






# **The Appalachian**

## **2021-2022 MEDIA KIT**

**The Appalachian Student News Organization**

[theappalachianonline.com](http://theappalachianonline.com)

   @TheAppalachian

828-262-2157

[business@theappalachianonline.com](mailto:business@theappalachianonline.com)

# WHO WE ARE

The Appalachian has been Appalachian State University's student-run news organization since 1934. We publish both in print and online, promote our content through social media, and send out a weekly newsletter during the academic year. We are the recipients of more than 50 prestigious and competitive state, regional and national awards during the 2020-2021 academic year for our content, including reporting, photography, advertising, design, video, podcasts, and more.

We strive to provide fair and accurate news for the campus community; to inform, entertain and create a forum for ideas; to provide an outlet for readers' opinions; to be a champion for student, faculty, staff, and community interests; and to remain editorially independent, exercise and ensure First Amendment rights.

The Appalachian is student-managed and student-run, meaning student editors, managers and staffers are responsible for all content in the publication.

## 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



# THE APPALACHIAN

OCTOBER 9, 1934



## 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](mailto: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](http://www.theappalachianonline.com)



@TheAppalachian

**23,000+**

SOCIAL MEDIA FOLLOWERS

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

# THE APPALACHIAN 2021-2022 REGULAR PRINT RATES

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**DOUBLETRUCK**

**\$1,800**

21.5in x 10.5in

**BACKPAGE**

**\$1,200**

10.25in x 10.5in

**FULL-PAGE**

**\$950**

10.25in x 10.5in

**1/2 PAGE**

**\$480**

10.25in x 5.25in

**1/4 PAGE**

**\$240**

5.125in x 5.25in

**1/8 PAGE**

**\$135**

5.125in x 2.625in

**INSERTS\*\*\***

**\$350**

maximum size  
11.25" x 11.5

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

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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!

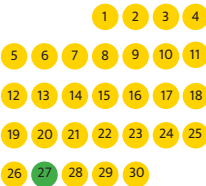
# PRINT PRODUCTION CALENDAR

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.

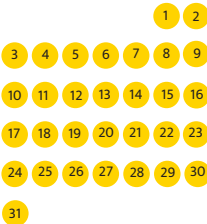
## AUGUST



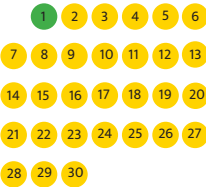
## SEPTEMBER



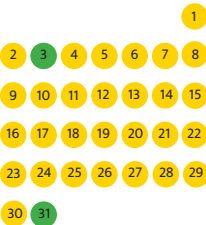
## OCTOBER



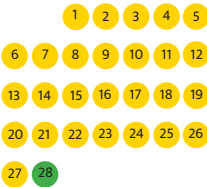
## NOVEMBER



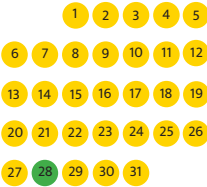
## JANUARY



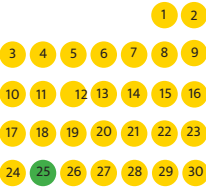
## FEBRUARY



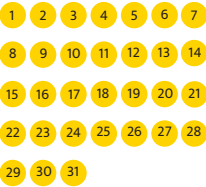
## MARCH



## APRIL



## MAY



# PRECONDITIONS



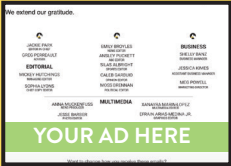
Raster images should be 300 ppi. All ads come standard as full color. Color ads should be CMYK. No text smaller than 9pt. Use process black (100%K). Send ad files as .pdf or .tiff files. Name files accordingly: BusinessName\_IssueDate.pdf.

# DIGITAL NEWSLETTER RATES

The Appalachian sends out a weekly curated email newsletter featuring the top stories of the week.



Sign up to have our weekly newsletter delivered right to your inbox!

			PER ISSUE
LARGE RECTANGLE		1200 px x 800 px	\$210
LEADER BOARD		728 px x 90 px	\$195
FOOTER		728 px x 90 px	\$130

# NEWSLETTER PRODUCTION CALENDAR

AUGUST

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NEWSLETTER DEADLINES

AD PUBLISHED

ARTWORK DUE

Wednesday

Friday  
at 5 p.m.


\*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

	WEEKLY	MONTHLY
<b>LEADERBOARD</b>  <p>728 px x 90 px</p>	\$195	\$675
<b>SIDE BAR</b>  <p>300 px x 250 px</p>	\$160	\$550
<b>FOOTER</b>  <p>728 px x 90 px</p>	\$130	\$445

## DEADLINES

WEEKLY	MONTHLY
<b>AD PUBLISHED</b> Sunday	<b>AD PUBLISHED</b> Sunday
<b>ARTWORK DUE</b> Friday at 5 p.m.	<b>ARTWORK DUE</b> Friday at 5 p.m.

## 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

	WEEKLY	MONTHLY
SPONSORED SOCIAL MEDIA POSTS	\$105	\$415

Social Media Packages include a Tweet, Facebook post, and Instagram post/story per week.



