



2010-2011 **MEDIA KIT**

AT A GLANCE

The Eagle is the independent student newspaper at American University in Washington, D.C. Founded in 1925, it serves the student readership by reporting news concerning the campus community and surrounding areas. The Eagle strives to be impartial in its reporting and believes firmly in its First Amendment Rights.

American University is a nationally ranked institution of higher learning, founded in 1893 by an Act of Congress. In 2008, it had an enrollment of over 5,000 undergraduates and over 3,000 graduate students. AU is ranked eighth in the nation for participation in study abroad programs through AU Abroad, and the university's academic programs consistently earn high national rankings as our programs continue to bring students closer to the resources of Washington, D.C.

The new School of International Service building was recently completed, and within the next few years. Recently, the Katzen Arts Center was also opened to house the arts programs at American University and to increase students' exposure to the fine arts. The Washington College of Law moved off-campus in 1996 to their new building in Spring Valley.

For the 2008-2009 academic year, tuition was \$29,206 with an estimated cost of approximately \$11,500 for Room and Board.

Enrollment as of Fall 2007 consisted of 11,293 total Undergrad, Grad, and Law students. There is a total of 5,818 undergraduate students, 3,395 graduate students, 1,665 law students, and 421 students abroad. The student to faculty ratio is 14:1 and the top three undergrad majors: Business, International Service, and Political Science. Student and Faculty come from over 140 countries.

As of 2008, The average GPA is 3.53 for 1,287 Freshmen. 35% of the class is male and 65% is female. 87% of the class out of State Students and 18% are US minorities. 98% of the students are in the top half of their graduating class and 68% are in top quarter of graduating class. 36% of the are in top 10th percent of their graduating class. Of the International Students 38% are from Asia, 11% are from Africa. 26% are from Europe. 3% are from the Middle East and 22% are from North and South America.

Additional information is available at <http://www.american.edu/about>.

Weekly Circulation:

6,000 issues every Wednesday distributed to over 30 locations

Recent Awards:

Associated Collegiate Press 2004 Second Place General Excellence Award

Associated Collegiate Press 2004 Finalist Online Pacemaker Award

Associated Collegiate Press 2004 Finalist Newspaper Pacemaker Award

SCHOOL STATS

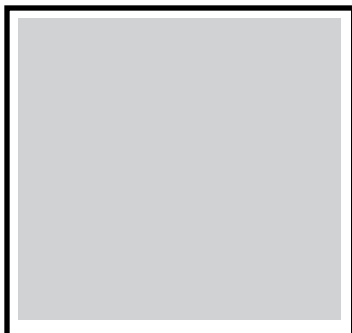
COMMON AD SIZES

FULL PAGE

5 columns x 12.5"
(10.25" x 12.5")

62.5 Total Column Inches

\$843.75



HORIZONTAL HALF PAGE

5 columns x 6.25"
(10.25" x 6.25")

31.25 Total Column Inches

\$421.88

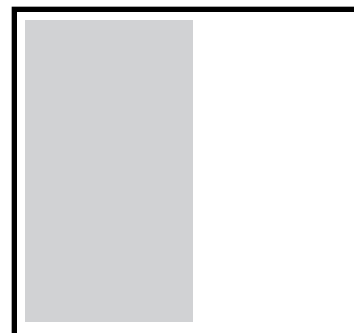


VERTICAL HALF PAGE

2.5 columns x 12.5"
(5.125" x 12.5")

31.25 Total Column Inches

\$421.88



QUARTER PAGE

2.5 columns x 6.25"
(5.125" x 6.25")

15.625 Total Column Inches

\$210.94



EIGHTH PAGE

2 columns x 4.68"
(4" x 4.68")

9.36 Total Column Inches

\$126.36



Note: While these are common sizes of tabloid advertisements, ads can be requested in any size or shape. Additional rates, including the cost per column inch, can be found on the next page.

AD FINANCES

FULL PAGE (5 COL X 10.25 inches)		1/4 PAGE (2.5 COL x 6.25 inches)	
National	\$843.75	National	\$210.94
Local	\$531.25	Local	\$132.81
1/2 PAGE (5 COL X 6.25 inches)		1/8 PAGE (2 COL X 4.68 inches)	
National	\$421.88	National	\$126.36
Local	\$265.63	Local	\$79.56

On campus student groups are asked to contact the Business Office before placing an advertisement

DISCOUNTS AND EXTRAS

5% discount for prepayment.

5% discount for 6 or more ads contracted simultaneously .

