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 EDITORIAL BOARD

The Appalachian's staff consists of students across a variety of majors including journalism, communication, business and more. The business office and the editorial board work together along with the help of their adviser Allison Bennett Dyche.
Special Editions

Best of Boone & Orientation Guide

For seven years, The Appalachian has asked you to decide your Best of Boone. From categories like best burger, best local band and best professor, our readers crown their elite Boone and App State picks. Students, faculty, staff, alumni, parents and people who love the High Country cast their votes in the annual Best of Boone special edition.

This edition is a great place to advertise for your business to be seen by thousands of viewers! It's also a great way to say thank you to the community if your business wins a category.

This special edition comes out around April/May each year. It’s always highly anticipated as voters and businesses excitedly look forward to seeing the results. This edition also serves as our Orientation Guide for new App State students and families! More than 3,000 copies are distributed during summer orientation sessions, to help new Mountaineers find their way to the best that Boone and campus have to offer.

Graduation Edition

The Graduation Edition celebrates App State grads, and highlights stories and events to commemorate the past four years, and also to celebrate what's to come!

We offer Grad Wishes in this issue, as a way for families, friends, advisors, professors and more to recognize their graduates. This issue also includes a full listing of all of the graduating students for spring and summer commencements. We hand out copies of this issue during the spring Commencement Weekend, so thousands of graduates and families pick up copies and hold onto them as commemorative keepsakes!

This edition is a great place to advertise your business, department or organization! Whether you choose to say congrats to the grads, or have a traditional ad, your business, organization or department are sure to be seen!

Advertisement space in Special Editions fills up quickly, so talk to your Ad Rep about claiming your spot as early as you can!
<table>
<thead>
<tr>
<th><strong>OUR AUDIENCE</strong></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>60,400+</strong></td>
<td>MONTHLY AVERAGE WEBSITE PAGEVIEWS to <a href="http://www.theappalachianonline.com">www.theappalachianonline.com</a></td>
</tr>
<tr>
<td><strong>26,000+</strong></td>
<td>SOCIAL MEDIA FOLLOWERS @TheAppalachian</td>
</tr>
<tr>
<td><strong>3,500</strong></td>
<td>ISSUES PRINTED MONTHLY</td>
</tr>
<tr>
<td><strong>6,500+</strong></td>
<td>WEEKLY EMAIL NEWSLETTER SUBSCRIBERS</td>
</tr>
</tbody>
</table>

**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**

**138,000+ LIVING ALUMNI**
- **3,700+ EMPLOYEES**
# Regular Print Ad Rates

<table>
<thead>
<tr>
<th>Ad 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>$175</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!
Raster images should be 300 ppi. All ads come standard as full color. Color ads must be CMYK. No text smaller than 9pt. Use process black (100%K). Send ad files as .pdf or .tif files. Name files accordingly: BusinessName_IssueDate.pdf.

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. Special Editions: The August edition is a welcome back issue for the start of fall semester. The April edition is our annual Best of Boone readers choice survey and our orientation issue. The May edition is our graduation issue.

**PRINT PRODUCTION CALENDAR**

**AUGUST**

```
1 2 3 4 5 6
7 8 9 10 11 12 13
14 15 16 17 18 19 20
21 22 23 24 25 26 27
28 29 30 31
```

**SEPTEMBER**

```
1 2 3 4 5 6 7 8 9 10
11 12 13 14 15 16 17
18 19 20 21 22 23 24
25 26 27 28 29 30
```

**OCTOBER**

```
1 2 3 4 5 6 7 8 9 10
11 12 13 14 15 16 17
18 19 20 21 22 23 24
25 26 27 28 29 30
```

**NOVEMBER**

```
1 2 3 4 5 6 7 8 9 10 11 12
13 14 15 16 17 18 19
20 21 22 23 24 25 26
27 28 29 30
```

**JANUARY**

```
1 2 3 4 5 6 7 8 9 10 11 12
13 14 15 16 17 18 19 20 21
22 23 24 25 26 27 28
29 30 31
```

**FEBRUARY**

```
1 2 3 4 5 6 7 8 9 10 11
12 13 14 15 16 17 18
19 20 21 22 23 24 25
26 27 28 29 30
```

**MARCH**

```
1 2 3 4 5 6 7 8 9 10 11
12 13 14 15 16 17 18
19 20 21 22 23 24 25
26 27 28 29 30 31
```

**APRIL**

```
1 2 3 4 5 6 7 8 9 10 11 12 13
14 15 16 17 18 19 20 21 22
23 24 25 26 27 28 29
30
```

**MAY**

```
1 2 3 4 5 6 7 8 9 10 11 12 13
14 15 16 17 18 19 20
21 22 23 24 25 26 27
28 29 30 31
```
The Appalachian sends out a weekly curated email newsletter featuring the top stories of the week. The newsletter goes out to more than 6,500 subscribers each week, and has an average open rate of 55% (more than double the national average). We send out a total of 30 newsletters each academic year.

**DIGITAL NEWSLETTER RATES**

<table>
<thead>
<tr>
<th>AD TYPE</th>
<th>SIZE</th>
<th>PRICING</th>
</tr>
</thead>
<tbody>
<tr>
<td>LARGE RECTANGLE</td>
<td>1200 px x 800 px</td>
<td>$150</td>
</tr>
<tr>
<td>LEADER BOARD</td>
<td>728 px x 90 px</td>
<td>$100</td>
</tr>
<tr>
<td>FOOTER</td>
<td>728 px x 90 px</td>
<td>$50</td>
</tr>
</tbody>
</table>
NEWSLETTER PRODUCTION CALENDAR

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

AD PUBLISHED

Wednesday

ARTWORK DUE

Friday at 5 p.m.

