NC STATE
STUDENT MEDIA
2016-2018 Media Kit
UNIVERSITY STATS

- **24,111** undergraduate enrollment
- **9,904** graduate enrollment
- **15,246** female students
- **18,769** male students
- **34,015** total enrollment
- **26,440** in-state students
- **3,842** international students
- **3,733** out-of-state students
- **8,348** faculty & staff

Contact Us

307 Witherspoon, Campus Box 7318, Raleigh, NC 27695
919-515-2411 | f: 919-515-5133 | advertising@sma.ncsu.edu
**Red Package**

**Technician**
3 half-page color ads  
**Nubian Message**
1 half-page black-and-white ad  
**WKNC 88.1 FM**
21 30-second spots  
**VALUE:** $2,405.25  
**YOU PAY:** $1,924.20

---

**Blue Package**

**Technician**
3 quarter-page color ads  
**Nubian Message**
1 quarter-page black-and-white ad  
**WKNC 88.1 FM**
15 30-second spots  
**VALUE:** $1,437.71  
**YOU PAY:** $1,150.17

---

**Green Package**

**Technician**
3 eighth-page color ads  
**Nubian Message**
1 eighth-page black-and-white ad  
**WKNC 88.1 FM**
10 30-second spots  
**VALUE:** $858.82  
**YOU PAY:** $687.06

---

**BUNDLES**

<table>
<thead>
<tr>
<th>Package Type</th>
<th>Size</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>7.75” x 9.25”</td>
<td>$1500</td>
</tr>
<tr>
<td>Half Page Vertical</td>
<td>3.875” x 9.25”</td>
<td>$750</td>
</tr>
<tr>
<td>Half Page Horizontal</td>
<td>7.75” x 4.635”</td>
<td>$750</td>
</tr>
<tr>
<td>Quarter Page</td>
<td>3.875” x 4.635”</td>
<td>$375</td>
</tr>
<tr>
<td>Back Cover</td>
<td>8.75” x 7.75”</td>
<td>$1250</td>
</tr>
</tbody>
</table>

---

**MAGAZINE SPECIALS**

Magazines are glossy, full-color products covering topics such as Housing, Healthy Living, and Best of Raleigh, as well as a Welcome to Campus edition. Look in the back pocket for inserts regarding each magazine.
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 and features, as well as opinion content, original cartoons and photography spreads. The Technician is published each Monday and Thursday with a circulation of 5,000 papers daily when school is in session, and publishes weekly during the summer on Thursdays.

PRINT RATES

<table>
<thead>
<tr>
<th>Rates &amp; Sizes</th>
<th>Full Page</th>
<th>3/4 Page</th>
<th>1/2 Page</th>
<th>1/4 Page</th>
<th>1/8 Page</th>
<th>1/16 Page</th>
<th>Horizontal Strip</th>
<th>Vertical Strip</th>
</tr>
</thead>
<tbody>
<tr>
<td>Open Rate</td>
<td>$943.50</td>
<td>$740.00</td>
<td>$471.75</td>
<td>$235.87</td>
<td>$117.94</td>
<td>$64.75</td>
<td>$98.05</td>
<td>$235.87</td>
</tr>
<tr>
<td>Campus Rate</td>
<td>$790.50</td>
<td>$620.00</td>
<td>$395.25</td>
<td>$197.63</td>
<td>$98.81</td>
<td>$54.25</td>
<td>$82.15</td>
<td>$197.63</td>
</tr>
<tr>
<td>Color</td>
<td>+ $250</td>
<td>+ $250</td>
<td>+ $200</td>
<td>+ $150</td>
<td>+ $100</td>
<td>+ $50</td>
<td>+ $100</td>
<td>+ $150</td>
</tr>
</tbody>
</table>

Premium Positions

<table>
<thead>
<tr>
<th>Premium Positions</th>
<th>Price</th>
<th>Size</th>
<th>Color</th>
</tr>
</thead>
<tbody>
<tr>
<td>Front Banner</td>
<td>$250</td>
<td>9.5” x 1.325”</td>
<td>Yes</td>
</tr>
<tr>
<td>Back Position</td>
<td>+ 10%*</td>
<td>Any</td>
<td>Yes</td>
</tr>
<tr>
<td>Puzzle Space</td>
<td>$15</td>
<td>2.28” x 2.28”</td>
<td>No</td>
</tr>
</tbody>
</table>

*Add 10% to the price of the original ad.

