THE APPALACHIAN’S STAFF

Business Office:
Business Manager: Jessica Kimes
Assistant Business Manager: Makenzie Hamrick

Editorial Board:
Editor-in-Chief: Emily Broyles
Managing Editor: Ansley Puckett
Visual Managing Editor: Xanayra Marin-Lopez
Chief Copy Editor: Gabrielle Troutman
News Editor: Jake Markland
Arts & Culture Editor: Aubrey Smith
Sports Editor: Dan Davidson
Opinions Editor: Ella Adams
Marketing & Public Relations Director: Meg Powell
Graphics Editor: Efrain Arias Medina Jr.
Photography Editor: Kara Haselton
Multimedia Editor: Mia Mendez

Professional Staff:
Adviser: Allison Bennett Dyche
A SHIFT IN TRADITION

For nearly 90 years, The Appalachian has served as the student-produced voice of daily life not only at Appalachian State University, but in the community at large. What initially started with its first printed newspaper in October 1934 has continued for almost nine decades, covering big stories at App State and in Boone and providing thousands of students over the years hands-on experiential educational opportunities in news media.

For the 2021-2022 academic year, we are maintaining our digital presence, refining our weekly email newsletter and returning to print in a monthly edition.

- our main daily outlet is digital, focusing on fast and efficient publishing of relevant content across our website and social media accounts
- our personalized, interactive weekly email newsletter provides readers with curated information pertaining to both the university and greater Boone community
- our monthly print edition focuses on quality content and vibrant visuals

We receive funding from the university, which helps us to compensate our students for the work they do for The Appalachian. However, the bulk of our operational expenses — from printing and website hosting to training and entering our work into competitions — is dependent upon advertising revenue and donations.

We cannot exist without the financial and educational support of our fellow departments on campus, our local and regional businesses, and donations of money and time from alumni and friends.

If you’re interested in supporting student journalism at App State, please reach out to our adviser, Allison Bennett Dyche, at dycheab@appstate.edu or 828-262-7543 to discuss.

Pick up our printed issues from August through May at nearly 50 locations on campus and throughout Boone. Sign up for our weekly newsletter, emailed out to thousands of subscribers each week during the academic year, by going to https://theappalachianonline.com/newsletter/. Check out our website for all of the latest news year-round at https://theappalachianonline.com/. And follow us on Facebook, Instagram and Twitter by searching @TheAppalachian.

The students voted unanimously in support of The Appalachian’s creation in fall of 1934, and we’ve been honored to write the first draft of history at App State since then. We are voting unanimously to continue in that tradition of serving our readers, and we hope you vote yes on us this time around too.
OUR AUDIENCE

57,400+
MONTHLY AVERAGE WEBSITE PAGEVIEWS
to www.theappalachianonline.com

23,000+
SOCIAL MEDIA FOLLOWERS
@TheAppalachian

THE LOCAL COMMUNITY RECEIVES

$18 million/year
IN STUDENT DISCRETIONARY SPENDING

$4.1 million/year
IN PARENT/FAMILY/VISITOR SPENDING

$251.1 million/year
FROM THE UNIVERSITY

20,000+
STUDENTS

4,000+
FIRST TIME STUDENTS

1,500+
TRANSFER STUDENTS

134,000+
LIVING ALUMNI

3,500+
EMPLOYEES
<table>
<thead>
<tr>
<th>Size</th>
<th>Rate</th>
<th>Dimensions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Doubletruck</td>
<td>$1,800</td>
<td>21.5in x 10.5in</td>
</tr>
<tr>
<td>Backpage</td>
<td>$1,200</td>
<td>10.25in x 10.5in</td>
</tr>
<tr>
<td>Full-page</td>
<td>$950</td>
<td>10.25in x 10.5in</td>
</tr>
<tr>
<td>1/2 page</td>
<td>$480</td>
<td>10.25in x 5.25in</td>
</tr>
<tr>
<td>1/4 page</td>
<td>$240</td>
<td>5.125in x 5.25in</td>
</tr>
<tr>
<td>1/8 page</td>
<td>$135</td>
<td>5.125in x 2.625in</td>
</tr>
<tr>
<td>Inserts***</td>
<td>$350</td>
<td>maximum size 11.25” x 11.5</td>
</tr>
</tbody>
</table>

