior to the first ad insertion unless credit has been established. Clients seeking credit must be approved by the Business and Marketing Manager before credit can be extended. Please allow five to 10 business days prior to deadline for processing for new advertisers.
3. Classified ads not placed through Technician's third-party vendor and national ads not placed through an agency must be prepaid. Classifieds do not qualify for any discounts.
4. 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. In compliance with state policy, accounts 90 days past due are turned over to the North Carolina Attorney General's office for collection.

5. Display advertising will be billed immediately after publication unless other arrangements are made in advance. Tear-sheets will be provided following publication.
6. There is a \$20 service charge on all returned checks.
7. 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.

Mechanical Specifications

1. All ads must be properly sized. If your ad is the wrong size or aspect ratio, you will be asked to resend a correctly sized file. Student Media will not distort or stretch ads. Incorrectly sized or misshapen ads may be scaled proportionally, and unused space may be used for other purposes. Proportionally scaled ads will be billed for the size the ad was requested.
2. A resolution of 300 pixels per inch (ppi) is required for continuous-tone photography and all rasterized images in print publications. Do not use low-resolution photography such as that downloaded from the web.
3. Please include your company name and run dates in the ad file name. Ads that do not include a border may have a 0.5-point border added.
4. We cannot guarantee the quality of ads that must be scanned from preprinted material. Do not include screened material or halftones in artwork to be scanned.
5. We prefer camera-ready ads in PDF (.pdf) format. Other acceptable formats include Illustrator native (.ai), InDesign native (.indd), JPEG (.jpg), Photoshop (.psd) and Encapsulated PostScript (.eps). Native files must include all needed fonts and images. EPS files should not contain a specific halftone screen or transfer function.
6. Unacceptable file formats include Microsoft Publisher (.pub), Microsoft Word (.doc), Microsoft Excel (.xls), Microsoft PowerPoint (.ppt).
7. Customers who are not confident creating PDF files should work closely with their media consultant to ensure that the files are created properly.
8. Please submit ads via email. You can email your ad or sponsorships as an attachment to media-sales@ncsu.edu for all of our media outlets. If the ad is too large to email, please speak to your media consultant about alternative submission options.

For More Information

(919) 515-2411
media-sales@ncsu.edu

Business & Marketing Manager
Zanna Swann, zswann@ncsu.edu

Student Media Director
Patrick Neal, pcneal@ncsu.edu