

# 2009-2010 PUBLICATION DATES

## AUGUST 2009

S	M	T	W	T	F	S
						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 2010

S	M	T	W	T	F	S
	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						

## SEPTEMBER 2009

S	M	T	W	T	F	S
		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 2010

S	M	T	W	T	F	S
	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 2009

S	M	T	W	T	F	S
				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 2010

S	M	T	W	T	F	S
				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	

## NOVEMBER 2009

S	M	T	W	T	F	S
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 2010

S	M	T	W	T	F	S
						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					

## DECEMBER 2009

S	M	T	W	T	F	S
		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		

## JUNE 2010

S	M	T	W	T	F	S
		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			

## JANUARY 2010

S	M	T	W	T	F	S
					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						

## JULY 2010

S	M	T	W	T	F	S
				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

Life's pretty good,  
and why wouldn't  
it be...

Private

after all!

The East Carolinian  
Advertising Rates & Information 2009-2010

PUBLICATION KEY:



REGULAR EDITION



PULSE INSERT

# DISPLAY ADVERTISING

## LOCAL DISPLAY RATES

All rates are net, non-commissionable. Minimum size accepted is 3 column inches.

**Local open rate.....\$6.00**

**Non-profit open rate.....\$4.50**

Must be a legitimate non-profit organization to qualify. This rate cannot be discounted.

**New customer rate.....\$5.80**

Customer cannot have advertised in The East Carolinian in the past 15 months. Rate can be used once for a single ad that must run from 3-6 times without changes within consecutive issues.

### Local contract rates

<b>150-299 column inches.....</b>	<b>\$5.75</b>
<b>300-449 column inches.....</b>	<b>\$5.55</b>
<b>450-599 column inches.....</b>	<b>\$5.35</b>
<b>600-799 column inches.....</b>	<b>\$5.15</b>
<b>800-949 column inches.....</b>	<b>\$4.95</b>
<b>950-1199 column inches.....</b>	<b>\$4.75</b>
<b>1200+ column inches.....</b>	<b>\$4.65</b>

Must be a local advertiser to qualify. Contracts are effective on date of approval by Media Accountant and are in effect until April 22, 2010. Special conditions apply if contract is not fulfilled.

## COLOR CHARGES

<b>One color, plus black.....</b>	<b>\$100</b>
<b>Two colors, plus black.....</b>	<b>\$175</b>
<b>Three or more, plus black.....</b>	<b>\$350</b>

Our paper is printed using CMYK printing. Color pricing is dependent upon the color(s) requested. Spot color is denoted as any shade of blue, yellow or magenta, plus the use of black. A two-color ad is denoted as any color that can be formed by combining blue, yellow or magenta, such as purple, orange and green. Any other combinations require full-color charge. PMS colors will be matched using process colors as closely as possible. We will make every effort for accurate page registration and color matching, but no guarantees can be made.

## AD DEADLINES

**4 p.m. THURSDAY for the next TUESDAY'S issue**

**4 p.m. MONDAY for the next THURSDAY'S issue**

**12 p.m. THURSDAY for the next SUMMER issue**

We reserve the right to change a deadline for holidays or as necessitated by other considerations.

# BROADSHEET & TABLOID MECHANICAL SPECS

## PRODUCTION CHARGES

Basic typesetting is included in the cost of advertising. Unusual or extensive typesetting and enlargement or reduction of ads is subject to additional production charges. Custom artwork, logos and photography services are available.