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

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.

PRECONDITIONS
WEB RATES

LEADERBOARD

YOUR AD HERE

728 px x 90 px

$150

$575

SIDE BAR

YOUR AD HERE

300 px x 250 px

$125

$475

FOOTER

YOUR AD HERE

728 px x 90 px

$100

$375

DEADLINES

WEEKLY
AD PUBLISHED: MONDAY
ARTWORK DUE: Friday at 5 p.m.

MONTHLY
AD PUBLISHED: MONDAY
ARTWORK DUE: 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

## SPONSORED SOCIAL MEDIA POSTS

<table>
<thead>
<tr>
<th></th>
<th>WEEKLY</th>
<th>MONTHLY</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>TWEET</strong></td>
<td>$105</td>
<td>$415</td>
</tr>
<tr>
<td><strong>FACEBOOK</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>INSTAGRAM</strong></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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

### SOCIAL MEDIA

<table>
<thead>
<tr>
<th>Platform</th>
<th>Followers/Likes</th>
</tr>
</thead>
<tbody>
<tr>
<td>TWITTER</td>
<td>10,600+</td>
</tr>
<tr>
<td>FACEBOOK</td>
<td>7,600+</td>
</tr>
<tr>
<td>INSTAGRAM</td>
<td>7,800+</td>
</tr>
</tbody>
</table>

### 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.

Link option available, but should be at least 72 dpi RGB. Links may be included. Twitter: 1600 x 908 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.
Have your business, department, or organization seen by students, faculty, and commuters across campus by purchasing ads on our newsstands.

**OUTDOOR NEWSSTANDS**

- Must be 11” height x 17” width (horizontal) and laminated to ensure that posters are protected from the elements. Newsstands are spread out across campus and include locations such as parking decks, bus circles and the bookstore.

*Choose between half or full amount of stands, or half a semester or a full semester*

<table>
<thead>
<tr>
<th></th>
<th>HALF</th>
<th>FULL</th>
</tr>
</thead>
<tbody>
<tr>
<td>OUTDOOR NEWSSTANDS</td>
<td>$1,800</td>
<td>$3,600</td>
</tr>
<tr>
<td>INDOOR NEWSSTANDS</td>
<td>$1,450</td>
<td>$2,900</td>
</tr>
</tbody>
</table>

**INDOOR NEWSSTANDS**

- Must be 11” height x 11” width (square), and either laminated or on cardstock to ensure stability on stand. Newsstands are spread throughout campus including locations in Plemmons Student Union, academic buildings and residence halls.

**DEADLINES**

Printed, laminated and ready to distribute posters are due at least 14 business days prior to placement on newsstands.
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 nearly 90 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. 16-18: App State University Housing Move-In Weekend
Aug. 21: University Club Expo (student clubs & organizations interest fair)
  Aug. 22: First day of fall semester classes
  Aug. 27: 14th Annual High Country Beer Fest
Sept. 3: App State Football first home game (vs. UNC Chapel Hill)
  Sept. 17: App State Football home game (vs. Troy)
Sept. 24: App State Football home game (vs. James Madison)
  Oct. 1: Appalachian State Family Weekend
Oct. 1: App State Football home game (vs. The Citadel)
  Oct. 15: Valle Country Fair, Valle Crucis
Oct. 15-16: Woolly Worm Festival, Banner Elk
  Oct. 17-18: Fall Break
Oct. 19: App State Football home game (vs. Georgia State)
  Oct. 28: Spooky Duke Annual 5K/10K Race/Walk/Costume Contest
Oct. 29: Homecoming; App State Football home game (vs. Robert Morris)
  Nov. 8: Election Day
Nov. 19: App State Football home game (vs. Old Dominion); also Senior Day
  Nov. 23-25: Thanksgiving Break
Dec. 6: Last day of fall semester classes
  Dec. 7: Reading Day
  Dec. 8-14: Final Exams
Dec. 16: Fall 2021 Commencement ceremonies
  Dec. 14-Jan. 16: Winter Break
Jan. 16: Martin Luther King Jr. Holiday
Jan. 17: First day of spring semester classes
  Jan. 26-29: Blowing Rock Winterfest
March 13-17: Spring Break
  April 7: State Holiday
May 3: Last day of spring semester classes
  May 4: Reading Day
  May 5-11: Final Exams
May 12-13: Spring 2022 Commencement ceremonies
CAMPUS AND COMMUNITY ANNOUNCEMENTS

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.

PRINT $25 1 EDITION

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.

SUPPORT THE APPALACHIAN

Do you want to show your support for The Appalachian and our student journalists, but you don’t necessarily need traditional advertising? We can work with you on that!

We have a variety of options available to on-campus departments and individuals, as well as local businesses and organizations.

We offer sponsorships for certain sections of our publication (like crossword puzzles in print, event calendars in newsletters, etc.), we can accept donations of goods and services, and we accept donations of money. We’re also always open to discuss other ideas you might have for ways you can help support The Appalachian.

Your support helps drive our mission to serve our fellow students, faculty, staff, alumni and parents on campus at Appalachian State University, as well as serving the citizens of Boone and the greater High Country area. We also serve regional residents and tourists across four North Carolina and Tennessee counties, who rely on us for news, entertainment and commentary. The Appalachian is totally produced and edited by students, and has been serving the campus and community since 1934.

We appreciate your support!
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.