Inserts

$500 for 5000 inserts

min size: 8.5” x 11”
max size: 11.5” x 13”

Guidelines:
Inserts can be folded any way EXCEPT accordion files. 70lb. and 60lb. card stock paper works best. All inserts are machine inserted. We cannot accept CDs or any other insert information that is rigid or breakable.

Deadlines:
Reservation: 10 business days in advance
Ad Material: 5 business days in advance
All ad material must be delivered directly to Triangle Web one week before the insert runs in the Technician. Please call for shipping address.

Classifieds

Classifieds can be placed and paid for online at: technicianonline.com/classifieds

Print: Classifieds are $5 per day for 25 words or fewer. Ads more than 25 words are charged 20 cents per word over 25 per day.

Online: Classifieds run online for 15 days at the cost of $25.

Deadline for ad placement is 4 p.m. three business days in advance.
Technicianonline.com has proven to be a strategic tool in reaching additional students, faculty and record numbers of alumni. The sizes are in pixels, and prices are per month. All material must be received three days before date of scheduled run. Cope for ads designed by the Technician’s advertising staff must be received one week before date of scheduled run.

### Rates & Sizes

<table>
<thead>
<tr>
<th>Size</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard</td>
<td>728 x 90</td>
</tr>
<tr>
<td>Centers</td>
<td>469 x 60</td>
</tr>
<tr>
<td>Rails</td>
<td>300 x 250</td>
</tr>
<tr>
<td></td>
<td>160 x 600 or 300 x 600</td>
</tr>
<tr>
<td></td>
<td>300 x 600</td>
</tr>
<tr>
<td>Mobile Leaderboard</td>
<td>320x250</td>
</tr>
</tbody>
</table>

**Twitter**

Technician has over 6,000 Twitter followers. $20/Tweet or 3 Tweets for $50

Technician Sports has over 2,400 Twitter followers. $10/Tweet or 3 Tweets for $20
The Agromeck, NC State’s oldest student publication, has been published every year since 1903. A spring-delivery year in review, the Agromeck documents the lives of the 30,000-plus students, faculty and staff on campus, covering everything from football games and pep rallies to fraternity and sorority events and classroom activities. The Agromeck produces a book that will not only be useful in a year, but also cherished in 20 or 30 years to help people know and remember what life at NC State was like.

Rates & Sizes

<table>
<thead>
<tr>
<th></th>
<th>Full Page</th>
<th>1/2 Page</th>
<th>1/4 Page</th>
<th>1/8 Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rate</td>
<td>$1,000</td>
<td>$500</td>
<td>$250</td>
<td>$100</td>
</tr>
</tbody>
</table>

Deadlines

Ad deadline for the 2017 edition: January 20, 2017
Delivery for the 2017 edition: April 2017

Ad Deadline for the 2018 edition: January 19, 2018
Delivery for the 2018 edition: April 2018

Fine Print

All ads are four-color (CMYK) or grayscale (black-and-white only). Spot colors will be converted to CMYK equivalents.

Ads must be provided camera-ready but may be submitted by e-mail. PDF format is preferred at 300ppi resolution.

The Agromeck yearbook is printed using a 150-line screen, so all images should be sampled at 300ppi and should be saved in RGB, JPEG format.

All display ads must be prepaid.
The Nubian Message is a biweekly publication with a print circulation of 500 papers that provides articles about and for African-American and other students at NC State. Content includes news stories, editorials, features and reviews concerning the community.