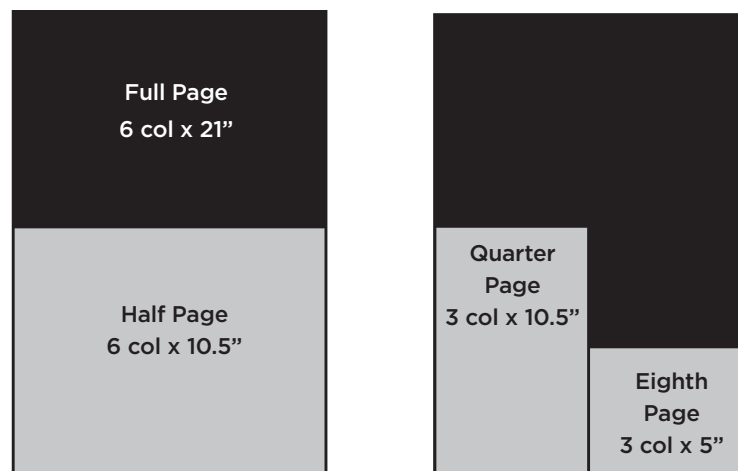
## PAGE SPECIFICATIONS

The East Carolinian is a photo-offset, six-column broadsheet. Column width is based on Standard

Advertising Units (SAU). The space between columns is 0.125 inches and the page depth is 21 inches.

<b>1 col.....</b>	<b>1.75 inches</b>
<b>2 cols.....</b>	<b>3.62 inches</b>
<b>3 cols.....</b>	<b>5.50 inches</b>
<b>4 cols.....</b>	<b>7.37 inches</b>
<b>5 cols.....</b>	<b>9.25 inches</b>
<b>6 cols.....</b>	<b>11.125 inches</b>

## BROADSHEET SAMPLE ADS



# ADVERTISING & BUSINESS POLICIES

## ADVERTISING POLICIES

The East Carolinian reserves the right to reject or revise any ad at its discretion if deemed objectionable or misleading. Advertisers are discouraged from making claims or using art or words that impugn or degrade sex, religion, race, age, origin or color.

Ads having the appearance of editorial material will be labeled as a "Paid Advertisement" at the editor's discretion.

Price adjustments or make-goods will be considered only where the error is solely the fault of the paper. Any liability of The East Carolinian will not exceed the cost of the ad and minor or typographical errors that do not change the intent of the ad will not qualify for an adjustment. The East Carolinian must be notified within five working days of an error if an advertiser wishes to receive an adjustment.

Special positioning in the paper is not guaranteed, but the newspaper will attempt to honor such requests.

Advertisements and prepayments are accepted in person, via mail and over the phone. Ad insertion forms, however, must be signed by the ad deadline.

Display advertising cancelled after the advertising deadline will be subject to 100% of the ad's cost.

All contracts for advertising become effective only upon the approval of the Media Accountant. The East Carolinian reserves the right to terminate a contract with 30 days prior written notice.

Original ads, photographs or artwork produced by The East Carolinian are the property of the paper and may not be used without the paper's consent.

We will make every effort for accurate page registration and color matching, but no guarantees can be made.

## BUSINESS POLICIES

Terms are net 30 from publication date. Accounts unpaid for more than 30 days may be refused further advertising. Payments are accepted in the form of cash, check, money order or credit card (Visa and Mastercard only).

Consideration for net 30 terms will be given to local businesses only after six months of operation.

Payment in advance is required for ads by out-of-state or transient advertisers and all advertisers until credit can be established. New accounts desiring credit must fill out a credit application and allow five business days for processing.

Student organizations and/or campus departments must either prepay or supply a BANNER account number to be charged.

Any questions concerning statements, invoices or billings should be directed to the Media Accountant at (252) 328-9235.

Return check fee is \$30.00.

## MARKETING DATA

- 95% of ECU students read *The East Carolinian*.
  - 53% of ECU students regularly use *The East Carolinian* advertising to make buying decisions.
  - More than \$419.5 million is contributed by students to the regional economy.
  - Student Enrollment: more than 27,000 for 2009.
  - 14.8 percent of students enrolled are African Americans.
  - 10 percent are other minorities.
  - 75 percent of students live off campus.
  - Students are supported by more than 3,000 faculty and staff members.
- \*Facts are from East Magazine (Fall 2007) and 2006-07 ECU Fact book.

