



# Technician

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The *Technician*, North Carolina State University's student-run newspaper has been serving the campus community since 1920. It employs more than 100 students throughout the year and is instrumental in providing students, faculty, staff and alumni with campus news, sports, entertainment, as well as state and national news. The *Technician* is published Monday through Friday with a circulation of 11,500 papers daily when school is in session. It has many strategically-located distribution sites on main, Centennial and the College of Veterinary Medicine campuses. It also is delivered to surrounding area merchants and restaurants for a wide reader base.

## The Fine Print

The Student Media of North Carolina State University reserves the right to reject advertising that it considers objectionable. Commercial advertising that discriminates on the basis of race, creed, color, handicap, age, gender, or sexual orientation will not be accepted. Advertisements for products, services or promotions that are illegal in North Carolina will be rejected.

The *Technician* will make every effort to accommodate ad position requests. However, because late-breaking news can affect the design of the newspaper, the *Technician* cannot guarantee any ad position. The *Technician* will make every effort to contact clients immediately when such a situation occurs.

Make-goods or credit adjustments will be made when errors occur in advertising that are the responsibility of the advertising student media. It is the responsibility of the advertiser to notify the *Technician* of significant errors. The *Technician* will be responsible for first run errors up to a negotiable 25 percent of the ad cost. Allowances will be made only for errors that materially affect an ad's value. All errors after the first run are considered to be a failure of client to notify the *Technician*; no compensation will be considered.

The *Technician* prints and distributes as scheduled regardless of N.C. State's Adverse Weather Policy or all class cancellations.

All advertising must be prepaid unless credit has been established by filling out the proper credit application and submitting it to the Student Media business office prior to placement of advertisement. Student Media reserves the right to deny or revoke credit to any business with poor credit history, poor payment history, lack of references, insufficient length of operation at present location or of a transitory nature. If any invoice becomes 90 days past due, Student Media reserves the right to revoke credit for one academic year.

The *Technician* offers a 10 percent discount for prepaid display advertising. Prepayment discount does not apply to classified line items.



Display Advertising Rates

Common Sizes

Full page (6 col. x 20.5")	
Local	\$1,107. <sup>00</sup>
National	\$1,383. <sup>75</sup>
Half page (6 col. x 10.5")	
Local	\$567. <sup>00</sup>
National	\$708. <sup>75</sup>
Quarter page (3 col. x 10.5")	
Local	\$283. <sup>50</sup>
National	\$354. <sup>38</sup>
Eighth page (3 col. x 5")	
Local	\$135. <sup>00</sup>
National	\$168. <sup>75</sup>

Column Inch Rates

Local	\$9. <sup>00</sup>
Campus department	\$8. <sup>25</sup>
Student organization	\$7. <sup>50</sup>
National *	\$11. <sup>25</sup>

\*non-contracted rates

Display Color Rates

Full Color	
full (64 - 126 col. in.)	\$300
half (32 - 63 col. in.)	\$150
fourth (15 - 31.5 col. in.)	\$75
eighth (< 15 col. in.)	\$50

Bulk Contracts

Two semesters (Does not include summer sessions.)

Local Rates	
100-199 col. in.	8. <sup>75</sup> / col. in.
200-499 col. in.	8. <sup>50</sup> / col. in.
500-999 col. in.	8. <sup>25</sup> / col. in.
1000-1499 col. in.	8. <sup>00</sup> / col. in.
1500 + col. in.	7. <sup>75</sup> / col. in.
National Rates	
100-499 col. in.	11. <sup>00</sup> / col. in.
500-999 col. in.	10. <sup>60</sup> / col. in.
1000-1499 col. in.	10. <sup>30</sup> / col. in.
1500-2999 col. in.	10. <sup>00</sup> / col. in.
3000 + col. in.	9. <sup>50</sup> / col. in.

Commission/Contracts

All Technician rates are net. Any commission earned by an agency or placement service must be added to stated rates. All contracts (display or classifieds) must be signed and returned to our offices before contract rate is valid.

Calculating Cost

Display advertising is sold by the column-inch. To calculate the cost of an ad multiply the number of columns (width) by the number of inches (height) and then multiply by the rate. A three-column-wide ad that is 10.5 inches tall would equal 31.5 column-inches. Next multiply the 31.5 column-inches by the local \$9 rate to get the cost of the ad \$283.<sup>50</sup>.

