



# EAGLE NEWS

## media **Kit**

Advertising Manager: Melanie Adams

Email: [adsales@eaglenews.org](mailto:adsales@eaglenews.org)

Phone: 239-590-7996

Fax: 239-590-7768

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# Demographics

## TOTAL ENROLLED: PERCENT BY AGE:

less than 20: 28%

20 to 24: 48%

25 to 29: 11%

30 to 34: 4%

35 to 39: 3%

40 or Greater: 6%

11,105  
STUDENTS

CIRCULATION: 4,500

## PERCENT BY ETHNICITY:

Asian:	2.1%	(237)
African American:	5.1%	(568)
Hispanic:	13.2%	(1,469)
Native American:	.9%	(94)
Non-resident alien:	1.6%	(177)
White:	76.5%	(8,493)
Not Reported:	.6%	(67)

## PERCENT BY GENDER:

Female: 58% (6,446)

Male: 42% (4,659)

BOG STUDENT DATA COURSE FILES AS OF 2009

FACULTY: 988

UNIVERSITY PERSONNEL-PAYROLL-  
BUDGET SYSTEM AND BOG EMPLOYMENT  
REPORT AS OF 2009



## ABOUT EN:

Eagle News is a tabloid size (11" x 17") newspaper with half inch margins and a printable page is of 10" x 16". We publish weekly during the fall and spring semester and monthly during the summer. We also print special editions like the Orientation Issue and Welcome Back Issue.

## WHEN:

Eagle News is a weekly paper that publishes every Wednesday.

Deadlines: All signed contracts and artwork are due ONE week prior to first run date.

Contract: A simple contract is needed to secure your space and guarantee payment of advertisement.

## ARTWORK:

Artwork for ads should be submitted via e-mail to [adsales@eaglenews.org](mailto:adsales@eaglenews.org). The following file formats are acceptable: pdf (Adobe Acrobat), psd (Photoshop), .jpg, .tiff, and .indd (InDesign) Word, Powerpoint and other desktop publishing are NOT accepted.

## AD DESIGN:

Eagle News offers free ad and graphic design for customers who require assistance. All artwork and materials for ad design must be submitted TWO weeks prior to run date.

## PAYMENT TERMS:

Are 2/10 net 30. Payments received after the due date will incur a \$5.00 late fee. All invoices will be mailed on the date of the first run. Eagle News charges a \$25 fee for any returned checks for advertising payments. Please make check or money order payable to: FGCU-Eagle News, 10501 FGCU Blvd. S. Mod. 4, Rm 15. Fort Myers, FL 3965. Payment by Visa, Mastercard, American Express and Discover are also accepted.

## ALCOHOL POLICY:

Eagle News accepts advertisements that include information about the consumption of beer, wine, and liquor at local establishments if they conform to the following guidelines:

1. Advertisement may not promote under age or otherwise illegal consumption of alcohol.
2. Advertisement may not promote: binge drinking, all you can drink events, or any other advertisement that emphasizes on quantity or frequency of use of alcohol. "Ladies Nights" and similar events are allowed to be promoted in the newspaper only if the discount is applied to food or entry price, not drinks.
3. Consumption of alcohol may not be the primary focus of the advertisement.
4. Advertisements may not promote drink specials or discounts that are only applied to FGCU students.
5. No photo or other art will be allowed that depicts over consumption, misuse of alcohol or otherwise degrades students.
6. Establishment must provide a safe and responsible experience for students. Eagle News will accept advertisements from national beer, wine, and liquor distributors and brands if they conform to the following guidelines:
  1. Advertisement must promote a product, not consumption.
  2. Advertisement must include promotion for responsible drinking and/or anti-drinking and driving.



# Ad Sizes

## For Individual Orders or Orders Less than 5 Weeks

- Full Page  
80 Column Inches  
(10" X 16")

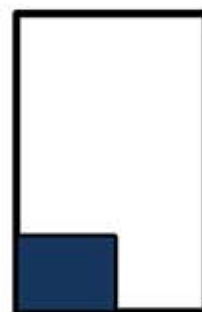
Color Rate: \$850  
Black and White Rate: \$800



## For custom sizes- \$12 per column inch + 15% for color

- The Dozen  
12 Column Inches  
(5.833" X 4")

Color Rate: \$150  
Black and White Rate: \$125



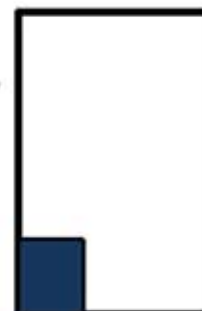
- Half Page  
40 Column Inches  
(10" X 8")

Color Rate: \$425  
Black and White Rate: \$400



- Double Business  
8 Column Inches  
(4" X 3.833")

Color Rate: \$100  
Black and White Rate: \$75



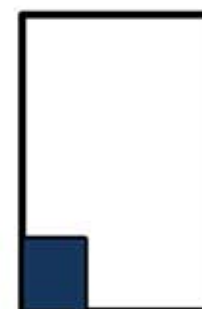
- Quarter Page  
20 Column Inches  
(10" X 4")

Color Rate: \$225  
Black and White Rate: \$200



- Business Card  
4 Column Inches  
(2" X 3.833")