10% discount for 9 or more ads contracted simultaneously.

15% discount for 12 or more ads contracted simultaneously.

5% discount for all American University departments, offices, alumni and student organizations.

Discounts can be combined up to 20% per ad.

COLOR

Full Color: \$3pci Minimum \$45, Maximum: \$400

Spot Color: \$1.50pci Minimum \$25, Maximum \$200

PREMIUM PLACEMENT

5% of ad price

All placement is subject to availability.

Fee waived for purchases of 5 or more ads.

There must be one week's worth of notice.

AD SUBMISSION INFORMATION

All Ads should be Camera-ready.

Camera-ready artwork is accepted in the following formats:

1. Emailed as an TIFF, PDF, or JPEG to adbox@theeagleonline.com.
2. Hard copy delivered to The Eagle Business Office.
3. A Compact Disc formatted for Mac delivered to The Eagle Business Office.

The advertisement representative MUST be notified in advance if a hard copy or disk is being submitted.

Column Rates:

National . . . \$13.50 pci

Local \$8.50 pci

Nonprofit . . . \$8.50 pci

Column information:

1 column = 1.8125 inches

2 columns = 3.75 inches

3 columns = 5.75 inches

4 columns = 7.6875 inches

5 columns = 9.625 inches

CLASSIFIEDS & INSERTS

CLASSIFIED ADS

Classified ads run on the second to last page of each issue in a designated space. All classified ads will be placed under the appropriate subheadings.

Available subheads include:

- Help Wanted
- For Sale/For Rent
- Services
- Housing
- Baby Sitter
- Adoption
- Personals
- Spring Break
- Garage / Moving Sales

Classified ad rates:

# of words	Price
< 20	\$15.00
21 – 30	\$20.00
31 – 40	\$25.00
41 – 50	\$30.00
51 – 60	\$35.00
61 – 70	\$40.00
71 – 80	\$45.00
81 – 90	\$50.00

Classified ads cost \$15.00 for the first 20 words and an additional \$5.00 for every ten words thereafter. Specialized text is an effective way to make a classified ad stand out. Stylized words are \$2.50 per issue which include highlighted select words or the entire ad with bold, italics, CAPS, or underlined portions. Large Headlines cost \$1.50 and a two-line headline is \$2.50 per issue. Boxed Ads cost an additional \$2.00 per issue. The inclusion of URLs cost \$2.00/link. Tear-sheets and proofs cost \$2.00/issue, but the fee is waived for 20 or more ads. Phone numbers and email addresses will count as one word.

There is a 5% discount for ads running 4 times or more.

There is a 10% discount for ads running 8 times or more.

There is a 15% discount for all ads running 12 times or more.

There is a 10% discount for all AU affiliates Discounts and extras.

Discounts cannot be combined.

Classified ads placed by AU students on behalf of themselves are free.

Classified ads should be emailed to adbox@theeagleonline.com as they should appear in print. This includes any underlined, capitalized, bold, or italicized words and headlines. Other special requests and contact information should be included in the email and made clearly separate from the ad.

FREE STANDING INSERTS

The Eagle provides an effective channel for quality distribution of preprinted free standing inserts throughout the American University campus. While distribution of paper advertising materials requires going through lengthy university bureaucracy a free standing insert just requires delivering materials to The Eagle's printer.

\$70 per 1000 (Up to 8pages)

\$100 per 1000 (8 or more pages)

Minimum 3000, Maximum 6000 per issue

FSI Discounts: 10% Discount for 12,000 or more inserts

20% Discount for 18,000 or more inserts

5% Prepayment

Discounts can be combined

The advertiser is responsible for having all inserts approved by the business manager, printed, and delivered to the printer. The printers must receive the inserts no later than four days prior to the publication date. Please contact The Eagle business office for where to deliver FSI's.

ONLINE ADVERTISING

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The Eagle Online links the American University market to businesses and organizations with online presence. The Eagle's premier web site receives thousands of hits every month from individuals who frequent The Eagle's multimedia news services. Boasting a blog, podcasts, electronic polls, and exclusive content, The Eagle Online is an essential tool for businesses who seek to tap the college market.

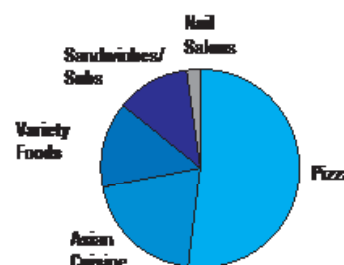
The Eagle accepts .jpeg, .gif, .png, .html, and Flash files for online advertisements. To advertise on The Eagle Online simply contact adbox@theeagleonline.com or call (202) 885-8383.

