

TheSeahawk.org • The Seahawk • Atlantis

2010-2011

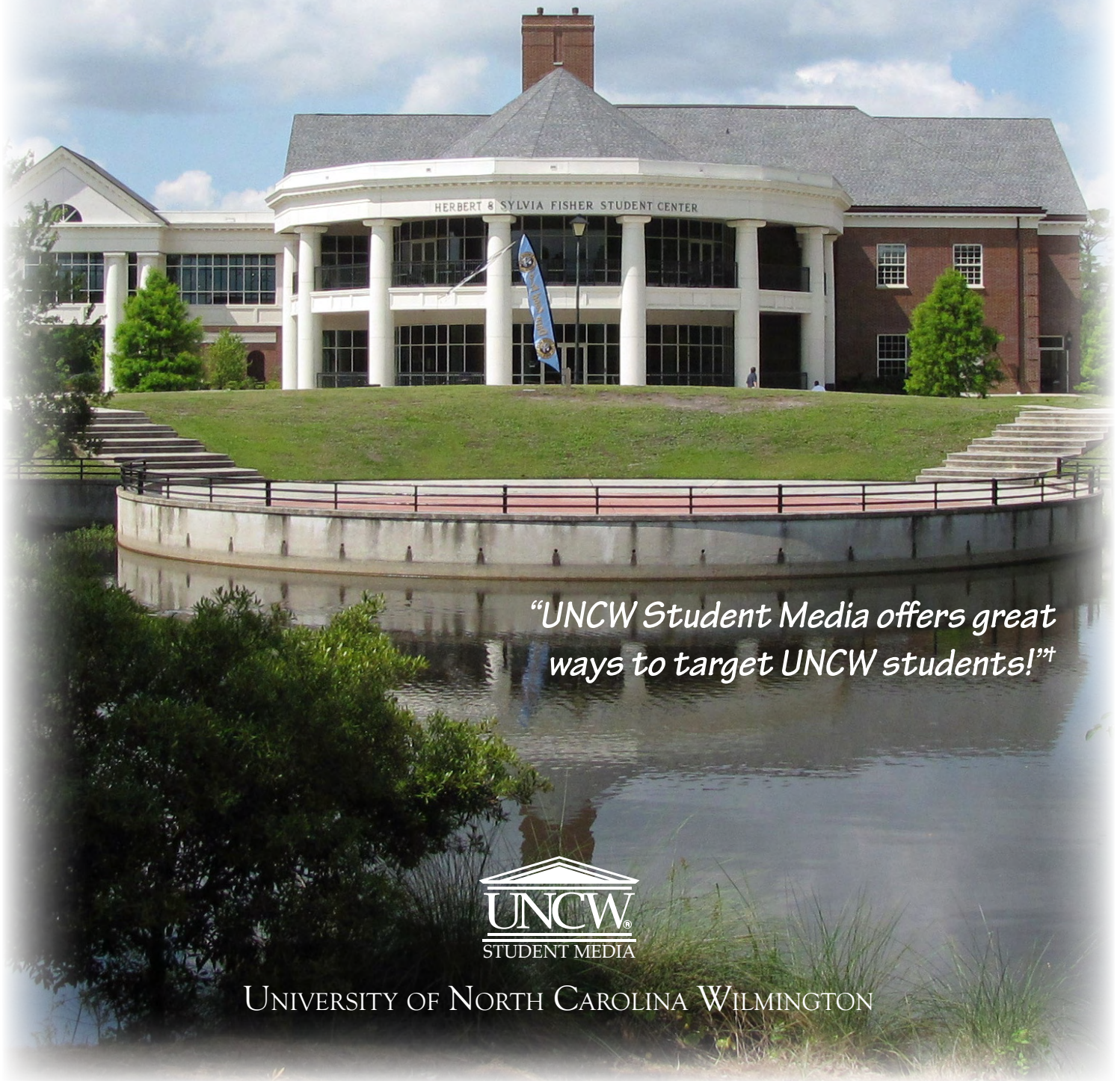
Advertising Rates & Information

- Flexible Print-Online Bundles
- Post-It Advertising
- In-Theater Advertising

Tel: 910.962.3789

E-mail: ads.uncw@gmail.com

Fax: 910.962.7131



“UNCW Student Media offers great ways to target UNCW students!”