# CLASSIFIED ADVERTISING

## DEADLINES

Monday at 11 a.m. for the **TUESDAY** edition  
 Wednesday at 11 a.m. for the **THURSDAY** edition  
 Summer Deadline is Tuesday at 11 a.m.

## LINE RATES

**Open Line Rate** .....\$5.00  
 25 or fewer words/additional words 5¢ each

**Student Line Rate**.....\$3.00

25 or fewer words/additional words 5¢ each. Must present a valid ECU I.D. to qualify. *The East Carolinian* reserves the right to refuse this rate for any ad deemed to be non-student or business related. No refunds will be given.

**Line Extras Rate**..... \$1.00

Extra for either BOLD or ALL CAPS type. Charges are in addition to the line ad charges above.

## DISPLAY RATES

**Open Display Ad Rate**..... \$7.00

**Contract Display Ad Rate**.....\$6.50

Must be a local advertiser. Must agree to run 50 or more column inches before August 1, 2010 to qualify.

Changes can be made or ads can be removed from the paper if notification is made before the deadline, but no cash refunds are given for cancellation. No proofs or tearsheets are available for line classified ads.

# INSERT RATES

## PRE-PRINT INSERT RATE

### Local Single Insert Rate

Single sheet/8.5" x 11" or smaller ...**\$85/1,000**

Single sheet; Net, non-commissionable

Minimum of 1,000 pieces /1,000 piece increments only

### Local Multiple Insert Rate

Multiple sheets or larger than 8.5"x11" ...**\$125/1,000**

Any number of pages; Net, non-commissionable

Minimum of 1,000 pieces /1,000 piece increments only

## INSERT SPECS

Maximum size of folded insert going in a broadsheet edition is 10" X 13." Maximum size of folded insert going in a tabloid edition is 9" X 12." All inserts must be pre-printed and are subject to prior approval by the editor and/or advertising manager.

An order for inserts must be received at least ten (10) days before the scheduled insertion. Inserts should be shipped to the following address at least five (5) days before publication:

The East Carolinian  
 c/o Daily Reflector  
 1150 Sugg Parkway  
 Greenville, NC 27834

Inserts shipped to the newspaper will be delivered to the printer using a private delivery service and the shipping cost will be charged to the advertiser.

# IMPORTANT DATES

## CAMPUS CALENDAR

Fall classes begin .....Aug. 25  
 Fall Break ..... Oct. 10-13  
 Thanksgiving Break..... Nov. 25-29  
 Fall classes end .....Dec. 8  
 Fall commencement..... Dec. 18  
 Spring classes start ..... Jan. 8  
 Spring Break..... March 7-14  
 Spring classes end..... April 26  
 Spring commencement ..... May 7  
 Summer classes start .....May 18  
 Memorial Day Holiday.....May 31  
 Independence Day Holiday ..... July 5  
 Summer classes end.....July 29

## FOOTBALL SCHEDULE

09/05/09 ..... vs. Appalachian State  
 09/12/09 ..... at West Virginia  
 09/19/09 ..... at North Carolina  
 09/26/09 .....vs. UCF  
 10/03/09 .....at Marshall  
 10/10/09 .....at SMU  
 10/17/09 .....vs. Rice  
 10/27/09 .....at UCF  
 11/05/09 ..... at Memphis  
 11/15/09 .....vs. Virginia Tech  
 11/21/09 .....at Tulsa  
 11/28/09 ..... vs. UAB  
 12/05/09 ..... vs. Southern Miss  
 Schedule is tentative and subject to change

# SPECIAL EDITIONS

## BACK TO SCHOOL 2009

**Distributed**..... **August 25**

**Ad deadline** ..... **August 13**

This is the first broadsheet edition of the fall semester. It is available on newsstands for 8 days.

## WELCOME BACK 2010

**Distributed**..... **January 7**

**Ad deadline** ..... **December 3**

This broadsheet is the first edition of the spring semester and covers events that occurred over the winter break.

## PIRATE PREVIEW 2010

**Distributed**..... **Summer**

**Ad deadline** ..... **Early Summer**

Distributed to students planning to attend ECU for the first time in the fall.