NEW: Premium Email Advertising Space

Email Blast: Advertisement space is above the "The Eagle" banner (see below), at the very top of weekly email notifications. There are currently over 3,000 students, alumni, professors, and parents who subscribe, and emails may go out more than once a week. \$300 per week. Sign up for emails at our website online! The available sizes are 300 x 50 pixels or 300 x 100 pixels.

*the*EAGLE

Top five EagleBucks expenditures by category:



Online Advertising Cost:

Front Page Banner Under "The Eagle":	728 x 90 pixel: \$300/month, \$100/week
Front Page Body Rectangle:	300 x 250 pixel: \$75/month, \$20/week
Article Page Body Rectangle:	300 x 250 pixel: \$50/month, \$15/week
Article Page Skyscraper Ads:	160 x 600 pixel: \$75/month, \$25/week
Article Page Skyscraper Ads:	120 x 800 pixel: \$75/month, \$25/week
Article Page Skyscraper Ads:	120 x 600 pixel: \$75/month, \$25/week

Online Advertising Discounts:

5% for 2 months
10% for 3 months
25% for 6 months

Online Ad Packages:

Local Business:	One week free online ad with two or more half page display ads Two weeks free online ad with two or more full page display ads One week free online ad with five or more fourth page or larger ad Two weeks free online ad with ten or more fourth page or larger ad
National:	10% loyalty discount once the client gets ten ads of one week or more

ADVERTISING POLICIES

All first time advertisers and classified advertising must be prepaid. Visa, Mastercard, American Express, corporate checks and money orders accepted. The Eagle must receive payment within 60 days of invoice date or The Eagle will add a late charge of 3% per 30 day cycle (15 % per year).

If a contracted display ad needs to be removed after 5pm the day before publication, the company will be billed regardless of circumstances. All advertisements containing graphics are considered display advertising, regardless of their location, and are subject to display advertising rates.

The Eagle will not accept any discriminatory advertising. ads from companies or individuals that advertise the sale of academic works. advertising that includes reference to alcohol, contains pictures referring to alcohol, or mentioning the sale of alcoholic beverages. For example, phrases such as "Happy Hour" and "2 for 1 specials" are not acceptable.

All ads are subject to staff review. The Eagle reserves the right to accept or deny any ad.

PROPERTY RIGHTS

All advertising produced by The Eagle remains the property of the paper and may not be used for fliers and/or any other purposes unless the organization or individual has received written consent from the business manager of the paper. The consent is subject to a fee.

PUBLICATION DATES

Deadlines for issues are the previous Tuesday at 4:00 p.m.

Fall 2010

*August 10

August 30

September 3

September 14

September 21

September 28

October 5

October 12

October 26

November 2

November 9

November 16

November 23

December 7

Spring 2011

*January 11

January 18

January 25

February 1

February 8

February 15

February 22

February 25

March 1

March 15

March 22

March 29

April 5

April 12

April 19

April 26

*Indicates Back to School Issue

ADVERTISEMENT REQUEST

CONTACTS

Business Manager / Owner _____

Contact Name _____ Position _____

Contact Work Phone _____ Contact Cell Phone _____

Contact Email _____

Eagle Advertising Representative _____

PRE-PUBLICATION CHECKLIST

- ☐ The advertisement has no mention of alcohol and no pictures of alcohol.
- ☐ The advertisement is ready for publication as a high-quality TIFF, JPEG, or PDF.
- ☐ For a 20% fee, please have the advertisement designed by an Eagle staff member.

Please note that all requests are subject to the approval of The Eagle. Please follow all directions; no changes will be made after submission unless the ad is designed by The Eagle.

AD PUBLICATION INFORMATION

Date to run advertisement _____

Size of advertisement ____ columns by ____ inches

Business approval _____ Date _____

Eagle Business Manager Approval _____ Date _____

Please complete this form and either mail, email, or fax it to The Eagle. It will then be processed, signed by the Eagle Business Manager, and faxed back to you with an ad contract that must be signed and faxed to the Eagle. The ad contract, not this form, is your legal contract with The Eagle for the publication of the ad.

CONTACT US

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American University's Independent Student Voice since 1925

252 Mary Graydon Center • American University • 4400 Massachusetts Avenue NW • Washington, D.C. 20016