Premium Advertising Positions

Banner Ads and Crossword Puzzle

(Banner ads are placed at the bottom of the outside pages and quality must be approved by advertising manager before running. The crossword puzzle ad is placed within the clues to the daily crossword puzzle.) These sell quickly.

Print banner ads (6 col. x 1" or 10.5" x 1") full color	
Front outside page	\$90
Back outside page	\$90
Puzzle space	
Vertical: (2 col. x 7" or 3.4" x 7") black & white	\$150
Horizontal: (4 col. x 3" or 6.9" x 3") black & white	\$150

Deadlines

All ad deadlines are at 4 p.m. Eastern time  
(completed camera ready ad and paperwork)

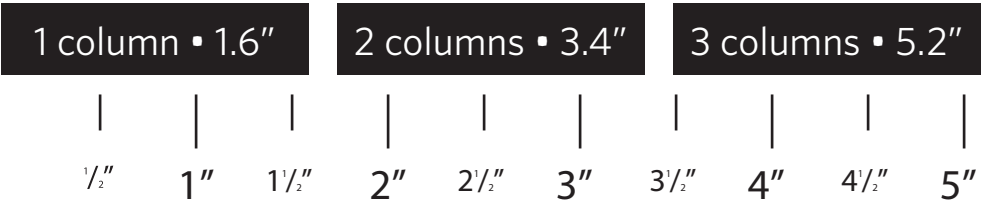
For an ad to appear: It must be received by:	
Monday	Wednesday
Tuesday	Thursday
Wednesday	Friday
Thursday	Monday
Friday	Tuesday

25% Charge For All Late Ads

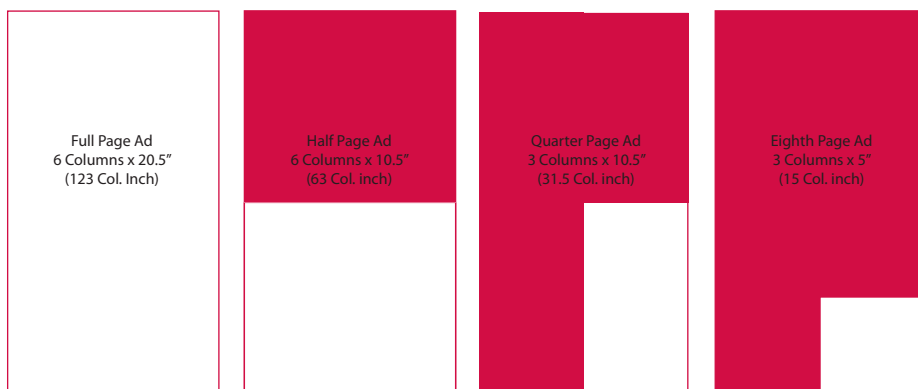
Any ad received after the deadline will be charged a 25 percent late fee.

Design charges

The Technician has a talented creative team that is ready to help any customer design an ad from scratch. The charge for designing an ad from scratch is 10 percent of the cost of the ad based on the column-inch price. All minor changes to an ad are done free of charge by our creative team. Allow five business days (before deadline) for the creative team to design an ad and to send proofs for approval.



# Common Broadsheet Sizes



## Column Widths

# of Cols.	Inches	Picas
1	1.6 in	9p8
2	3.4 in	20p4
3	5.2 in	31p0
4	6.9 in	41p8
5	8.7 in	52p4
6	10.5 in	63p0

Ad widths for the regular broadsheet edition of the the *Technician* must be in whole columns and ad height must be in 1 or 1/2-inch increments. Ads may be no smaller than 1" x 1".

## Inserts

### Pre-Printed Inserts

#### Insert Specifications (sizes)

Minimum	5"x7"
Maximum	10"x12.25"

### Price

(Cost for 11,500 inserts per insertion)

1-3 insertions per year	\$805. <sup>00</sup>
4-6 insertions per year	\$747. <sup>50</sup>
7-9 insertions per year	\$690. <sup>00</sup>
10 or more insertions per year	\$632. <sup>50</sup>

### Guidelines

Inserts can be folded any way EXCEPT accordin files. 70lb. and 60lb. card stock paper works best. All inserts are machine inserted. We cannot accept CDs or any other insert information that can "break." Summer inserts must be for the full run and are charged the same as the normal academic year's prices.