UNIVERSITY OF NORTH CAROLINA WILMINGTON

The UNCW Market

UNCW Enrollment



12,413

59% women

41% men

Undergraduate students

11,197

Graduate students

1,216

Minority

13%

Faculty & Staff

2,097

Student Life

- 93% of first-year students live in campus housing
- 38% of all undergrads live in campus housing
- 62% of all undergrads live off campus.
- 19% of all students are age 25 or older
- 22: Average age of all students (full- and part-time)
- 33% of online readers are prospective and new students.

Most Useful Ads or Coupons at UNCW

Nearly 80% of students use coupons or special offers.

- 75% Clothing, shoes
- 64.8% Entertainment
- 57.5% Fast food
- 53.7% Fine dining
- 50.6% Pizza
- 49.8% Concerts
- 31.3% Housing
- 30.5% Campus orgs & involvement
- 28.8% Salon or spa services
- 28.3% Auto services

Top 10 Goods or Services Students Purchase Within 10 Miles of Campus

- 84.6% Restaurants
- 80.7% Groceries
- 73% Clothing, shoes, accessories
- 61% Textbooks
- 61% Movies at theaters
- 57% Movie rentals
- 49% Cards and gifts
- 47% Health and beauty aids
- 46% Nightclubs
- 46% Off-campus entertainment

College Newspapers Still a Strong Advertising Value

- 76% of college students read their student newspapers.
- Student newspapers average a 3.2 pass-along rate.
- 70% of students say they've been motivated to take action after seeing ads in their college newspapers.

Sources: UNCW Common Data Set 2009-2010; UNCW Student Media Readership Survey, Spring 2010; Alloy Media + Marketing College Newspaper Audience Study 2008.

Customer Satisfaction

- More than 9 out of 10 advertisers say they are satisfied or very satisfied with UNCW Student Media's advertising rates.
- On a scale of 1 to 10, advertisers rate their overall experience with UNCW Student Media an 8.75.

“UNCW Student Media offers great ways to target UNCW students! Plus, everyone at UNCW Student Media is always a pleasure to work with!”

†Christina S. Hill, General Manager
Campus Walk & Brookstone Village Apartments

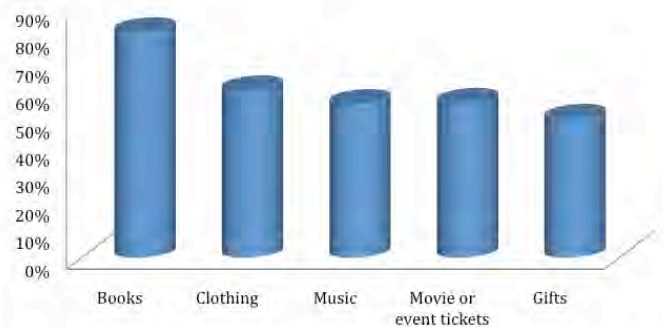
Important Dates

Fall classes begin Aug 18
Fall Break Oct 2-5
Fall Finals Dec 3-9
Fall Commencement Dec 11

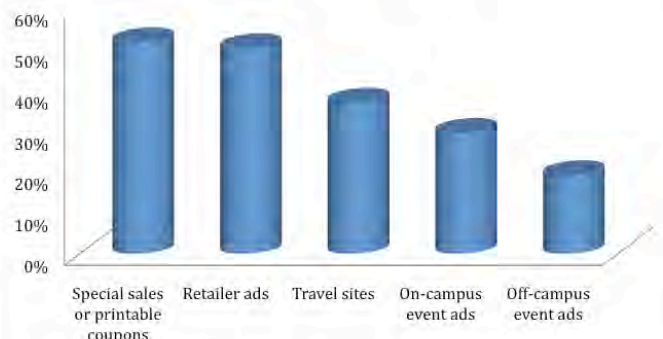
Spring classes begin Jan 5
Spring Break Mar 5-13
Spring Holiday Apr 21-24
Spring Finals Apr 27-May 3
Spring Commencement May 6-7

Summer I starts May 12
Freshman Orientations begin June 6
Summer II starts June 22

Top 5 items UNCW students purchased online in the last year



Top 5 types of online ads UNCW students click on



Students Are Online. Are YOU?



www.TheSeahawk.org

Exciting New Design!

