



THE EMORY WHEEL

MEDIAKIT

ADVERTISING RATES & INFORMATION

2010-2011

QUICK FACTS



EMORY
IS LOCATED JUST
MINUTES FROM
DOWNTOWN ATLANTA
AND COMPRISES ONE OF
THE METRO ATLANTA'S
MOST **AFFLUENT** AND
EDUCATED COMMUNITIES.

THE NUMBERS

11,781 Students Enrolled
19,288 Employees
31,069 Readership base
92,000 Alumni living in all 50 states

DISTRIBUTION

5,000 newspaper to more
than 60 locations on
and off campus

READERSHIP

77.1% of Emory community
reads the Wheel*

* 2007 Best of Emory Survey



EMORY SPENDS
\$1.3 BILLION
EVERY YEAR IN
ATLANTA

PUBLICATIONS

THE EMORY WHEEL, Emory's award-winning campus newspaper, publishes every Tuesday and Friday during the academic year. Students, faculty and staff turn to the Wheel to find out what is going on around campus--and it's the only place for advertisers to reach the entire Emory market.



SPECIAL SECTIONS, the Wheel publishes six special sections each year that are popular with readers and advertisers alike.

Back to School



publication:
8/24/10

ad close:
8/18/10

Homecoming Weekend



publication:
9/24/10
ad close:
9/16/10

Restaurant Guide



publication:
11/12/10

ad close:
11/4/10

Housing Guide



publication:
2/8/11

ad close:
1/31/11

Best of Emory



publication:
3/25/11

ad close:
3/17/11

Graduation Magazine



publication:
5/6/11

ad close:
4/22/11

AD SPECS

PAPER/SPECIAL SECTIONS

The Emory Wheel prints a six-column broadsheet newspaper (12.5" wide by 22" tall). Sizes are shown as the columns wide by the number of inches tall. For example, a "3 x 11" ad is 3 columns wide by 11 inches tall. Ads must be in full columns (minimum 2 columns) and there is a 3" minimum height.

ACCEPTED FORMATS

PDF, EPS, TIFF,
PSD (Photoshop),
AI (Illustrator),
INDD (InDesign)

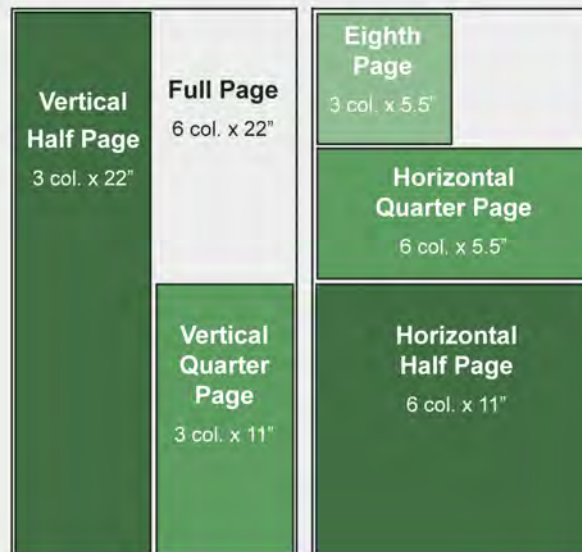
Resolution: 300 pixels/inch

DEADLINES

Tuesday at 4 pm for
Friday publication

Thursday at 4 pm for
Tuesday publication

AD LAYOUTS



POPULAR SIZES

Full Page	6 col. x 22" = 132 c.i.
Half Page (V)	3 col. x 22" = 66 c.i.
Half Page (H)	6 col. x 11" = 66 c.i.
Quarter Page (V)	3 col. x 11" = 33 c.i.
Quarter Page (H)	6 col. x 5.5" = 33 c.i.
Sixth Page*	2 col. x 11" = 22 c.i.
Eighth Page	3 col. x 5.5" = 16.5 c.i.
1/12 Page*	2 col. x 5.5" = 11 c.i.
1/16 Page*	3 col. x 3" = 9 c.i.
Business Card*	2 col. x 3" = 6 c.i.

* Not Pictured - (V) Vertical - (H) Horizontal

AD RATES

Off Campus Rates:

Open Rate = \$8.00 per column inch

Volume Discounts:

Total Column Inches	rate per column inch
200+	\$7.00
500+	\$6.00
750+	\$5.50
1000+	\$5.00

On Campus Rates:

Open Rate = \$6.00 per column inch

Volume Discounts:

Total Column Inches	rate per column inch
200+	\$5.50
500+	\$5.00
750+	\$4.50
1000+	\$4.00

National Rate:

Open Rate = \$10.00 per column inch

Color:

1/2 page or less \$195 per insertion

more than 1/2 page \$295 per insertion

\$99 color in all special sections and magazines!

Inserts

Single Sheet, no folds.....\$200 CPM

Minimum 2000 inserts. Insert space must be reserved two weeks prior to issue date and delivered one week before insertion. Inserts must be shipped to:

Walton Press, Inc.

Attn: The Emory Wheel

402 Mayfield Drive. Monroe, GA 30655

"Back to School" special section and Graduation Magazine

Regular Pages:

FULL Page	\$795
HALF Page	\$425
QUARTER Page	\$250
EIGHTH Page	\$150
Add COLOR	\$99

Premium Pages:

Page One or Two	\$895
Inside Front or Back Cover	\$995
Back Cover	\$1195

Magazine sizes are modular. Ask your account exec for more magazine ad specs.

Classifieds

Please visit www.emorywheel.com/classifieds.php to place your order and submit your classified ad.

Regular Classifieds:

Up to 25 words	\$12.00
additional words	\$0.25 each

Display Classifieds:

Available in any column inch size up to 6 column inches.

Minimum 2 column inches: \$10.00 per column inch

Online Advertising:

Ask your account executive about advertising options on the Wheel's award-winning website: emorywheel.com

PUB CALENDAR

AUGUST¹⁰

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				

SEPTEMBER¹⁰

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		

OCTOBER¹⁰

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

NOVEMBER¹⁰

S	M	T	W	T	F	S
31	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				

DECEMBER¹⁰

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	

JANUARY¹¹

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

FEBRUARY¹¹

S	M	T	W	T	F	S
30	31	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					

MARCH¹¹

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		

APRIL¹¹

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

MAY¹¹

S	M	T	W	T	F	S
1	2	3	4	5	6	7

SPECIAL SECTIONS

BACK TO SCHOOL	8/24/10	HOUSING FAIR	2/18/11
HOME COMING	9/24/10	BEST OF EMORY	3/25/11
RESTAURANT GUIDE	11/12/10	GRADUATION	5/6/11

THE EMORY WHEEL

Emory University | Drawer W | Atlanta, GA 30322
 Phone: (404) 727 6178 Fax: (404) 727 3613