## PULSE Art & Entertainment

Pulse is a special edition section inserted into the Thursday edition of The East Carolinian on the first Thursday of each month during the fall and spring semesters. Pulse inches will apply towards fulfillment of frequency contracts.

**Distributed**..... **October 1**

**Ad deadline** ..... **September 21**

**Distributed**..... **November 5**

**Ad deadline** ..... **October 26**

**Distributed**..... **January 14**

**Ad deadline** ..... **November 30**

**Distributed**..... **February 4**

**Ad deadline** ..... **January 25**

**Distributed**..... **March 4**

**Ad deadline** ..... **February 22**

**Distributed**..... **April 1**

**Ad deadline** ..... **March 22**

# ELECTRONIC FILES

## FILE FORMATS

PDF files are preferred but we also accept the following formats: Illustrator CS, Photoshop CS, InDesign CS, JPG, TIF, PDF, and EPS. We do NOT accept PageMaker or Publisher files.

## STORING/TRANSFERRING FILES

You may send files physically on CD-ROM. You may send files electronically via e-mail or FTP. To send an ad via e-mail, compose a text message with your name, phone number and insertion dates. Include the ad as an attachment and mail to ads@theeastcarolinian.com. Contact your ad rep for FTP instructions.

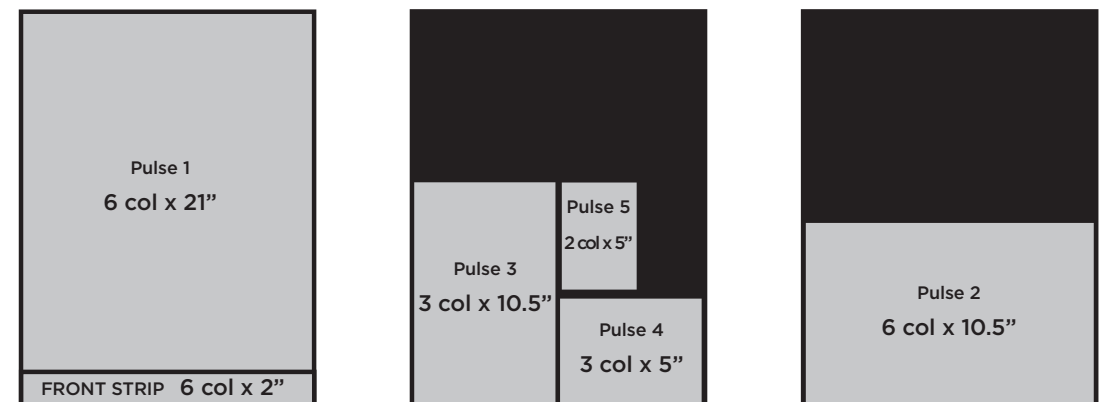
## COLOR AD SPECS

The East Carolinian prints all colors using the four color (CMYK) process. We cannot adjust colors in PDF or EPS files. Please convert any color text or graphics from RGB to CMYK color mode.

## PULSE RATES

Pulse 1	6 cols x 21 inches.....	<b>\$800</b>	Pulse 4	3 cols x 5 inches.....	<b>\$100</b>
Pulse 2	6 cols x 10.5 inches....	<b>\$400</b>	Pulse 5	2 cols x 5 inches.....	<b>\$65</b>
Pulse 3	3 cols x 10.5 inches....	<b>\$200</b>	Front Strip	6 cols x 2 inches ....	<b>\$350</b>

## PULSE SIZES



# Ready. Aim. Fire.

**Ready!** Call *The East Carolinian* to start your advertising adventure...

**Aim!** Work with your advertising representative to chart your course and create a strategic plan for advertising.

**Fire!** Watch your advertising land in the hands of your target audience. *The East Carolinian*, the best way to reach ECU students.