- 25,400 page views per month, average.
- Published weekly throughout the school year.
- More than 9,500 registered readers.
- More than 3,500 eNewsletter subscribers.
- More than 1 out of 4 readers click on online ads.
- 2 out of 3 UNCW students learn about sales or coupons online.
- 46% of UNCW students read news online daily.
- 88% of UNCW students visit online news sites.
- 68% of UNCW students learn about sales or coupons via the Internet.
- 33% of online readers are alumni.

– UNCW Student Media Survey 2010 and TheSeahawk.org

ONLINE RATES

Online ads are sold at a weekly rate. Ads may start any day.

Half Banner (234 x 60 pixels)	\$25
Wide Skyscraper (160 x 600 pixels)	\$25
Medium Rectangle (300 x 250 pixels)	\$20
Full Banner (468 x 60 pixels)	\$15
eNewsletter Full Banner (468 x 60 pixels)	\$20

Online Discount

Semester Discount. -25%

Good for any online ad run for an entire semester or 3 consecutive months.

See our Print-Online Bundle discounts, p. 5.

Policies

The Seahawk assumes no responsibility for downtime of servers hosting the Seahawk or the advertisements. Partial publication weeks will be prorated to the number of days the Seahawk is published during the weeks in question.

Deadlines

Online ads are accepted daily during business hours. If you would like your ad designed for you, the deadline is 3 p.m. one week before publication.



Ad positions and sizes are approximate.

Formats

The Seahawk accepts ads via e-mail at ads.uncw@gmail.com. The site can host JPG, GIF and Flash. We cannot accept Word (*.doc) files. Please include your company name in the filename (example: XYZcompany.gif).

Links

Online ads can click through to your website. Provide the link when you submit your ad.

Rotation

By default, ads rotate throughout the site. The Seahawk can lock your display ad to specific pages for a nominal fee (add 15%). Availability of special placements may vary.

Cancellations

Any online ad may be cancelled by 5 p.m. the day of deadline without penalty. After deadline, cancellation requests will be honored, and advertiser agrees to pay the full cost of a one-week run of the ad.

910.962.3789

ads.uncw@gmail.com

4,000 free copies of the Seahawk's print edition are distributed every other Thursday during the school year to 75 locations on and off campus. The online edition is published year round.

Member of Associated Collegiate Press, Student Press Law Center, Southern University Newspapers. Founded 1948.

Print Display Rates

Full-run ROP. Except for the back cover, the Seahawk cannot guarantee position but strives to honor all requests. Rates are noncommissionable and per insertion. Local rates apply to locally owned businesses in North Carolina. Design and copy writing included.

Ad size	Local	National
Back cover.	\$320.00.	\$400.00
Full page, interior.	\$280.00.	\$350.00
Half page	\$175.00.	\$219.00
Quarter page.	\$93.00.	\$117.00
Eighth page.	\$45.00.	\$56.00
Double-truck centerfold.	\$544.00.	\$680.00

Display Discounts

Discounts may not be combined except where noted. Color is priced separately.

New Customer. -25%
Applies to a single ad run without changes up to eight consecutive insertions. Customer cannot have advertised in the Seahawk within 15 months. Also see New Customer discount on color.

Frequency Discounts
3 to 8 insertions -15%
9 or more -20%

Campus Discount -30%
Available to campus offices and nonprofit enterprises of individual students, faculty and staff.

Student Organization Discount -40%
Only currently registered student organizations eligible.

Non-Profit Discount -20%
Advertiser must be a 501(c)(3) non-profit to qualify. May be combined with the Prepayment discount.

Prepayment. -10%
To qualify, full payment must be made upon first publication. National accounts ineligible.

Deadlines

Space reservations should be made one week prior to publication. Deadlines for materials (all copy, art work, etc.) is 4 p.m. Monday prior to publication.