**PRINT RATES**

<table>
<thead>
<tr>
<th>Size</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>$280</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>$140</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>$70</td>
</tr>
<tr>
<td>1/8 Page</td>
<td>$35</td>
</tr>
</tbody>
</table>

**Rates & Sizes**

- **Open Rate**: $280 for Full Page, $140 for 1/2 Page, $70 for 1/4 Page, $35 for 1/8 Page
- **Campus Rate**: $224 for Full Page, $112 for 1/2 Page, $56 for 1/4 Page, $28 for 1/8 Page
- **1 color**: +$75 for Full Page, +$75 for 1/2 Page, +$75 for 1/4 Page, +$75 for 1/8 Page
- **Full color**: +$105 for Full Page, +$105 for 1/2 Page, +$105 for 1/4 Page, +$105 for 1/8 Page

**Deadlines**

Deadline for ad placement is 4 p.m. one week in advance. Cancellation must be made by 4 p.m. three working days in advance.

**ONLINE RATES**

**Twitter**

Nubian has over 800 Twitter followers. $10/Tweet or 3 Tweets for $25
WKNC-FM is a student-run, non-commercial radio station. Operating 24/7/365, WKNC’s 25,000-watt broadcast signal reaches listeners throughout the entire Raleigh-Durham-Chapel Hill market and an even wider audience with its online stream. WKNC prides itself on alternative programming of indie rock, electronic, metal and underground hip-hop, with a heavy focus on North Carolina music. Weekend specialty shows include Americana, punk, R&B, a capella, South Asian and classic country and western.