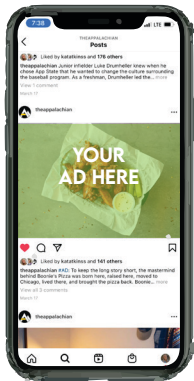
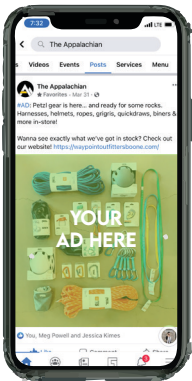
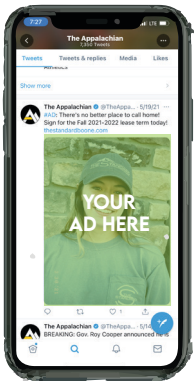
TWITTER  
10,300 +  
followers



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.*	
	9 STANDS	18 STANDS
COMMUNITY NEWSSTANDS	\$1,800	\$3,600
ON-CAMPUS NEWSSTANDS	\$1,450	\$2,900

## 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

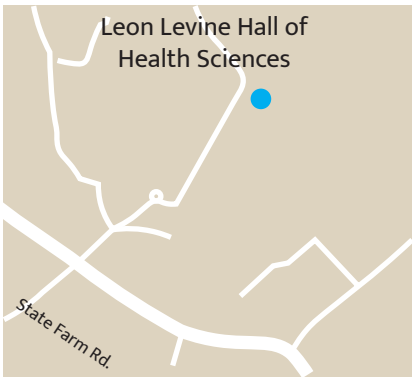
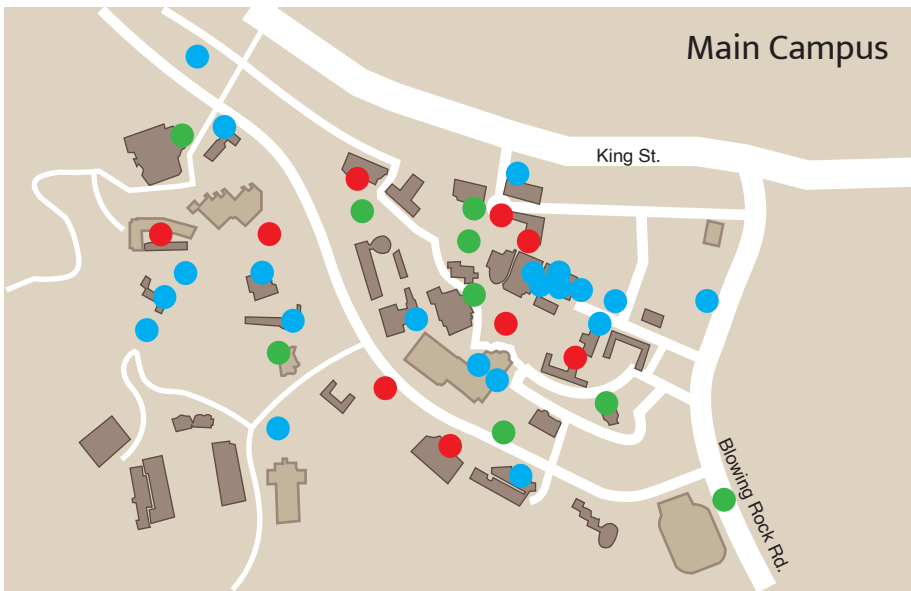
## DEADLINES

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



 GROUP ONE     GROUP TWO     INDOOR



# SPONSORED CONTENT

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

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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

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## 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

**ONLY**  
**\$1,700**

**SAVE \$200**

- 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

**\$1,900 VALUE**

# MONTHLY ADVERTISING PACKAGES FOR THE APPALACHIAN

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## 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**



# CAMPUS AND COMMUNITY ANNOUNCEMENTS

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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.

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	MONTH	SEMESTER
PRINT	\$25 1 EDITION	\$100 4 EDITIONS

## DIGITAL ADD-ON

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.

## PRECONDITIONS

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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.



**The Appalachian — Business Office**  
ASU Box 9165  
Boone, NC 28608  
828-262-2157  
business@theappalachianonline.com  
theappalachianonline.com

**Invoice #**

**BILL TO**

(INSERT CLIENT  
NAME AND  
ADDRESS HERE)

DATE  
(INSERT DATE)

PLEASE PAY  
(INSERT  
AMOUNT)

DUE DATE  
(INSERT DATE)

QTY DESCRIPTION	RATE	AMOUNT
Quantity and type of advertising buy - Description and run dates	Price	Total cost

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.

**TOTAL DUE**

**Amount Due**


THANK YOU.

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





Jessica Kimes  
Business Manager

Makenzie Hamrick  
Assistant Business Manager

Allison Bennett Dyché  
Adviser

Business Office:  
The Appalachian, ASU Box 9165, Boone, NC 28608  
828-262-2157  
[business@theappalachianonline.com](mailto:business@theappalachianonline.com)

Adviser:  
828-262-6770  
[adviser@theappalachianonline.com](mailto:adviser@theappalachianonline.com)  
[dychaab@appstate.edu](mailto:dychaab@appstate.edu)

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.