Color Rates

Prices are per insertion, above the cost of display space. Color positions are regulated by press configuration.

Half-page & larger \$58
Less than half-page \$48

New Customer Color Discount 50% off first ad
Customer cannot have advertised within 15 months prior.

Display Ad Sizes

Full page. 10.25" W x 11" H
Half-page vertical 4.9" W x 11" H
Half-page horizontal. 10.25" W x 5.375" H
Quarter-page square 4.9" W x 5.375" H
Quarter-page vertical 2.375" W x 11" H
Eighth-page vertical 2.375" W x 5.375" H
Eighth-page horizontal 4.9" W x 2.5" H
Double-truck centerfold 21.125" W x 11" H

Page Dimensions

Printable Area: 10.25" W x 11" H

Sending Ads Electronically

Mac-compatible files may be sent on CD, DVD or removable drive, by FTP, or as e-mail attachments: ads.uncw@gmail.com. PDF or JPG files are preferred, but we also accept native InDesign, Illustrator, Photoshop, TIFF, and EPS. We cannot accept MS Publisher, Word or PowerPoint files. Color ads should be prepared in CMYK. Ads must be 180 dpi resolution or better. Include all necessary fonts (Mac fonts only). We reserve the right to substitute similar fonts for those not provided. Contact your ad consultant for FTP instructions.

Inserts & Post-It Ads

Full press runs only (4,000 pcs.)

Inserts

Single sheet (\$36 per 1,000) \$144.00
Multiple sheets/advertisers (\$60 per 1,000) \$240.00

Post-It Ads

\$58 per 1000 \$232.00
3.5" x 3.5" maximum dimensions

Ship-to Address:

UNCW Seahawk
ATT: Bonnie Bassett
Stone Printing & Graphics LLC
2309 Dunmore Ct.
High Point, NC 27264
336.431.2600, ext. 226

2010-2011 Print Publication Dates

Aug 19	Jan 06
Sep 02	Jan 20
Sep 16	Feb 03
Sep 30	Feb 17
Oct 14	Mar 17
Oct 28	Mar 31
Nov 11	Apr 14

Special Services

Ad prices include design, copy writing, and first revision.

2nd revisions	\$10/hr (1 hr min)
Photography	\$15/hr (1 hr min)
Prints	\$10.00 each

Special Issues

Autumn Back to School	Aug 19
Spring Back to School	Jan 6
Homecoming	Feb 3
Commencement	Apr 14

1/8 pg ver.		
	1/8 pg hor.	
		1/2 pg ver.
1/4 pg		



April 29 - May 19 | theseahawk.org | volume LXII | Issue 15

New plan to stop overcrowding in bars may end 'College Night'

JAIMA RUSSELL
Assistant News Editor

Prohibiting those under the age of 21 from entering bars after 11 p.m. is one of the ordinances proposed, according to city documents, as part of a larger plan to prevent overcrowding in bars, specifically in the downtown area.

The Wilmington City Council approved an interim plan last Tuesday to address the problems in local downtown bars. The new plan says the city council will not recommend an ABC permit for new bars being opened in the downtown area that aren't taking the place of previously existing bars.

The plan also states that the council will vote against new permits for owners who have more than two violations for noise, overcrowding, or driving while impaired.

The enactment is a temporary solution to the larger issue of overcrowding downtown that will be addressed by the council in the upcoming months. Ultimately, the Alcoholic

Beverage Control Commission has the final say in whether an ABC permit will be approved, but there are measures proposed in the report made by the City Manager that the city could control.

Proposals include an ordinance to keep all persons under 21 out of bars after 11 p.m. and zoning ordinances to prohibit the amount of bars downtown in close proximity to one another. Also, bars may be prohibited from serving glass after 11 p.m., and a new tax has been proposed to pay for increased police presence and better lighting in the downtown area.

"I agree with not letting people in that are under 21. I think it will cut down on underage drinking. But I don't think that it will prevent overcrowding. I think the answer is to expand, make bigger bars to accommodate more people," said student Heath Breakfield.

The numbers of bars in the downtown area

now that will allow people under 21 in are very few, and the ones that do allow these patrons have some sort of "club atmosphere" as opposed to just a bar. Also, underage people are usually only allowed in on "college night," a specific day set aside to accommodate the younger patrons.

