

NC STATE UNIVERSITY



STUDENT MEDIA

2021 — 2022 Media Kit

WE ARE NC STATE STUDENT MEDIA

TECHNICIAN

Founded in 1920, Technician 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. Technician also publishes a weekly newsletter reaching more than 46,500 students, faculty, staff and alumni.



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.

NUBIAN MESSAGE

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.



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 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 \$2,348

- 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

Half Gallon - \$1,840 Value for \$1,316

- 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

Quart - \$1,095 Value for \$801

- 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

NO SUBSTITUTIONS. MUST BE USED IN SAME ACADEMIC YEAR.

NC State at a glance ...



36,472
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.



2,287
Faculty



7,366
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.

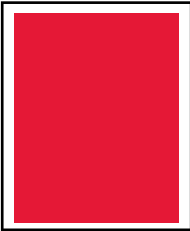

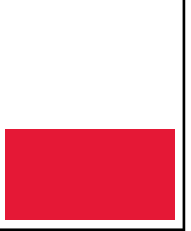
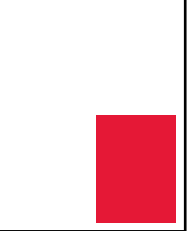
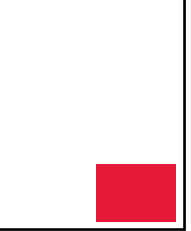

In Print

TECHNICIAN

Fall 2021 publication dates -- ad art due one week prior*

Aug. 16	Sept. 9	Sept. 30	Oct. 21	Nov. 11
Aug. 26	Sept. 16	Oct. 7	Oct. 28	Nov. 18
Sept. 2	Sept. 23	Oct. 14	Nov. 4	Ask for spring dates.

3,000 copies distributed each Thursday ♦ 82 distribution locations on and near campus ♦ Completely student-run

						
	Full Page (9.5"X12.75")	Tall Half Page (4.68"X12.75")	Wide Half Page (9.5"X6.375")	Quarter Page (4.68"X6.375")	Eighth Page (4.68"X3.188")	Sixteenth Page (4.68"X1.594")
STANDARD	\$900	\$475	\$475	\$250	\$130	\$70
Open Rate	\$750	\$400	\$400	\$200	\$100	\$50
Campus Rate	Included	Included	Included	Included	Included	Included
Color						



	Front Banner (9.5"X1.325")	Back Cover (9.5"X12.75")
PREMIUM	\$750	\$1,200
Open Rate	\$600	\$1,000
Campus Rate	Included	Included
Color		

TECHNICIAN INSERTS

\$300 per issue with at least 3,000 inserts provided by client at least 10 days before publication insert date.

NUBIAN MESSAGE INSERTS

\$200 per issue with at least 2,000 inserts provided by client at least 10 days before publication insert date.

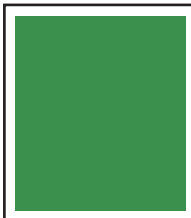
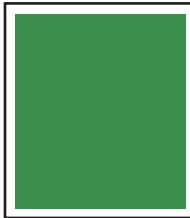
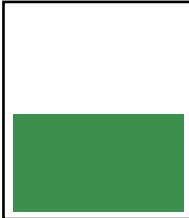
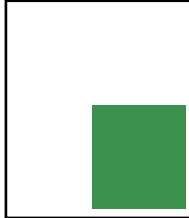
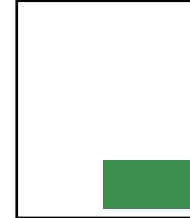
Some limitations and specific shipping instructions apply. Please call for details.

NUBIAN MESSAGE

Fall 2021 publication dates - ad art due one week prior*

Aug. 9 for	Sept. 2	Sept. 30	Oct. 28	Ask about
Symposium	Sept. 16	Oct. 14	Nov. 11	spring dates

2,000 copies distributed every other Thursday ♦ 63 distribution locations on and near campus ♦ Completely student-run


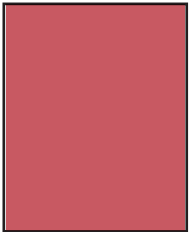
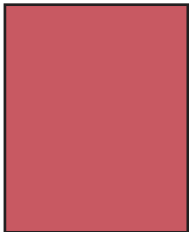
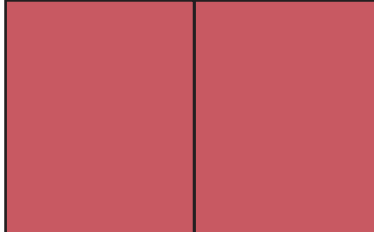
					
