WHO WE ARE

The Appalachian has been Appalachian State University's student-run news publication since 1934. We publish a print publication and film a news broadcast weekly. We are the recipient of the ACP Pacemaker Award, the CMA Pinnacle Award and the NC College Media Association Best of Show award.

We strive to provide fair and accurate news for the campus community; to inform, entertain and create a forum for ideas; to provide an outlet for reader’s opinions; to be a champion for student, faculty, staff, and community interests; and to remain independent, exercise and insure its First Amendment rights.

Students facilitate all parts of the publications, including writing, photography, designing, marketing, and client relations.

The Appalachian's Editorial Board

Business Manager: Steven Caughran
Associate Business Manager: Shelly Banz
Marketing Director: Melissa Alsup
Graphics Editor: Efrain Arias-Medina
Photography Editor: Brendan Hoekstra
Video Editor: Anna Muckenfuss
Broadcast News Producer: Sadie Maddock

Editor-in-Chief: Moss Brennan
Managing Editor: Rachel Greenland
Visual Managing Editor: Mickey Hutchings
Chief Copy Editor: Harley Nefe
News Editor: Jackie Park
Arts & Culture Editor: Christina Beals
Sports Editor: Silas Albright
Opinion Editor: Tommy Mozier

3,000 WEEKLY PRINT CIRCULATION
26,500+ MONTHLY WEBSITE READERSHIP
18,000+ SOCIAL MEDIA FOLLOWERS

STUDENT POPULATION

19,108

FACULTY & STAFF
FIRST TIME FRESHMEN
NEW TRANSFER STUDENTS

3,055
3,445
1,278

THE LOCAL COMMUNITY RECEIVES:

$18 million/year IN STUDENT DISCRETIONARY SPENDING

$4.1 million/year IN PARENT/FAMILY/VISITOR SPENDING

$251.1 million/year FROM THE UNIVERSITY
WEB RATES

<table>
<thead>
<tr>
<th></th>
<th>WEEKLY</th>
<th>MONTHLY (4 WEEKS)</th>
<th>DIMENSIONS</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Leaderboard</strong></td>
<td>$185</td>
<td>$650</td>
<td>728 px x 90 px</td>
</tr>
<tr>
<td><strong>Footer</strong></td>
<td>$150</td>
<td>$525</td>
<td>728 px x 90 px</td>
</tr>
<tr>
<td><strong>Side Bar</strong></td>
<td>$125</td>
<td>$450</td>
<td>300 px x 250 px</td>
</tr>
</tbody>
</table>

DEADLINES

<table>
<thead>
<tr>
<th></th>
<th>WEEKLY</th>
<th>MONTHLY (4 weeks)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>AD PUBLISHED</strong></td>
<td>Sunday</td>
<td>AD PUBLISHED Sunday</td>
</tr>
<tr>
<td><strong>ARTWORK DUE</strong></td>
<td>Friday at 5 p.m.</td>
<td>ARTWORK DUE Friday at 5 p.m.</td>
</tr>
</tbody>
</table>

Raster images should be 72 dpi RGB. No text smaller than 7pt. Send ad files as .jpeg, .png or .gif files. Name files accordingly: BusinessName_PublicationDate.jpg

SOCIAL MEDIA

<table>
<thead>
<tr>
<th></th>
<th>NO CONTRACT</th>
<th>WITH CONTRACT (4 weeks)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Monthly Posts</strong></td>
<td>$400</td>
<td>$350</td>
</tr>
<tr>
<td><strong>(4 weeks)</strong></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Social Media Packages include two Tweets and one Facebook post per week along with consultation to develop your social media post message.

STATISTICS

<table>
<thead>
<tr>
<th></th>
<th>TWITTER</th>
<th>FACEBOOK</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>9,611+ followers</strong></td>
<td></td>
<td>6,952+ likes</td>
</tr>
</tbody>
</table>

RESTRICTIONS

Promoted tweets/posts must begin with #AD: to signify sponsored content. All tweets must be less than 280 characters. All Facebook Posts must be less than 75 words. Images are optional, but should be at least 72 dpi RGB. Links may be included.
PRINT RATES

<table>
<thead>
<tr>
<th>ON-CAMPUS/ NON-PROFIT RATES</th>
<th>COMMUNITY RATES</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>$645</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>$325</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>$170</td>
</tr>
<tr>
<td>1/8 Page</td>
<td>$90</td>
</tr>
<tr>
<td>Pre-printed Inserts</td>
<td>$400</td>
</tr>
</tbody>
</table>

DISCOUNTS

- 10% OFF with purchase of 5-10 ads
- 15% OFF with purchase of 10+ ads

Raster images should be 300 ppi. Black and white ads should be grayscale, color ads should be CMYK. No text smaller than 9pt. Use process black (100%K). Send ad files as .pdf or .tiff files. Name files accordingly: BusinessName_IssueDate.pdf.

DISCOUNTS

Need your ad designed?
No worries, our professional in-house design team can construct an ad matching your specifications for a $100 fee.

Have a specific page you would like to appear on?
Add preferred placement for only a 10% surcharge.

Below are examples of print advertisements from current clients.

Deadlines

<table>
<thead>
<tr>
<th>ISSUE RELEASED</th>
<th>SPACE SOLD</th>
<th>ARTWORK DUE*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Thursday</td>
<td>One Week Prior</td>
<td>Monday at 5 PM</td>
</tr>
</tbody>
</table>

*Artwork submitted after Monday at 5 p.m. without prior approval will result in a 15% late fee.
### NEWSSTAND RATES

Have your business seen by students, faculty, and staff across campus by purchasing an ad on the front of one of our newsstands!

Lamination and plastic covers ensure that ads are protected from the elements.

Cost includes printing, lamination, and placement of the 11” x 17” advertisement.

<table>
<thead>
<tr>
<th>On-Campus/NP Rates</th>
<th>Community Rates</th>
</tr>
</thead>
<tbody>
<tr>
<td>10 Stands (1/2)</td>
<td>$1,400</td>
</tr>
<tr>
<td>20 Stands (All)</td>
<td>$2,800</td>
</tr>
<tr>
<td>Side Bar</td>
<td>$100</td>
</tr>
<tr>
<td></td>
<td>$350</td>
</tr>
</tbody>
</table>

*Rates per 7 week quarter.*

**GROUP ONE:**
- Library Courtyard
- Peacock Circle
- Library Parking Deck
- BB Dougherty Hall
- Anne Belk Hall
- Skywalk Bus Shelter
- Trivette Dining Hall
- Convocation Center
- Student Rec Center
- State Farm Parking

**GROUP TWO:**
- Sanford Mall
- Library Circle
- Garwood Bus Shelter
- Rivers Parking Deck
- I.G. Greer
- Living Learning Center
- Schaefer Center
- Peacock Hall
- University Post Office
- App Panhellenic Hall

**Special Sections**
- Inside the Huddle: September 6, 2019
- Think Pink Edition: October 4, 2019
- Election: November 1, 2019
- Black History Month: February 7, 2020
- Best of Boone: May 1, 2020
- Orientation Issue: May 8, 2020

**Need your ad designed?**
Add $100 per ad
The Appalachian will not accept ads that are libelous; promote academic dishonesty; violate federal, state or local laws; or encourage discrimination against any individual or group on the basis of race, sex, sexual orientation, age, color, creed, religion, national origin or disability. We reserve the right to edit or reject any ad copy, photos, graphics or entire ads.