"Quite frankly, many younger people go to dance and have a good time, and I think that they should be allowed to do so. I don't know of any place that I go dancing that doesn't serve alcohol, but that doesn't mean I drink it," said student Scott McDonald.

Although none of these ordinances were enacted Tuesday, the City Council stressed that the plan was a temporary one, and that more will be done to address the issue by the end of the summer.



New plan may end "college night" for bars.

Search for a new UNC president begins

JESSICA SEAMAN
Staff Writer

Two months after Erskine Bowles announced his plans to retire as UNC president, the UNC Board of Governors (BOG) began their search for a new system president. They are asking the community for their help in the search.

In an open letter earlier this month to the public, Hannah Gage, chair of BOG, asked citizens to provide the board with feedback on what they were looking for in a new UNC president.

"Feedback from citizens across the state will be invaluable as we search for the right leader for our public university system, which today enrolls more than 220,000 students,"

said Gage in the letter.

The public can offer their opinion on what they look for in a new UNC president by going to the BOG's Web site and answering questions online. The public are asked two questions. The first asks what kinds of experience, skills and personal characteristics are important to a president. The second asks what challenges and opportunities the university and state face in the future.

Facilities at the 17 campuses were also sent an online survey, which they were asked to complete as a way for the board to gain feedback. The BOG will also accept recommendations or nominations of candidates.

A leadership statement committee has been formed to help use the input received from the public and identify the skills, professional experiences and personal characteristics that are needed in a UNC president.

Two other committees have also been formed to help with the search, including a screening committee that select a search consultant and helps narrow the applicant pool. The search committee, which will select the finalists for consideration by the BOG, will not begin until June, said Gage. The BOG will elect the new president.

"We are looking for a person who understands higher education and can manage a

complex situation," said Gage. "They have to be able to work with all types of people and be able to articulate the campus system agenda."

The BOG will conduct a national search for candidates, said Gage.

"It does not have to be someone from North Carolina," said Gage. "It has to be someone who understands North Carolina."

According to the BOG Web site, advertisements for a new system president will appear in the Chronicle of Higher Education, Diverse Issues in Higher Education, Hispanic Outlook and Women in Higher Education.

see UNC PRESIDENT page 4

News.....	p. 1-5
Op/Ed.....	p. 6
Lifestyles.....	p. 7-13
Sports.....	p. 14-16

This week's poll:

- What are you going to do this summer?
- Summer school
 - Studying abroad
 - Going back home
 - Don't know yet

Visit at www.theseahawk.org



Dead Man's Cell Phone
Director Paul Castagno plays his own rendition of this comical production.
SEE PAGE 12

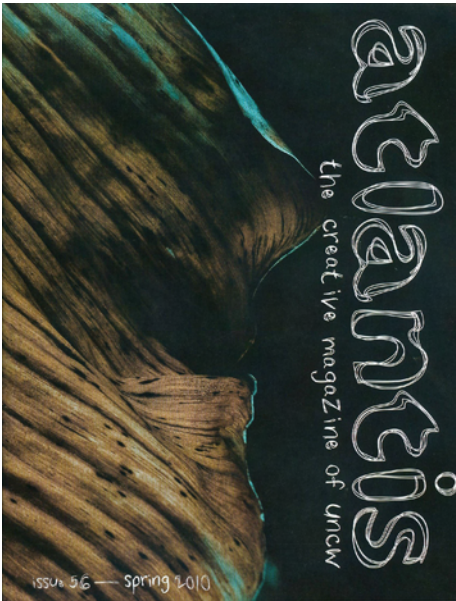
"The entire team ... was courteous, kind and extremely professional. They truly went above and beyond to make sure I was satisfied. If any future business calls for university advertising, The Seahawk would definitely be at the top of my list."

Marie Johnson, Account Manager
DMR Global Recruiting/DMR Career Planning

Seahawk Print-Online Bundles

Color charges extra. Bundles may not be combined with other discounts. Ads may run simultaneously or consecutively.