<table>
<thead>
<tr>
<th>Time</th>
<th>Monday</th>
<th>Tuesday</th>
<th>Wednesday</th>
<th>Thursday</th>
<th>Friday</th>
<th>Saturday</th>
<th>Sunday</th>
</tr>
</thead>
<tbody>
<tr>
<td>midnight</td>
<td>Underground 12 a.m.-6 a.m.</td>
<td>Underground 12 a.m.-6 a.m.</td>
<td>Afterhours 12 a.m.-6 a.m.</td>
<td>Afterhours 12 a.m.-6 a.m.</td>
<td>Afterhours 12 a.m.-6 a.m.</td>
<td>Chainsaw Rock 12 a.m.-6 a.m.</td>
<td>Underground 12 a.m.-6 a.m.</td>
</tr>
<tr>
<td>1 am</td>
<td>Underground 12 a.m.-6 a.m.</td>
<td>Underground 12 a.m.-6 a.m.</td>
<td>Afterhours 12 a.m.-6 a.m.</td>
<td>Afterhours 12 a.m.-6 a.m.</td>
<td>Afterhours 12 a.m.-6 a.m.</td>
<td>Chainsaw Rock 12 a.m.-6 a.m.</td>
<td>Underground 12 a.m.-6 a.m.</td>
</tr>
<tr>
<td>2 am</td>
<td>Underground 12 a.m.-6 a.m.</td>
<td>Underground 12 a.m.-6 a.m.</td>
<td>Afterhours 12 a.m.-6 a.m.</td>
<td>Afterhours 12 a.m.-6 a.m.</td>
<td>Afterhours 12 a.m.-6 a.m.</td>
<td>Chainsaw Rock 12 a.m.-6 a.m.</td>
<td>Underground 12 a.m.-6 a.m.</td>
</tr>
<tr>
<td>3 am</td>
<td>Underground 12 a.m.-6 a.m.</td>
<td>Underground 12 a.m.-6 a.m.</td>
<td>Afterhours 12 a.m.-6 a.m.</td>
<td>Afterhours 12 a.m.-6 a.m.</td>
<td>Afterhours 12 a.m.-6 a.m.</td>
<td>Chainsaw Rock 12 a.m.-6 a.m.</td>
<td>Underground 12 a.m.-6 a.m.</td>
</tr>
<tr>
<td>4 am</td>
<td>Underground 12 a.m.-6 a.m.</td>
<td>Underground 12 a.m.-6 a.m.</td>
<td>Afterhours 12 a.m.-6 a.m.</td>
<td>Afterhours 12 a.m.-6 a.m.</td>
<td>Afterhours 12 a.m.-6 a.m.</td>
<td>Chainsaw Rock 12 a.m.-6 a.m.</td>
<td>Underground 12 a.m.-6 a.m.</td>
</tr>
<tr>
<td>5 am</td>
<td>Underground 12 a.m.-6 a.m.</td>
<td>Underground 12 a.m.-6 a.m.</td>
<td>Afterhours 12 a.m.-6 a.m.</td>
<td>Afterhours 12 a.m.-6 a.m.</td>
<td>Afterhours 12 a.m.-6 a.m.</td>
<td>Chainsaw Rock 12 a.m.-6 a.m.</td>
<td>Underground 12 a.m.-6 a.m.</td>
</tr>
<tr>
<td>6 am</td>
<td>Underground 12 a.m.-6 a.m.</td>
<td>Underground 12 a.m.-6 a.m.</td>
<td>Afterhours 12 a.m.-6 a.m.</td>
<td>Afterhours 12 a.m.-6 a.m.</td>
<td>Afterhours 12 a.m.-6 a.m.</td>
<td>Chainsaw Rock 12 a.m.-6 a.m.</td>
<td>Underground 12 a.m.-6 a.m.</td>
</tr>
<tr>
<td>7 am</td>
<td>Underground 12 a.m.-6 a.m.</td>
<td>Underground 12 a.m.-6 a.m.</td>
<td>Afterhours 12 a.m.-6 a.m.</td>
<td>Afterhours 12 a.m.-6 a.m.</td>
<td>Afterhours 12 a.m.-6 a.m.</td>
<td>Chainsaw Rock 12 a.m.-6 a.m.</td>
<td>Underground 12 a.m.-6 a.m.</td>
</tr>
<tr>
<td>8 am</td>
<td>Underground 12 a.m.-6 a.m.</td>
<td>Underground 12 a.m.-6 a.m.</td>
<td>Afterhours 12 a.m.-6 a.m.</td>
<td>Afterhours 12 a.m.-6 a.m.</td>
<td>Afterhours 12 a.m.-6 a.m.</td>
<td>Chainsaw Rock 12 a.m.-6 a.m.</td>
<td>Underground 12 a.m.-6 a.m.</td>
</tr>
<tr>
<td>9 am</td>
<td>Underground 12 a.m.-6 a.m.</td>
<td>Underground 12 a.m.-6 a.m.</td>
<td>Afterhours 12 a.m.-6 a.m.</td>
<td>Afterhours 12 a.m.-6 a.m.</td>
<td>Afterhours 12 a.m.-6 a.m.</td>
<td>Chainsaw Rock 12 a.m.-6 a.m.</td>
<td>Underground 12 a.m.-6 a.m.</td>
</tr>
<tr>
<td>10 am</td>
<td>Underground 12 a.m.-6 a.m.</td>
<td>Underground 12 a.m.-6 a.m.</td>
<td>Afterhours 12 a.m.-6 a.m.</td>
<td>Afterhours 12 a.m.-6 a.m.</td>
<td>Afterhours 12 a.m.-6 a.m.</td>
<td>Chainsaw Rock 12 a.m.-6 a.m.</td>
<td>Underground 12 a.m.-6 a.m.</td>
</tr>
<tr>
<td>11 am</td>
<td>Underground 12 a.m.-6 a.m.</td>
<td>Underground 12 a.m.-6 a.m.</td>
<td>Afterhours 12 a.m.-6 a.m.</td>
<td>Afterhours 12 a.m.-6 a.m.</td>
<td>Afterhours 12 a.m.-6 a.m.</td>
<td>Chainsaw Rock 12 a.m.-6 a.m.</td>
<td>Underground 12 a.m.-6 a.m.</td>