***Client responsible for shipping pre-printed inserts to Mullen Publications

Interested in building a package? Print rates can be combined with any other advertising options found in The Appalachian’s media kit. Talk to your ad rep to build a package that best suits your business!
The Appalachian is printed monthly during the academic year — August, September, October, November, January, February, March, April and May. All dates are subject to change as necessary. Exact print dates and deadlines will be discussed by your ad rep.

**PRECONDITIONS**

Raster images should be 300 ppi. All ads come standard as full color. Color ads should be CMYK. No text smaller than 9pt. Use process black (100%K). Send ad files as .pdf or .tiff files. Name files accordingly: BusinessName_IssueDate.pdf.
The Appalachian sends out a weekly curated email newsletter featuring the top stories of the week.

**DIGITAL NEWSLETTER RATES**

<table>
<thead>
<tr>
<th>Placement</th>
<th>Dimensions</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>LARGE RECTANGLE</td>
<td>1200 px x 800 px</td>
<td>$210</td>
</tr>
<tr>
<td>LEADER BOARD</td>
<td>728 px x 90 px</td>
<td>$195</td>
</tr>
<tr>
<td>FOOTER</td>
<td>728 px x 90 px</td>
<td>$130</td>
</tr>
</tbody>
</table>

Sign up to have our weekly newsletter delivered right to your inbox!
# NEWSLETTER PRODUCTION CALENDAR

## NEWSLETTER DEADLINES

<table>
<thead>
<tr>
<th>AD PUBLISHED</th>
<th>ARTWORK DUE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wednesday</td>
<td>Friday at 5 p.m.</td>
</tr>
</tbody>
</table>

*Artwork submitted after Friday at 5 p.m. without prior approval will result in a 15% late fee.

## PRECONDITIONS

Raster images should be 72 ppi for digital newsletter. Black and white ads should be grayscale, color ads should be RGB. No text smaller than 9pt.

Send ad files as .pdf or .png files.

Name files accordingly: BusinessName_IssueDate.pdf.

Need your ad designed? Add $105 per ad.
# WEB RATES

<table>
<thead>
<tr>
<th>LEADERBOARD</th>
<th>WEEKLY</th>
<th>MONTHLY</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image" alt="Leaderboard Ad" /></td>
<td>$195</td>
<td>$675</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>SIDE BAR</th>
<th>WEEKLY</th>
<th>MONTHLY</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image" alt="Sidebar Ad" /></td>
<td>$160</td>
<td>$550</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>FOOTER</th>
<th>WEEKLY</th>
<th>MONTHLY</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image" alt="Footer Ad" /></td>
<td>$130</td>
<td>$445</td>
</tr>
</tbody>
</table>

## DEADLINES

<table>
<thead>
<tr>
<th>WEEKLY</th>
<th>MONTHLY</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>AD PUBLISHED</strong></td>
<td>Sunday</td>
</tr>
<tr>
<td><strong>ARTWORK DUE</strong></td>
<td>Friday at 5 p.m.</td>
</tr>
</tbody>
</table>

## PRECONDITIONS

- Raster images should be 72 dpi RGB. No text smaller than 7pt. Send ad files as .jpeg, .png or .gif files. Name files accordingly: BusinessName_PublicationDate.jpg
- Need your ad designed? Add $105 per ad.
Social Media Packages include a Tweet, Facebook post, and Instagram post/story per week.