	Back Page (11.375"X11.5")	Full Page (11.375"X11.5")	Half Page (11.375"X5.75")	Quarter Page (5.1"X5.25")	Eighth Page (5.1"X2.6")
Open Rate	\$300	\$280	\$140	\$70	\$35
Campus Rate	\$250	\$225	\$115	\$60	\$30
Color	Included	Included	Included	Included	Included

In Print

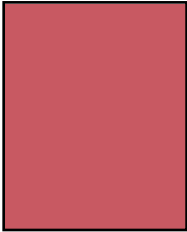
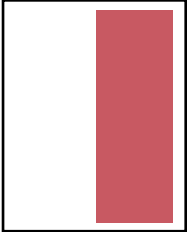


ROUNDABOUT

- 2,500 copies distributed each issue
- 48 distribution locations on and near campus
- Publication dates for 2021-2022 PENDING, PLEASE ASK

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 locations listed are Technician distribution spots. Additional print publications distributed at those spots are listed after each location. Distribution locations are subject to change during the course of the year due to construction, traffic, facilities changes and business closures.

- 111 Lampe Drive - Nubian
- 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
- Bell Tower Bus Stop
- Biltmore Hall
- Bostian Hall - Nubian, Roundabout
- Bragaw Hall - Nubian, Roundabout
- Brickyard - Nubian
- Brooks Hall
- Butler Building - Nubian, Roundabout
- Caldwell Hall - Nubian, Roundabout
- Carmichael Gym - Nubian, Roundabout
- Clark Dining Hall
- Cloo's Coney Island - Nubian, Roundabout
- College Inn - Nubian
- College of Textiles
- Cox Hall
- Cup-A-Joe (2) - Nubian, Roundabout
- D.H. Hill Library
- Dan Allen Parking Deck - Nubian
- Engineering Building I Bus Stop- Nubian, Roundabout
- Engineering Building II
- Engineering Building III - Nubian
- Foundation Office - Nubian
- Fountain Dining Hall
- Global Village - Nubian, Roundabout
- Groucho's - Nubian, Roundabout
- Hillsborough Street Bus Stop
- Holladay Hall (2) - Nubian, Roundabout
- Honors Commons - Nubian, Roundabout
- Hunt Library Bus Stop - Nubian, Roundabout
- Jersey Mike's - Nubian, Roundabout
- Jordan Hall
- Lee Hall - Nubian, Roundabout
- Live It Up Hillsborough - Nubian, Roundabout
- Man-Mur Barber Shop
- Metcalf Hall - Nubian, Roundabout
- McKimmon Center - Nubian
- Morrill Drive Bus Stop
- Motor Pool/Fleet Services - Nubian, Roundabout
- North Hall - Nubian, Roundabout
- Oval Drive Bus Stop - Nubian
- Oval Shops
- Park Shops - Nubian, Roundabout
- Pullen Hall - Nubian, Roundabout
- Recycling & Waste Reduction - Nubian, Roundabout
- Repairs & Renovations - Nubian, Roundabout
- Reynolds Coliseum - Nubian
- Research Building III - Nubian
- Ruckus - Nubian, Roundabout
- Sammy's Tap & Grill - Nubian, Roundabout
- SAS Hall - Nubian, Roundabout
- Student Health (3) - Nubian, Roundabout
- Sullivan Hall - Nubian, Roundabout
- Talley Student Union (3) - 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, Roundabout
- 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 streams connect listeners worldwide
- Official broadcaster of Wolfpack baseball and women's basketball games

30-second Radio Spot Pricing

Package Type

30-second spots on both signals

HD-1 and HD-2 Signal Pricing

Basic

1 morning spot daily Mon.-Fri. and 1 afternoon spot daily Mon.-Fri. on each signal.

Total of 20 spots

\$250/week

Plus

1 morning spot daily Mon.-Fri., 1 afternoon spot daily Mon.-Fri. and 1 evening spot daily Mon.-Fri. on each signal.

Total of 30 spots

\$315/week

Premium

1 morning spot daily Mon.-Sun., 1 afternoon spot daily Mon.-Sun. and 1 evening spot daily Mon.-Sun. on each signal.

Total of 42 spots

\$375/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 March 2021.

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.

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 Feb. 2022 in Raleigh. The magazine will include the event schedule and details, as well as profiles of the artists. Publication date will be Jan. 13, 2022 (ad deadline Jan. 3). Additional sponsorship opportunities and details are available at WKNC.org.