</tr>
<tr>
<td>noon</td>
<td>Underground 12 a.m.-6 a.m.</td>
<td>Underground 12 a.m.-6 a.m.</td>
<td>Afterhours 12 a.m.-6 a.m.</td>
<td>Afterhours 12 a.m.-6 a.m.</td>
<td>Afterhours 12 a.m.-6 a.m.</td>
<td>Chainsaw Rock 12 a.m.-6 a.m.</td>
<td>Underground 12 a.m.-6 a.m.</td>
</tr>
<tr>
<td>1 pm</td>
<td>Underground 12 a.m.-6 a.m.</td>
<td>Underground 12 a.m.-6 a.m.</td>
<td>Afterhours 12 a.m.-6 a.m.</td>
<td>Afterhours 12 a.m.-6 a.m.</td>
<td>Afterhours 12 a.m.-6 a.m.</td>
<td>Chainsaw Rock 12 a.m.-6 a.m.</td>
<td>Underground 12 a.m.-6 a.m.</td>
</tr>
<tr>
<td>2 pm</td>
<td>Underground 12 a.m.-6 a.m.</td>
<td>Underground 12 a.m.-6 a.m.</td>
<td>Afterhours 12 a.m.-6 a.m.</td>
<td>Afterhours 12 a.m.-6 a.m.</td>
<td>Afterhours 12 a.m.-6 a.m.</td>
<td>Chainsaw Rock 12 a.m.-6 a.m.</td>
<td>Underground 12 a.m.-6 a.m.</td>
</tr>
<tr>
<td>3 pm</td>
<td>Underground 12 a.m.-6 a.m.</td>
<td>Underground 12 a.m.-6 a.m.</td>
<td>Afterhours 12 a.m.-6 a.m.</td>
<td>Afterhours 12 a.m.-6 a.m.</td>
<td>Afterhours 12 a.m.-6 a.m.</td>
<td>Chainsaw Rock 12 a.m.-6 a.m.</td>
<td>Underground 12 a.m.-6 a.m.</td>
</tr>
<tr>
<td>4 pm</td>
<td>Underground 12 a.m.-6 a.m.</td>
<td>Underground 12 a.m.-6 a.m.</td>
<td>Afterhours 12 a.m.-6 a.m.</td>
<td>Afterhours 12 a.m.-6 a.m.</td>
<td>Afterhours 12 a.m.-6 a.m.</td>
<td>Chainsaw Rock 12 a.m.-6 a.m.</td>
<td>Underground 12 a.m.-6 a.m.</td>
</tr>
<tr>
<td>5 pm</td>
<td>Underground 12 a.m.-6 a.m.</td>
<td>Underground 12 a.m.-6 a.m.</td>
<td>Afterhours 12 a.m.-6 a.m.</td>
<td>Afterhours 12 a.m.-6 a.m.</td>
<td>Afterhours 12 a.m.-6 a.m.</td>
<td>Chainsaw Rock 12 a.m.-6 a.m.</td>
<td>Underground 12 a.m.-6 a.m.</td>
</tr>
<tr>
<td>6 pm</td>
<td>Underground 12 a.m.-6 a.m.</td>
<td>Underground 12 a.m.-6 a.m.</td>
<td>Afterhours 12 a.m.-6 a.m.</td>
<td>Afterhours 12 a.m.-6 a.m.</td>
<td>Afterhours 12 a.m.-6 a.m.</td>
<td>Chainsaw Rock 12 a.m.-6 a.m.</td>
<td>Underground 12 a.m.-6 a.m.</td>
</tr>
<tr>
<td>7 pm</td>
<td>Underground 12 a.m.-6 a.m.</td>
<td>Underground 12 a.m.-6 a.m.</td>
<td>Afterhours 12 a.m.-6 a.m.</td>
<td>Afterhours 12 a.m.-6 a.m.</td>
<td>Afterhours 12 a.m.-6 a.m.</td>
<td>Chainsaw Rock 12 a.m.-6 a.m.</td>
<td>Underground 12 a.m.-6 a.m.</td>
</tr>
<tr>
<td>8 pm</td>
<td>Underground 12 a.m.-6 a.m.</td>
<td>Underground 12 a.m.-6 a.m.</td>
<td>Afterhours 12 a.m.-6 a.m.</td>
<td>Afterhours 12 a.m.-6 a.m.</td>
<td>Afterhours 12 a.m.-6 a.m.</td>
<td>Chainsaw Rock 12 a.m.-6 a.m.</td>
<td>Underground 12 a.m.-6 a.m.</td>
</tr>
<tr>
<td>9 pm</td>
<td>Underground 12 a.m.-6 a.m.</td>
<td>Underground 12 a.m.-6 a.m.</td>
<td>Afterhours 12 a.m.-6 a.m.</td>
<td>Afterhours 12 a.m.-6 a.m.</td>
<td>Afterhours 12 a.m.-6 a.m.</td>
<td>Chainsaw Rock 12 a.m.-6 a.m.</td>
<td>Underground 12 a.m.-6 a.m.</td>
</tr>
<tr>
<td>10 pm</td>
<td>Underground 12 a.m.-6 a.m.</td>
<td>Underground 12 a.m.-6 a.m.</td>
<td>Afterhours 12 a.m.-6 a.m.</td>
<td>Afterhours 12 a.m.-6 a.m.</td>
<td>Afterhours 12 a.m.-6 a.m.</td>
<td>Chainsaw Rock 12 a.m.-6 a.m.</td>
<td>Underground 12 a.m.-6 a.m.</td>
</tr>
<tr>
<td>11 pm</td>
<td>Underground 12 a.m.-6 a.m.</td>
<td>Underground 12 a.m.-6 a.m.</td>
<td>Afterhours 12 a.m.-6 a.m.</td>
<td>Afterhours 12 a.m.-6 a.m.</td>
<td>Afterhours 12 a.m.-6 a.m.</td>
<td>Chainsaw Rock 12 a.m.-6 a.m.</td>
<td>Underground 12 a.m.-6 a.m.</td>
</tr>
<tr>
<td>midnight</td>
<td>Monday</td>
<td>Tuesday</td>
<td>Wednesday</td>
<td>Thursday</td>
<td>Friday</td>
<td>Saturday</td>
<td>Sunday</td>
</tr>
</tbody>
</table>

