



The Appalachian News Group
theappalachianonline.com

The Appalachian

Appalachian State University's student news source since 1934

2019 - 2020

MEDIA KIT

The Appalachian Business Office

828-262-2157

business@theappalachianonline.com



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

3,055

FIRST TIME
FRESHMEN

3,445

NEW TRANSFER
STUDENTS

1,278

THE LOCAL COMMUNITY RECEIVES:

\$18 million/year

IN STUDENT DISCRETIONARY SPENDING

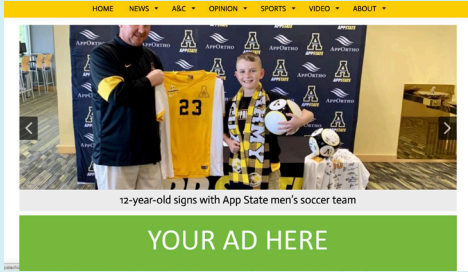
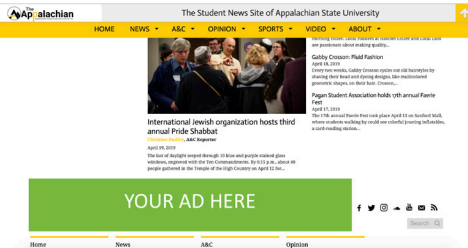
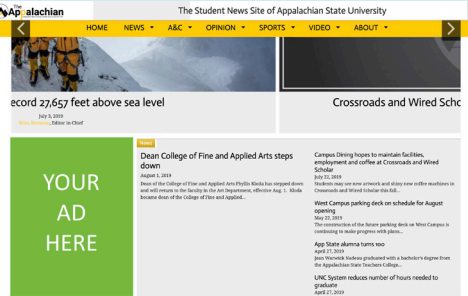
\$4.1 million/year

IN PARENT/FAMILY/VISITOR SPENDING

\$251.1 million/year

FROM THE UNIVERSITY

WEB RATES

	WEEKLY	MONTHLY (4 WEEKS)	DIMENSIONS
Leaderboard 	\$185	\$650	728 px x 90 px
Footer 	\$150	\$525	728 px x 90 px
Side Bar 	\$125	\$450	300 px x 250 px

DEADLINES

WEEKLY		MONTHLY (4 weeks)	
AD PUBLISHED Sunday	ARTWORK DUE Friday at 5 p.m.	AD PUBLISHED Sunday	ARTWORK DUE Friday at 5 p.m.

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

	NO CONTRACT	WITH CONTRACT (4 WEEKS)
Monthly Posts (4 weeks)	\$400	\$350

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

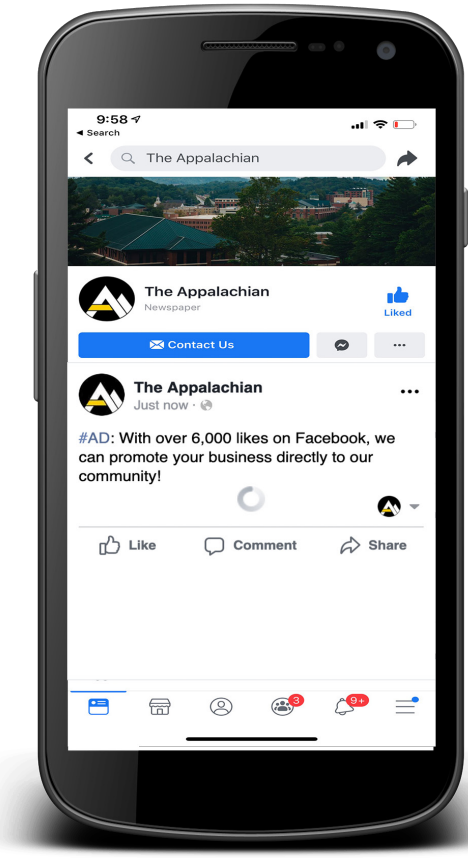


Twitter

STATISTICS

TWITTER
9,611+ followers

FACEBOOK
6,952+ likes



Facebook

RESTRICTIONS

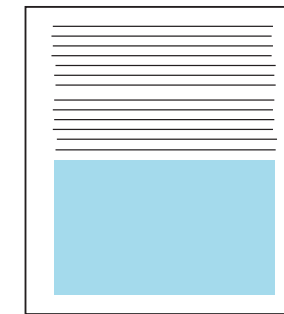
Promoted tweets/posts must begin with #AD: to signify sponsored content. All tweets must be less than 280 characters. All Facebook Posts must be less than 75 words. Images are optional, but should be at least 72 dpi RGB. Links may be included.