<table>
<thead>
<tr>
<th>Social Media</th>
<th>Weekly</th>
<th>Monthly</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>SPONSORED SOCIAL MEDIA POSTS</strong></td>
<td>$105</td>
<td>$415</td>
</tr>
</tbody>
</table>

TWITTER
10,300 + followers

FACEBOOK
7,000 + likes & followers

INSTAGRAM
5,600 + followers

**PRECONDITIONS**

Promoted tweets/posts must begin with #AD: to signify sponsored content. All tweets must be less than 280 characters.
All Facebook Posts must be less than 75 words.
Images are optional, but should be at least 72 dpi RGB. Links may be included. Twitter: 1600 x 900 px, max of 280 characters.
Facebook: 1920 x 1080 px (or can reuse image from Twitter or Instagram), max of 75 words
Instagram: 1080 x 1080 px, max of 75 words, plus hashtags if desired

Need your ad designed? Add $105 per ad.
OUTDOOR NEWSSTAND RATES

Have your business seen by students, faculty, and staff across campus by purchasing an ad on the front of our newsstands!

Lamination and plastic covers ensure that ads are protected from the elements.

Cost includes printing, lamination, and placement of the 11” x 17” advertisement.

*Rates per 7 week quarter.*

<table>
<thead>
<tr>
<th>COMMUNITY NEWSSTANDS</th>
<th>9 STANDS</th>
<th>18 STANDS</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$1,800</td>
<td>$3,600</td>
</tr>
<tr>
<td>ON-CAMPUS NEWSSTANDS</td>
<td>$1,450</td>
<td>$2,900</td>
</tr>
</tbody>
</table>

LOCATIONS

GROUP ONE:
- Library Courtyard
- Peacock Circle
- Library Parking Deck
- BB Dougherty Hall
- Anne Belk Hall
- Rivers Street Skywalk
- Trivette Dining Hall
- Convocation Center
- Student Rec Center
- Stadium Parking Deck

GROUP TWO:
- Sanford Mall
- Library Circle
- Garwood Bus Shelter
- Rivers Parking Deck
- I.G. Greer
- Living Learning Center
- Schaefer Center
- Peacock Hall
- University Post Office
- Mountain Laurel Hall

DEADLINES

Artwork is due 14 business days prior to placement on newsstands.

*Artwork submitted after set deadline without prior approval will result in a 15% late fee.*

Need your ad designed?
Add $105 per ad.
INDOOR/OUTDOOR NEWSSTAND LOCATIONS

Main Campus

Mountain Laurel Hall

Leon Levine Hall of Health Sciences

Highway 321

State Farm Rd.

GROUP ONE  GROUP TWO  INDOOR
The Appalachian can help tell your story, in your own way, through sponsored content. We are the only student-run news publication on campus, and we’re read by everyone — students, faculty, staff, alumni, parents & family members, community members, etc. We have unparalleled reach into the university, and more than 85 years of history serving both the campus and Boone communities as a credible and consistent source of relevant news.

Sponsored content pieces will be similar in style to editorial content, but will be labeled as an advertisement. The piece will be written by your business, but we will work with you on designing how it will look in a layout.

The standard rates for sponsored content are listed below. Questions? Please reach out to one of our business office managers or the adviser and we can walk you through the process.

| PRINT, FULL PAGE | $950 | Can include up to two full-color photographs, illustrations or graphics
| Word count: TBD |
| PRINT, HALF PAGE | $480 | Can include up to two full-color photographs, illustrations or graphics
| Word count: TBD |
| ONLINE, STANDARD WRITTEN STORY | $350 | Can include up to three photographs, illustrations or graphics
| Word count: max of 500 words
| Will be shared once on one of The Appalachian’s social media channels |
| ONLINE, VIDEO | $450 | Length: max of 2 minutes
| Will be shared once on one of The Appalachian’s social media channels |