\$700



Back Cover
8.5 x 11 inches

\$500



Full Page
8.5 x 11 inches

\$250



Tall Half Page
3.924 x 10.25 inches

\$250



Wide Half Page
8 x 5 inches

\$125



Quarter Page
3.924 x 5 inches

Digital

TechnicianOnline.com

LEADERBOARD

TOP
RAIL

MIDDLE
RAIL

BOTTOM
RAIL

TechnicianOnline.com averaged over 91,300 pageviews and 48,800 unique users per month during the 2020-2021 school year.

<u>Placement</u>	<u>Cost</u>
Leaderboard (728x90px)	\$75/week, \$225/month
Top Rail (300x250px)	\$70/week, \$210/month
Middle Rail (300x250px)	\$65/week, \$195/month
Bottom Rail (300x250px)	\$60/week, \$180/month
GIF toggling ads	\$20 additional/placement

WKNC.org

LEADERBOARD

TOP
RAIL

BOTTOM
RAIL

WKNC.org averaged over 23,800 pageviews and 4,500 users per month during the 2020-2021 school year.

<u>Placement</u>	<u>Cost</u>
Leaderboard (728x90px)	\$50/week, \$150/month
Top Rail (300x250px)	\$40/week, \$120/month
Bottom Rail (300x250px)	\$40/week, \$120/month
GIF toggling ads	\$20 additional/placement

TheNubianMessage.com

LEADERBOARD

TOP
RAIL

BOTTOM
RAIL

TheNubianMessage.com averaged over 6,800 pageviews and 5,300 unique users per month during the 2020-2021 school year.

<u>Placement</u>	<u>Cost</u>
Leaderboard (728X90px)	\$40/week, \$120/month
Top Rail (300X250px)	\$30/week, \$90/month
Bottom Rail (300X250px)	\$25/week \$75 month
GIF toggling ads	not available

Digital

Technician E-Newsletter

Top Spot

Upper Quarter

Lower Quarter



Campus Corner

Now in its second year, Technician's weekly email newsletter has quickly become one of Student Media's most sought-after offerings for those looking to reach the entire NC State Community. It reaches more than 46,500 students, faculty, staff, alumni and community members each Thursday, and in 2020-2021 boasted a weekly average open rate of over 50%.



<u>Placement</u>	<u>Cost</u>
Top Spot	\$300/week
Upper Quarter	\$200/week
Lower Quarter	\$100/week
Campus Corner	\$25/week

(All spots are
600px high X 200px high)



Technician Social Media

<u>Placement</u>		<u>Cost</u>	<u>Details</u>
Twitter: @NCSUTechnician Twitter: @TechSports		1 Tweet = \$30, 3 Tweets = \$70 6 Tweets = \$130	<ul style="list-style-type: none"> 9,200+ Twitter followers of @NCSUTechnician as of August 2021; 4,400+ followers of @TechSports as of August 2021; @NCSUTechnician and @TechSports combo available 7,800+ Facebook followers as of August 2021
Facebook: ncsutechnician		1 Post = \$15, 3 Posts = \$40 6 Posts = \$70	

WKNC Social Media

<u>Placement</u>		<u>Cost</u>	<u>Details</u>
Twitter: @WKNC881		1 Tweet = \$25 4+ Tweets = \$20 per Tweet	<ul style="list-style-type: none"> 10,300+ Twitter followers as of August 2021 9,200+ Facebook followers as of August 2021
Facebook: WKNC881		\$25 per post	

Nubian Message Social Media

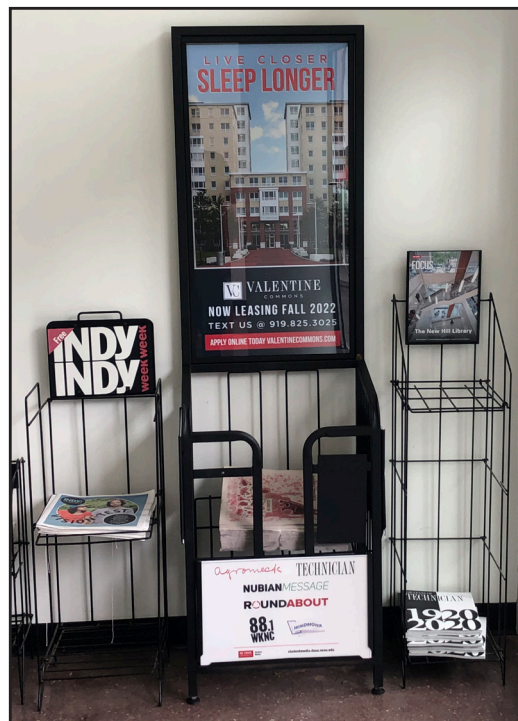
<u>Placement</u>		<u>Cost</u>	<u>Details</u>
Twitter: @NubianMessage		1 Tweet = \$10, 3 Tweets = \$25 6 Tweets = \$40	<ul style="list-style-type: none"> 1,500+ Twitter followers as of August 2021 760+ Facebook followers as of August 2021
Facebook: NubianMessage		1 Post = \$15, 3 Posts = \$40 6 Posts = \$70	