### Insert Deadline

Space reservation: 2 weeks (10 business days)

Ad material: 1 week (5 business days)

All ad material must be delivered directly to *The News & Observer* one week before the insert runs in the *Technician*. Please call for shipping address.

## Summer Rates

Local	\$8. <sup>75</sup> /col. in.
NCSU Campus	\$6. <sup>75</sup> /col. in.
National	\$9. <sup>75</sup> /col. in.
Local Contracts*	
4 week contract	\$8. <sup>50</sup> /col. in.
7 week contract	\$8. <sup>25</sup> /col. in.
9 week contract	\$8. <sup>00</sup> /col. in.
*advertisers must run at least one ad per week, consecutively, for the duration of the contract term	

## Mailed Subscriptions

(Two Semesters)

Regular	\$150
Alumni/Faculty	\$100

## Reprints

Special Edition Reprints	\$5/each
Photo Reprints (8" x 10")	\$25/each
Photo Reprints (5" x 7")	\$20/each
(other sizes are available upon request)	

4 columns • 6.9"

5 columns • 8.7"

6 columns • 10.5"



## Online Advertising

Technicianonline.com has proven to be a strategic tool in reaching additional students, faculty and record numbers of alumni.

## Time Definitions

**Week:** Sunday to Saturday

**Month:** Four weeks

**Semester:** As defined by the University calendar

## Online Deadline

All material for online ads must be received one week before date of scheduled run. Ads designed by the *Technician's* advertising staff must be received two weeks before date of scheduled run. Clients will not be reimbursed for lost run dates due to late ad material.

## Guidelines

When requesting insertion, provide your top three choices. If other ads are running in the position you request, we will use your next choice. A student media bundle discount is available for clients running both display and online ads.

Below is a preview of our online page and ad space. Ad sizes are in pixels. Prices listed are per month; contact us for other rates. The ad position given may differ from the example below.

The screenshot shows the Technicianonline.com website with several ad placements. At the top, there's a 'National' ad space. Below the navigation bar, there are 'TOP STORIES' and a 'Listen to the headlines' section. The main content area features several articles with accompanying images. On the right side, there are three ad spaces: a 'National' ad, a 'Big Box' ad (300 x 240, \$250), and a 'Mini Sky' ad (120 x 240, \$150). At the bottom, there's a 'Banner' ad (433 x 60, \$300). The website also includes a 'Log In' section and a 'Register' link.

## CLASSIFIEDS RATES & INFORMATION

### Classifieds Advertising Policies

Once run, a classified ad can be canceled for a future credit only. Technician strives for accuracy in ads. Please check the ad the first day it runs, and notify staff members to adjust it. Technician cannot be held responsible after the first run. In compliance with state law, we do not run advertisements promoting envelope stuffing. Advertisements placed in the iHelp Wanted or iFor Rent categories cannot discriminate. Classifieds may appear online at no additional charge.

### Payment Information

All classified advertisements must be prepaid. No exceptions will be made. Technician accepts Visa, Mastercard, Discover, cash and checks. Credit card information may be taken over the phone and a receipt mailed or sent by fax upon request. Tearsheets may also be provided by request.

### Classifieds Deadlines

The deadline for classified advertisements is one publication date in advance by 1:00 p.m. Classified ads may be taken over the phone or sent by fax or email.

Our office is open Monday through Friday 9 a.m. to 5 p.m. when class is in session.

### Classified Rates

Students/Student Organizations

- 1 run: \$5
- 2 runs: \$7
- 3 runs: \$10
- 4 runs: \$13
- 5+ runs: \$3/day

Business/Non-profit/Campus Organizations

- 1 run: \$8
- 2 runs: \$14
- 3 runs: \$18
- 4 runs: \$22
- 5+ runs: \$5/day

Rates are based on 25 words or less. There is a charge of 20¢ per word per day over 25. Bolding and underlining are 20¢ per word per day and boxing around an ad is 25¢ per day. A word is defined as that which begins and/or ends with a space. A number, telephone number, email address, website and any abbreviation are each counted as one word.

Contact us:

Phone: 919-515-2411

Fax: 919-515-5133

Email: [classifieds@technicianonline.com](mailto:classifieds@technicianonline.com)