Full-Page Ad Bundles			Freq		Freq	Rate	You Save
A. Full-page print ad	2x	+	Online medium rectangle ad	8 weeks		\$594.00	\$126.00
B. Full-page print ad	2x	+	Online full banner ad	8 weeks		\$573.92	\$106.08
C. Full-page print ad	1x	+	Online medium rectangle ad	4 weeks		\$316.80	\$43.20
D. Full-page print ad	1x	+	Online full banner ad	4 weeks		\$302.60	\$37.40
Half-Page Ad Bundles			Freq		Freq	Rate	You Save
A. Half-page print ad	2x	+	Online medium rectangle ad	8 weeks		\$423.30	\$86.70
B. Half-page print ad	2x	+	Online full banner ad	8 weeks		\$376.42	\$69.58
C. Half-page print ad	1x	+	Online medium rectangle ad	4 weeks		\$224.40	\$30.60
D. Half-page print ad	1x	+	Online full banner ad	4 weeks		\$198.47	\$24.53
Quarter-Page Ad Bundles			Freq		Freq	Rate	You Save
A. Quarter-page print ad	2x	+	Online medium rectangle ad	8 weeks		\$287.18	\$58.82
B. Quarter-page print ad	2x	+	Online full banner ad	8 weeks		\$258.26	\$47.74
C. Quarter-page print ad	1x	+	Online medium rectangle ad	4 weeks		\$152.24	\$20.76
D. Quarter-page print ad	1x	+	Online full banner ad	4 weeks		\$136.17	\$16.83



atlantis

the creative magazine of uncw

Since 1971

1,000 or more copies of Atlantis are distributed free to locations on and off campus in the fall, spring and summer. Founded 1971.

2010-2011 Issue Dates

Fall 2010	Nov 18
Spring 2011	Apr 14
Summer 2011	June 23

Display Rates

Per-insertion, noncommissionable rates. Prices include design (up to one revision), copy writing, and full color.

Inside cover	\$200.00
Full page	\$190.00
Two-third page	\$148.00
Half page	\$127.00
Third page	\$90.00
Quarter page	\$79.80
Sixth page	\$69.44
Eighth page	\$65.10

Atlantis-Seahawk Print Bundles

Full-color packages for local advertisers. Bundles may not be combined with other discounts. Ads may run simultaneously or consecutively.

Full-Page Color Bundles			Freq		Freq	Rate	You Save
A. Atlantis Full inside-cover ad	1x	+	Seahawk Full-page ad, interior	1x		\$457.30	\$80.70
B. Atlantis Full-page ad, interior	1x	+	Seahawk Full-page ad, interior	1x		\$454.08	\$73.92
Half-Page Color Bundles			Freq		Freq	Rate	You Save
A. Atlantis Half-page ad, interior	2x	+	Seahawk Half-page ad, interior	2x		\$569.32	\$92.68
B. Atlantis Half-page ad, interior	1x	+	Seahawk Half-page ad, interior	1x		\$313.20	\$46.80

Discounts

Discounts may not be combined except where noted.

Multiple Insertions -15%
Ad must appear in a least two consecutive issues.

Campus Discount -30%
Available to campus offices and non-profit student, faculty, and staff enterprises.

Student Organization Discount -40%
Only currently registered student organizations eligible.

Non-Profit Discount -20%
Must be a legitimate 501(c)(3) non-profit to qualify. May be combined with the Prepayment discount.

Prepayment -5%
To qualify, full payment must be received upon first publication. National accounts are ineligible.

Ad Sizes

Full page, full bleed	8.5" W x 11" H
Two-third vertical	4.95" W x 10" H
Half page vertical	3.675" W x 10" H
Half page horizontal	7.5" W x 4.925" H
Third page vertical	2.4" W x 10" H
Third page square	4.95" W x 4.925" H
Quarter page	3.675" W x 4.925" H
Sixth page	2.4" W x 4.925" H
Eighth page	3.675" W x 2.425" H

Deadlines

For space reservations allow at least six weeks prior to publication. Your ad consultant can advise you on copy deadlines.

Fisher Student Center



17,183 film-goers viewed ads at Lumina Theater in 2009–2010!