Kiosk & Rack Advertising



Outdoor Kiosk Locations
2 panels per kiosk
1 panel per side
47" high X 26" wide

- | | |
|-------------------------------|-------------------|
| 1. Talley Student Union | 5. Pullen Hall |
| 2. Witherspoon Student Center | 6. SAS Hall |
| 3. Hunt Library | 7. Bostian Hall |
| 4. Engineering Building I | 8. Carmichael Gym |



Indoor Rack Locations
1 panel per rack
35.5" high X 18" wide

1. D.H. Hill Library
2. Witherspoon Student Center
3. Fountain Dining Hall
4. Clark Dining Hall

Pricing

	<u>Non-Campus Rate</u>	<u>Campus Rate</u>
3 mos.	\$450/month/panel	\$275/month/panel
6 mos.	\$400/month/panel	\$250/month/panel
9 mos.	\$375/month/panel	\$225/month/panel
12 mos.	\$350/month/panel	\$200/month/panel

- Campus departments are not eligible for frequency/volume discounts on kiosk/rack advertising.
- Prices include production costs for first panel. Additional panel changes are \$50 per panel. Your media consultant will provide technical specifications for artwork.
- Clients may "mix and match" outdoor kiosk and indoor rack panels based on availability.
- Panel spaces are limited, and are available on a first-come, first-served basis only.

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

PRINT PUBLICATION SCHEDULE 2021–22

AUGUST 2021

M	T	W	T	F
2	3	4	5	6
9	10	11	12	13
16	17	18	19	20
23	24	25	26	27
30	31			

SEPTEMBER 2021

M	T	W	T	F
		1	2	3
6	7	8	9	10
13	14	15	16	17
20	21	22	23	24
27	28	29	30	

OCTOBER 2021

M	T	W	T	F
				1
4	5	6	7	8
11	12	13	14	15
18	19	20	21	22
25	26	27	28	29

NOVEMBER 2021

M	T	W	T	F
1	2	3	4	5
8	9	10	11	12
15	16	17	18	19
22	23	24	25	26
29	30			

DECEMBER 2021

M	T	W	T	F
		1	2	3
6	7	8	9	10
13	14	15	16	17
20	21	22	23	24
27	28	29	30	31

JANUARY 2022

M	T	W	T	F
3	4	5	6	7
10	11	12	13	14
17	18	19	20	21
24	25	26	27	28
31				

FEBRUARY 2022

M	T	W	T	F
2	1	2	3	4
7	8	9	10	11
14	15	16	17	18
21	22	23	24	25
28				

MARCH 2022

M	T	W	T	F
	1	2	3	4
7	8	9	10	11
14	15	16	17	18
21	22	23	24	25
28	29	30	31	

APRIL 2022

M	T	W	T	F
				1
4	5	6	7	8
11	12	13	14	15
18	19	20	21	22
25	26	27	28	29

MAY 2022

M	T	W	T	F
2	3	4	5	7
9	10	11	12	13
16	17	18	19	20
23	24	25	26	27
30	31			

JUNE 2022

M	T	W	T	F
		1	2	3
6	7	8	9	10
13	14	15	16	17
20	21	22	23	24
27	28	29	30	

JULY 2022

M	T	W	T	F
				1
4	5	6	7	8
11	12	13	14	15
18	19	20	21	22
25	26	27	28	29



TECHNICIAN



ROUNDBOUT



NUBIAN MESSAGE



DOUBLE BARREL MAGAZINE



SPECIAL DATES

November 18 - Housing Guide
 November 25 - Thanksgiving Break
 November 29 - Fall Last Day of Class
 March 14–18 - Spring Break
 April 25 - Spring Last Day of Class