PRINT RATES

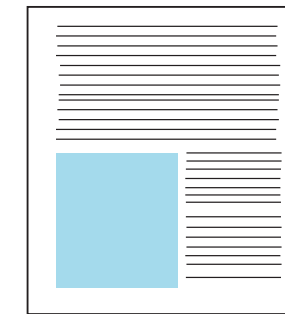
	ON-CAMPUS/ NON-PROFIT RATES	COMMUNITY RATES
Full Page	\$645	\$925
1/2 Page	\$325	\$465
1/4 Page	\$170	\$230
1/8 Page	\$90	\$130
Pre-printed Inserts	\$400	\$400



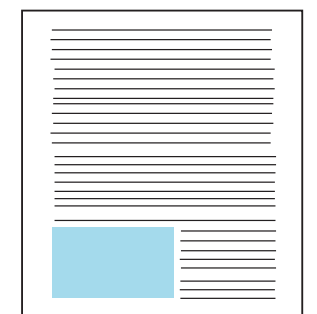
Full Page
10" x 10.5"



1/2 Page
10" x 5.25"



1/4 Page
5" x 5.25"



1/8 Page
5" x 2.6"

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.

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.

DEADLINES

ISSUE RELEASED

Thursday

SPACE SOLD

One Week Prior

ARTWORK DUE*

Monday at 5 PM

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



PRODUCTION CALENDAR

Weekly Issue

Special Issue

AUGUST

				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

SEPTEMBER

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					

OCTOBER

		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		

NOVEMBER

					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

DECEMBER

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				

JANUARY

			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

						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

MARCH

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

			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

					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

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

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.

	On-Campus/NP Rates	Community Rates
10 Stands (1/2)	\$1,400	\$1,750
20 Stands (All)	\$2,800	\$3,500
Side Bar	\$100	\$350

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:

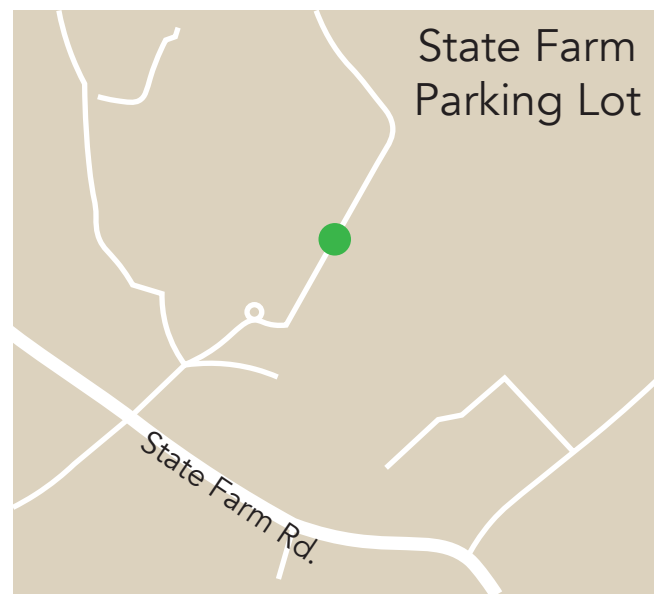
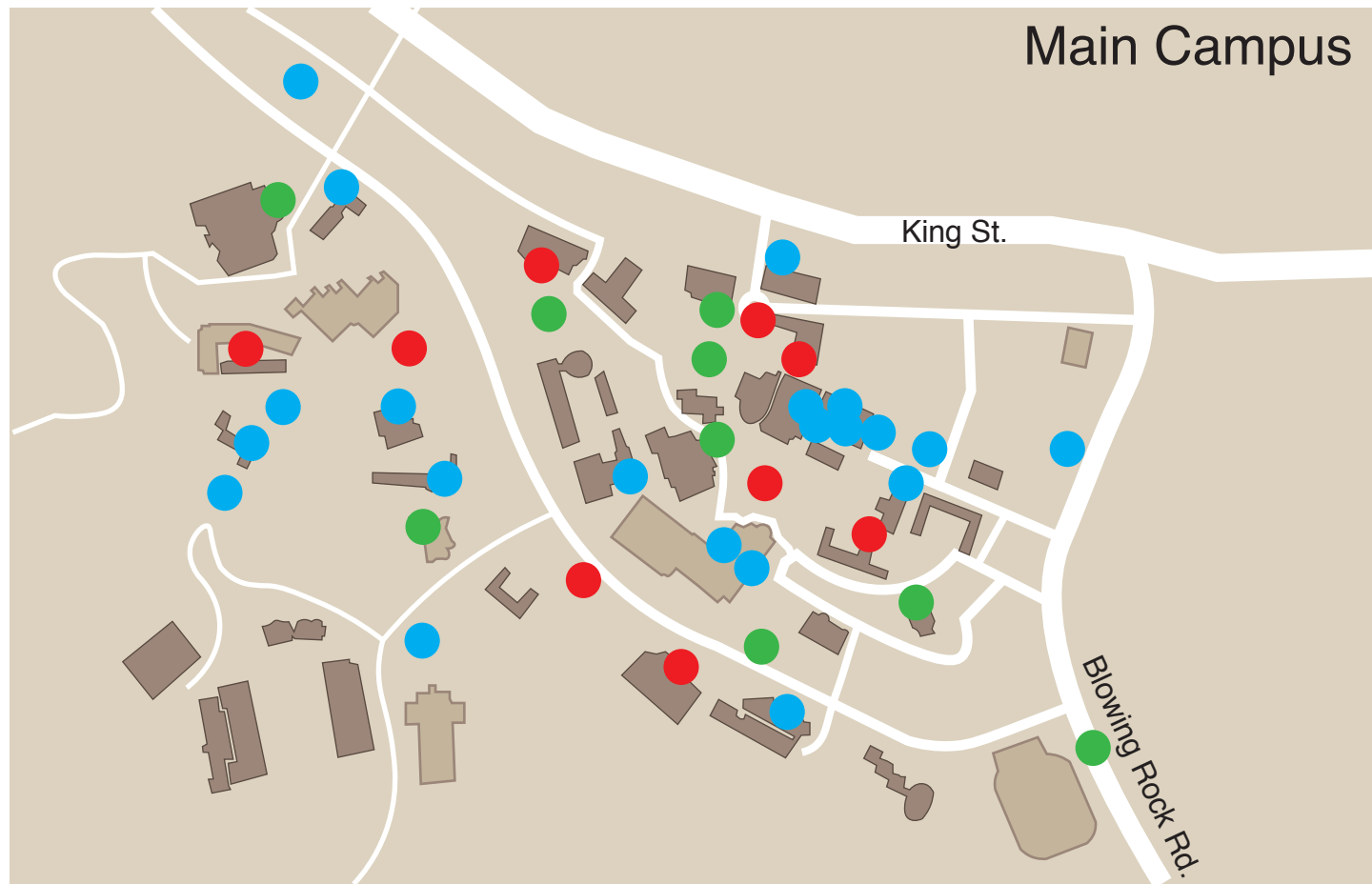
Sanford Mall
Library Circle
Garwood Bus Shelter
Rivers Parking Deck
I.G. Greer
Living Learning Center
Schaefer Center
Peacock Hall
University Post Office
App Panhellenic Hall

Newsstand
11" x 17" ad



Need your ad designed?
Add \$100 per ad

NEWSSTAND LOCATIONS



 GROUP ONE
  GROUP TWO
  INDOOR

NOTES

This image shows a single sheet of white paper with horizontal blue ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

Steven Caughran
Business Manager

ASU Box 9165

828-262-2157

Shelly Banz
Assistant Business Manager

business@theappalachianonline.com

Ira David Levy
Adviser

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.