Color Rate: \$75  
Black and White Rate: \$50



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# Ad Packages

## FULL PAGE AD

10.0" x 16" = 80 column inches

COLOR	Per Run	Entire Run
5 Runs	\$650.00	\$3,250.00
10 Runs	\$587.50	\$5,875.00
15 Runs	\$553.33	\$8,300.00
30 Runs	\$551.83	\$16,555.00

BLACK AND WHITE	Per Run	Entire Run
5 Runs	\$545.00	\$2,725.00
10 Runs	\$500.00	\$5,000.00
15 Runs	\$481.87	\$7,225.00
30 Runs	\$452.87	\$13,580.00



## HALF PAGE AD

10.0" x 8" = 40 column inches

COLOR	Per Run	Entire Run
5 Runs	\$335.00	\$1,675.00
10 Runs	\$300.00	\$3,000.00
15 Runs	\$288.68	\$4,300.00
30 Runs	\$278.78	\$7,750.00

BLACK AND WHITE	Per Run	Entire Run
5 Runs	\$300.00	\$1,500.00
10 Runs	\$275.00	\$2,750.00
15 Runs	\$288.68	\$4,000.00
30 Runs	\$253.57	\$7,100.00



## QUARTER PAGE AD

10.0" x 4" = 20 column inches

COLOR	Per Run	Entire Run
5 Runs	\$175.00	\$875.00
10 Runs	\$157.50	\$1,575.00
15 Runs	\$150.00	\$2,250.00
30 Runs	\$138.00	\$3,875.00

BLACK AND WHITE	Per Run	Entire Run
5 Runs	\$155.00	\$775.00
10 Runs	\$140.00	\$1,400.00
15 Runs	\$143.00	\$2,150.00
30 Runs	\$128.57	\$3,800.00



## THE DOZEN AD

5.833" x 4" = 12 column inches

COLOR	Per Run	Entire Run
5 Runs	\$120.00	\$600.00
10 Runs	\$110.00	\$1,100.00
15 Runs	\$103.00	\$1,550.00
30 Runs	\$100.00	\$2,800.00

BLACK AND WHITE	Per Run	Entire Run
5 Runs	\$105.00	\$525.00
10 Runs	\$100.00	\$1,000.00
15 Runs	\$93.33	\$1,399.95
30 Runs	\$92.85	\$2,785.50



## DOUBLE BUSINESS AD

4" x 3.833" = 8 column inches

COLOR	Per Run	Entire Run
5 Runs	\$85.00	\$425.00
10 Runs	\$79.00	\$790.00
15 Runs	\$74.00	\$1,110.00
30 Runs	\$67.30	\$2,020.00

BLACK AND WHITE	Per Run	Entire Run
5 Runs	\$68.00	\$330.00
10 Runs	\$62.00	\$620.00
15 Runs	\$58.33	\$875.00
30 Runs	\$55.00	\$1,650.00



## BUSINESS CARD AD

2" x 3.833" = 4 column inches

COLOR	Per Run	Entire Run
5 Runs	\$48.00	\$230.00
10 Runs	\$43.50	\$435.00
15 Runs	\$42.00	\$630.00
30 Runs	\$40.35	\$1,210.00

BLACK AND WHITE	Per Run	Entire Run
5 Runs	\$42.00	\$210.00
10 Runs	\$40.00	\$400.00
15 Runs	\$38.33	\$575.00
30 Runs	\$36.83	\$1,105.00



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# Print Dates



2010

S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S							
SEPTEMBER							OCTOBER							NOVEMBER							DECEMBER						
			1	2	3	4																					
5	6	7	8	9	10	11	3	4	5	6	7	8	9		1	2	3	4	5	6							
12	13	14	15	16	17	18	10	11	12	13	14	15	16	7	8	9	10	11	12	13							
19	20	21	22	23	24	25	17	18	19	20	21	22	23	14	15	16	17	18	19	20							
26	27	28	29	30			24	25	26	27	28	29	30	21	22	23	24	25	26	27							
							31							28	29	30											

2011

S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S								
JANUARY							1	FEBRUARY							MARCH							APRIL						
2	3	4	5	6	7	8				1	2	3	4	5			1	2	3	4	5					1	2	
9	10	11	12	13	14	15	6	7	8	9	10	11	12	6	7	8	9	10	11	12	3	4	5	6	7	8	9	
16	17	18	19	20	21	22	13	14	15	16	17	18	19	13	14	15	16	17	18	19	10	11	12	13	14	15	16	
23	24	25	26	27	28	29	20	21	22	23	24	25	26	20	21	22	23	24	25	26	17	18	19	20	21	22	23	
30	31						27	28						27	28	29	30	31			24	25	26	27	28	29	30	

S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S							
MAY							JUNE							JULY							AUGUST						
1	2	3	4	5	6	7				1	2	3	4	3	4	5	6	7	8	9		1	2	3	4	5	6
8	9	10	11	12	13	14	5	6	7	8	9	10	11	10	11	12	13	14	15	16	7	8	9	10	11	12	13
15	16	17	18	19	20	21	12	13	14	15	16	17	18	17	18	19	20	21	22	23	14	15	16	17	18	19	20
22	23	24	25	26	27	28	19	20	21	22	23	24	25	24	25	26	27	28	29	30	21	22	23	24	25	26	27
29	30	31					26	27	28	29	30			31							28	29	30	31			