## The East Carolinian at a Glance...

*The East Carolinian* is the official campus newspaper of East Carolina University and the surrounding Greenville, NC area. Since 1925, the newspaper has been an integral part of the campus community and the only way to effectively reach the more than 27,000 students and 3,500 faculty and staff of ECU, the third-largest university in the North Carolina system. ECU's students, faculty and staff rely on *The East Carolinian* for news and information about University events and activities.

The paper is published each Tuesday and Thursday during the fall and spring semesters and on Wednesday during the summer. *The East Carolinian* is distributed at approximately 52 locations on campus and in the surrounding Greenville area. In addition to the regular news, features, sports and opinion sections, the paper produces special sections and supplements during the year to augment its standard coverage and highlight special campus events.

*The East Carolinian* is produced by students who work hard to provide a quality newspaper in a learning environment. Students completely control the news and production operations of the paper and make all decisions concerning the editorial content of each issue. The paper's student advertising staff strives to meet the needs of its clients by providing creative services and innovative designs aimed at a highly segmented market niche. *The East Carolinian* is a nonprofit entity published under the aegis of the Student Media Board, which also provides oversight to the student radio station (WZMB), a student minority magazine (Expressions), the yearbook of East Carolina University (Buccaneer), Channel 31 Television, and an annual literary magazine (Rebel).

## General Information

### PHYSICAL ADDRESS

The East Carolinian  
100F Self Help Building  
East Carolina University  
Greenville, NC 27858-4353  
web site: [www.theeastcarolinian.com](http://www.theeastcarolinian.com)  
e-mail: [ads@theeastcarolinian.com](mailto:ads@theeastcarolinian.com)  
[editor@theeastcarolinian.com](mailto:editor@theeastcarolinian.com)

### TELEPHONE

Advertising - (252) 328-9245  
Fax - (252) 328-9143  
Main - (252) 328-9238

### OFFICE HOURS

Monday - Friday  
8 a.m. - 5 p.m.

### STAFF

Katelyn Crouse - Editor in Chief  
[editor@theeastcarolinian.com](mailto:editor@theeastcarolinian.com)  
(252) 328-9249

Janet Stancil - Media Accountant  
[respejs@ecu.edu](mailto:respejs@ecu.edu)  
(252) 328-9235

Jeffrey Jones - Office/Classified Manager  
[jonesjef@ecu.edu](mailto:jonesjef@ecu.edu)  
(252) 328-9238

Advertising Department  
[ads@theeastcarolinian.com](mailto:ads@theeastcarolinian.com)  
(252) 328-9245

### CIRCULATION

Fall & Spring - 9,000 Tuesday, Thursday  
Summer - 5,000 Wednesday  
Pulse - 9,000 six times per academic year

### SUBSCRIPTIONS

First-class mail - \$135 per year  
Third-class mail - \$50 per year

# SUMMER TABLOID

## SUMMER TABLOID

The summer edition of *The East Carolinian* is a tabloid publication. Eight ad sizes are available in the summer edition of the paper as well as in all of the tabloid editions published by *The East Carolinian*.

## SUMMER DEADLINES

12 p.m. THURSDAY for the next WEDNESDAY'S issue for both classified and display ads.

## Tabloid Pricing:

Ad name	Ad Column Size	1-3x	4-8x	9-11x	12+
Tab 1 (largest)	5 Cols x 11 inches	\$350	315	284	256
Tab 2	3 Cols x 11 inches	\$215	194	175	158
Tab 3	5 Cols x 5.5 inches	\$175	158	142	128
Tab 4	3 Cols x 5.5 inches	\$110	99	89	80
Tab 5	5 Cols x 2.75 inches	\$90	81	73	66
Tab 6	2 Cols x 5.5 inches	\$75	68	61	55
Tab 7	3 Cols x 2.75 inches	\$55	50	45	40
Tab 8 (smallest)	2 Cols x 2.75 inches	\$40	36	32	29

The tabloid inches above do not apply to the regular broadsheet contract advertising requirements. Pricing includes all tabloids (Summer and Pirate Preview).

## TABLOID SIZES