*Client must provide the completed, ready to broadcast video file*
SPECIAL DATES

Aug. 13-15: Move-in weekend
Aug. 15: University Club Expo
Aug. 16: First day of fall semester classes
Sept. 17-19: Appalachian State Family Weekend
Sept. 18: App State Football first home game (vs. Elon)
Sept. 23: App State Football home game (vs. Marshall)
Oct. 11-12: Fall Break
Oct. 16: Spooky Duke Annual 5K/10K Race/Walk/Costume Contest
Oct. 20: App State Football home game (vs. Coastal Carolina)
Oct. 30: Homecoming; App State Football home game (vs. ULM)
Nov. 13: App State Football home game (vs. South Alabama)
Nov. 24-26: Thanksgiving Break
Nov. 27: App State Football home game (vs. Georgia Southern); also Black Saturday & Senior Day
Nov. 30: Last day of fall semester classes
Dec. 1: Reading Day
Dec. 2-8: Final Exams
Dec. 10: Fall 2021 Commencement ceremonies
Dec. 10-Jan. 7: Winter Break
Jan. 10: First day of spring semester classes
Jan. 17: Martin Luther King, Jr. Day holiday
March 7-11: Spring Break
April 15: State Holiday
April 27: Last day of spring semester classes
April 28: Reading Day
April 29-May 5: Final Exams
May 6-7: Spring 2022 Commencement ceremonies

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2 WEEK ADVERTISING PACKAGES FOR THE APPALACHIAN

**BASIC**
- 1/4 Page Print ad issue of your choice
- 2 Week Long Footer in Email Newsletter
- 2 Week Long Footer on Website
- 2 Week Long Social Media Campaign

$970 VALUE

ONLY
$870

SAVE $100

**PLUS**
- 1/2 Page Print ad issue of your choice
- 2 Week Long Leaderboard in Email Newsletter
- 2 Week Long Sidebar on Website
- 2 Week Long Social Media Campaign

$1,400 VALUE

ONLY
$1,200

SAVE $200

**PRO**
- Full Page Print ad issue of your choice
- 2 Week Long Large Rectangle in Email Newsletter
- 2 Week Long Sidebar on Website
- 2 Week Long Social Media Campaign

ONLY
$1,700

SAVE $200

$1,900 VALUE
MONTHLY ADVERTISING PACKAGES FOR THE APPALACHIAN

VALLEY PACKAGE

- 1/4 Page Print ad issue of your choice
- Month Long Footer in Email Newsletter
- Month Long Footer on Website
- Month Long Social Media Campaign

$1,620 VALUE

ONLY $1,500

SAVE $120

RIDGE PACKAGE

- 1/2 Page Print ad issue of your choice
- Month Long Leaderboard in Email Newsletter
- Month Long Sidebar on Website
- Month Long Social Media Campaign

$2,225 VALUE

ONLY $2,000

SAVE $225

PEAK PACKAGE

- Full Page Print ad issue of your choice
- Month Long Large Rectangle in Email Newsletter
- Month Long Sidebar on Website
- Month Long Social Media Campaign

$2,755 VALUE

ONLY $2,500

SAVE $255
For an additional $20 per ad, we can do a digital add-on, in which the ad would run once in our weekly newsletter, and also be linked to our website where it will appear for that month.

These ad spots are reserved for helped wanted job ads, events and other announcements, roommate and housing rental ads, items for sale, shout-outs, legal notices, missing and found items, etc.

**PRECONDITIONS**

Ads will be about business card size (roughly 3.5” x 2”) and the orientation of the ad (horizontal or vertical) will be determined by our page designer.

Ads will be text-only, but can also include a business logo in full color. The maximum word count for ads is 50 words.
<table>
<thead>
<tr>
<th>QTY DESCRIPTION</th>
<th>RATE</th>
<th>AMOUNT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Quantity and type of advertising buy</td>
<td></td>
<td></td>
</tr>
<tr>
<td>- Description and run dates</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Payment Methods Accepted: Check, Credit/Debit Card (Visa & MasterCard), Cash

Please make check out to The Appalachian, Appalachian State University; please include invoice number on your check.

Please note that all payments that exceed net 30 of the due date on the invoice may be subject to increasing collection fees.

Please Remit Checks and Cash to:

The Appalachian Business Office
ASU Box 9165
Boone, NC 28608

THANK YOU.
The Appalachian will not accept ads that are libelous; promote academic dishonesty; violate federal, state or local laws; or encourage discrimination against any individual or group on the basis of race, sex, sexual orientation, age, color, creed, religion, national origin or disability. We reserve the right to edit or reject any ad copy, photos, graphics or entire ads.