—Lumina Theater Box Office

On-screen advertising is a great way to convey your message to a targeted, attentive audience.

Lumina Theater is a 360-seat movie theater screening current blockbuster films and popular independents every weekend, plus a wide range of foreign and domestic films throughout the week.

Rates

Prices include setup. A \$15 fee is charged for revisions to a current campaign.

	<i>Weekly</i>	<i>Monthly</i>
Off campus	\$60	\$180
Campus offices	\$40	\$120
Student orgs	\$20	\$60

Repetition

Each advertising image runs 10 seconds and repeats a minimum of three times during the 15 minutes prior to show time. Actual repetition is typically greater.

Each on-screen insertion runs for a whole week, from Monday to Sunday.

Deadlines

Reservations are required 10 business days in advance of start date. Allow one week for slide design. Deadline for finished ad slides is 5 p.m. Thursday prior to start date.

Design

Submit your ad as a PowerPoint slide, or allow us to create it for you at no extra charge. Any animation used in your slide must run within the 10-second limit. Your advertising consultant can advise you on creating the most effective ad slide possible.

Sending Ads

Materials may be e-mailed to ads.uncw@gmail.com or supplied on CD, DVD or removable drive.

Content

To ensure the appropriateness of ads appearing before sponsored screenings, Lumina Theater's program sponsors have approval rights for all ads running prior to their screenings. Your advertising consultant can advise you about appropriateness of content.

910.962.3789

“The Seahawk and Lumina Theater proved to be effective and cost efficient.

Great staff! Great experience!”

—Christine Feeney, UNCW Annual Giving



Contact Information

Hours

Monday – Friday 8:30 AM – 5 PM
when classes are in session

Phones

Advertising910.962.3789
Newsroom910.962.3229

E-Mail

ads.uncw@gmail.com

Web

www.uncw.edu/studentmedia

Offices

UNCW Student Media
601 S. College Rd.
FUU 1049
Wilmington, NC 28403-5624

Campus Mail

Box 5624

Personnel

Caroline Fremont
Sales & Marketing Director910.962.3789
Bill DiNome
Program Coordinator910.962.7138

Advertising Policies

- UNCW Student Media reserves the right to reject or cancel, at its discretion, any ad deemed objectionable or misleading.
- The advertiser or advertising agency assumes all responsibility and liability for the content of advertisements, inserts and for any claim, expense or loss resulting from the publication or non-publication of such items in UNCW Student Media publications. Submission of copy and/or photos for inclusion in an advertisement shall constitute certification by the advertiser that any necessary releases and permission to use such materials have been secured by the advertiser. With regard to the publication of an advertisement, the advertiser will accept full responsibility including, but not limited to, claims of libel, infringement of right of privacy, plagiarism, or copyright violation.
- Advertisers will be responsible for 100% of the price of any display advertising cancelled after deadline.
- UNCW Student Media reserves the right to terminate a contract for any reason with 21 days written notice.
- UNCW Student Media regrets any errors made by our publications and will work to amend the mistakes promptly. UNCW Student Media will be responsible for only the first insertion of incorrect copy. Compensation for errors can only be for the cost of the ad.
- A completed business questionnaire may be requested of any advertiser to insure that the items or services are legal, safe, FDA-approved (food, diet aids) and legitimate.
- UNCW Student Media cannot guarantee ad position in its print publications but strives to honor all requests.
- Ads having the appearance of news material will be marked “Paid Advertisement.”
- Complete terms and conditions are enumerated in the advertising contract.
- UNCW Student Media reserves the right to change any policies and advertising rates at any time with notification to advertisers prior to publication of future advertisements.

Credit & Billing Policies

- Advertising must be prepaid until credit is established through approval of a completed credit application. Prepayment is required for all new, out-of-state, political or transient advertisers.
- For advertisers with approved credit, invoices are issued upon publication of ads.
- Proof of publication will be provided with electronic tearsheets whenever practical unless advertiser requests paper tearsheets.
- Payment is due 30 days from publication date. Accounts unpaid after 30 days may be refused further advertising.
- Rates will be adjusted if contract is not fulfilled as agreed.
- All prices are net and noncommissionable and will be billed accordingly.