**Daytime Packages**

**Basic - $175 / week**
1 Morning Spot M-F
1 Afternoon Spot M-F
Total of 10 Spots M-F

**Plus - $225 / week**
1 Morning Spot M-F
1 Afternoon Spot M-F
1 Evening Spot M-F
Total of 15 Spots M-F

**Premium - $275 / week**
1 Morning Spot M-F
1 Afternoon Spot M-F
1 Evening Spot M-F
6 Weekend Spots
Total of 21 Spots M-Sun.

**Discount Packages**
Buy 3 or more weekly packages within 2 months and receive a 10% discount.

**Open Rate**
$20/spot

**Twitter**
WKNC has over 9,500 Twitter followers. $25/Tweet.
Donor Announcement Don’ts

Donor announcements on WKNC are meant to identify businesses and organizations that have provided financial support to the radio station. The FCC regularly investigates and fines non-commercial radio stations for airing impermissible advertisements. To keep in compliance, donor announcements on WKNC may not include any of the following:

**Qualitative or comparative language**
examples: “only the freshest ingredients,” “best wings in town,” “convenience like no other in town”

**Price information and discounts**
examples: “less than $10 per month,” “free estimates,” “move-in rent special”

**Calls to action**
examples: “stop by one of our four locations,” “be sure to try our signature desserts,” “visit our website”

**Inducements to buy, sell, rent or lease**
examples: “how about doing something fun,” “if you need anything for the great outdoors,” “take the stress out of your next car purchase”

Front Page Sponsorship

300 x 250 = $50 / week or $150 / month
The front page of wknc.org receives 15 percent of all traffic to the website, averaging 8,000 page views per month. Two 300 x 250 pixel ads are visible on the right side of the home page. The Student Media design team can help you with your creative; just allow five business days for design time. Web ads are due one week in advance of scheduled run date.

Sample Sponsorship

“Programming on 88.1 WKNC is brought to you in part by Dan’s Deli on Western Boulevard in Raleigh. Dan’s Deli features made-to-order deli sandwiches, along with a variety of salads, soups and side dishes. Locally owned and operated since 1999, Dan’s Deli is open until 3 a.m. on Friday and Saturday with delivery service available to the NC State campus and surrounding area. WKNC would like to thank Dan’s Deli for their continued support.”

*This information is from listener surveys conducted spring 2007, fall 2008, fall 2010 and fall 2015.*
**Mechanical specifications**

No additional charges apply to the following digital-ready formats, which are ad formats that can be placed in the layout without any modifications by our production staff.

Student Media is not responsible for ads not meeting our mechanical specifications. Hard copies should include the file name on the print-out. Please name files according to your company name. Ads must be properly sized. Ads that do not contain a border will have a 0.5-point border added.

If your ad is the wrong size or aspect ratio, you will be asked to correct the problem. Student Media will not distort or stretch ads. Incorrectly sized or misshapen ads may be scaled proportionally. Unused space may be used for other purposes. Proportionally scaled ads will be billed for the size the ad was requested.

A resolution of 170 pixels per inch (ppi) is required for continuous-tone photography and all rasterized images in the Technician and The Nubian Message. 300ppi files are required for the Agromeck.

The quality of ads that must be scanned from preprinted material cannot be guaranteed. Do not include screened material or halftones in artwork to be scanned.

Ads must adhere to professional standards and copyright laws with regard to appearance and production. Do not use low-resolution photography such as that downloaded off the Web.

**Submission**

Always include a native file, all needed fonts and all native images in addition to the exported file. They may be needed to perform diagnostics on your ad. EPS files should not contain a specific halftone screen or transfer function.

Ads with problems will be returned to the client.

Acceptable file formats:
- PDF (.pdf) (preferred)
- Illustrator native (.ai)
- InDesign native (.indd)*
- JPEG (.jpg)
- Photoshop (.psd)
- Encapsulated PostScript (.eps)

Unacceptable file formats:
- Microsoft Publisher (.pub)
- Microsoft Word (.doc)
- Microsoft Excel (.xls)
- Microsoft PowerPoint (.ppt)
- GIF (.gif)

*Must be Macintosh compatible.

** To avoid all font problems, make sure all text is "converted to paths."

Customers who are not confident creating PDF files should work closely with their ad rep to ensure that the files are created properly.

Please submit ads via e-mail. Student Media is not responsible for files that do not meet submission criteria.

You can e-mail your ad or sponsorships as an attachment to advertising@smc.nmsu.edu for all of our media outlets. Talk to your advertising representative before e-mailing any files.

**Terms and Conditions**

Payment is due prior to the first ad insertion unless credit has been established. Accounts desiring credit must submit a credit application and be approved by the business manager before credit can be extended. Allow five to 10 business days prior to deadline for processing.

National ads not placed through an agency must be prepaid.

Classified ads must be paid in advance.

Billing terms are net amount due and payable within 30 days. Accounts over 30 days will be allowed to advertise, but only if the outstanding balance is paid in full. Accounts 60 days past due must re-establish credit to advertise.

Accounts 90 days past due are turned over to the Attorney General’s office for collection. The business manager may also require prepayment for ads on such accounts without receiving the prepaid discount. This will remain in effect until all balances are paid in full.

Display advertising will be billed at the end of each month. Tearsheets will be sent each publication day.

There is a $20 service charge on all returned checks.

All cancellations must be received prior to the regular advertising deadline. Ads canceled after deadline will be billed at full value.

Proofed ads that run incorrectly because the proof was returned by the advertiser after deadline will be billed at full value.

All advertising rates are net (non-commissionable).

**Advertising Policies**

Student Media reserves the right to reject any advertisement at any time prior to publication. Advertisements resembling news items will be labeled “paid advertisement.”

The advertiser assumes full liability for his/her advertisements and agrees to hold Student Media harmless for the content of all advertisements authorized for publication and any claims that may be made against Student Media.

Student Media will provide minimal design and typesetting free of charge. Extensive layout and design work will be billed at 10 percent the cost of the advertisement.

The client must proof all typesetting.

The placement of any matter for publication or on-air broadcast will be regarded as acceptance of all the provisions in this media kit.

**Fine Print**

**Commission/Contracts:**

All 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.

**25% Charge For All Late Ads:**

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

**Design Charges:**

We have 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. 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.