



The Appalachian

2022-2023 MEDIA KIT



The Appalachian Student News Organization

theappalachianonline.com

[f](#) [t](#) [@](#) **@TheAppalachian**

828-262-2157

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.

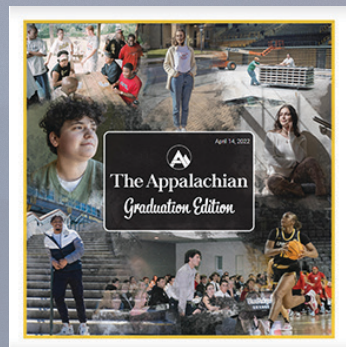


GRADUATION EDITION

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!

OUR AUDIENCE

60,400+

MONTHLY AVERAGE
WEBSITE PAGEVIEWS

to www.theappalachianonline.com



@TheAppalachian

26,000+

SOCIAL MEDIA FOLLOWERS

3,500

ISSUES PRINTED MONTHLY

6,500+

WEEKLY EMAIL NEWSLETTER
SUBSCRIBERS

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

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	\$175	maximum size 11.25" x 11.5

***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!

PRINT PRODUCTION CALENDAR

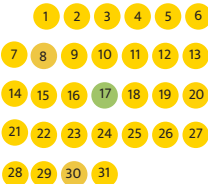
The Appalachian is printed monthly during the academic year — August, September, October, November, January, February, March, April and May.

All dates are subject to change as necessary.

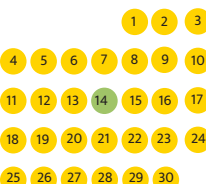
Exact print dates and deadlines will be discussed by your ad rep.

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.

AUGUST



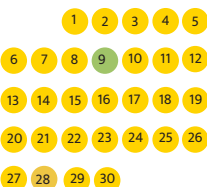
SEPTEMBER



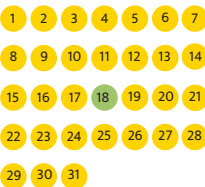
OCTOBER



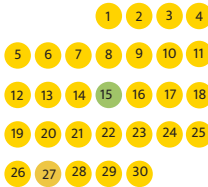
NOVEMBER



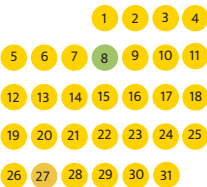
JANUARY



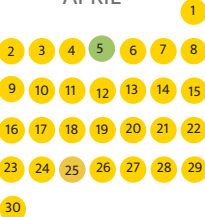
FEBRUARY



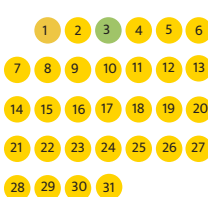
MARCH



APRIL



MAY



PRECONDITIONS



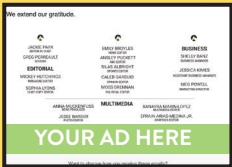
Raster images should be 300 ppi. All ads come standard as full color. Color ads must be CMYK. No text smaller than 9pt. Use process black (100%K). Send ad files as .pdf or .tiff files. Name files accordingly: BusinessName_IssueDate.pdf.

DIGITAL NEWSLETTER RATES

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

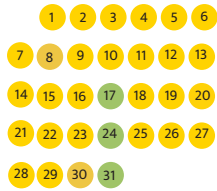


Sign up to have our weekly newsletter delivered right to your inbox!

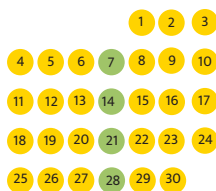
			PER ISSUE
LARGE RECTANGLE		1200 px x 800 px	\$150
LEADER BOARD		728 px x 90 px	\$100
FOOTER		728 px x 90 px	\$50

NEWSLETTER PRODUCTION CALENDAR

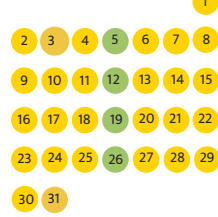
AUGUST



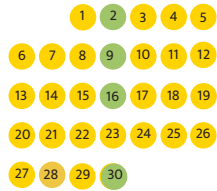
SEPTEMBER



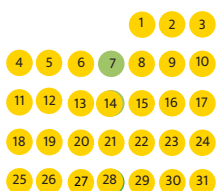
OCTOBER



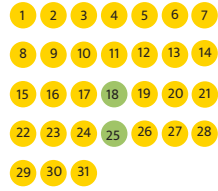
NOVEMBER



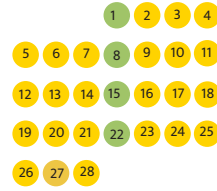
DECEMBER



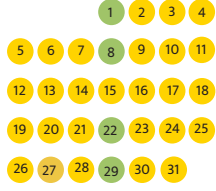
JANUARY



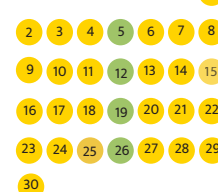
FEBRUARY



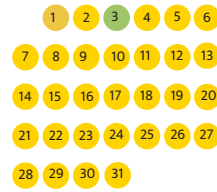
MARCH



APRIL



MAY



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.

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
LEADERBOARD  <p>728 px x 90 px</p>	\$150	\$575
SIDE BAR  <p>300 px x 250 px</p>	\$125	\$475
FOOTER  <p>728 px x 90 px</p>	\$100	\$375

DEADLINES

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

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

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



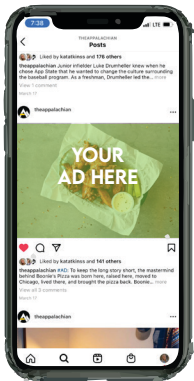
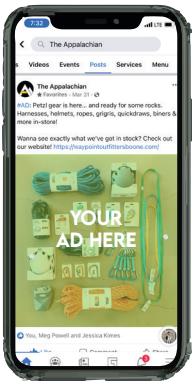
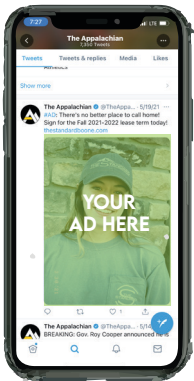
TWITTER
10,600 +
followers



FACEBOOK
7,600 +
likes & followers



INSTAGRAM
7,800 +
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 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.

NEWSSTAND RATES

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

	HALF	FULL
OUTDOOR NEWSSTANDS	\$1,800	\$3,600
INDOOR NEWSSTANDS	\$1,450	\$2,900



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.

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 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

PRINT
\$25
1 EDITION

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.

SUPPORT THE APPALACHIAN

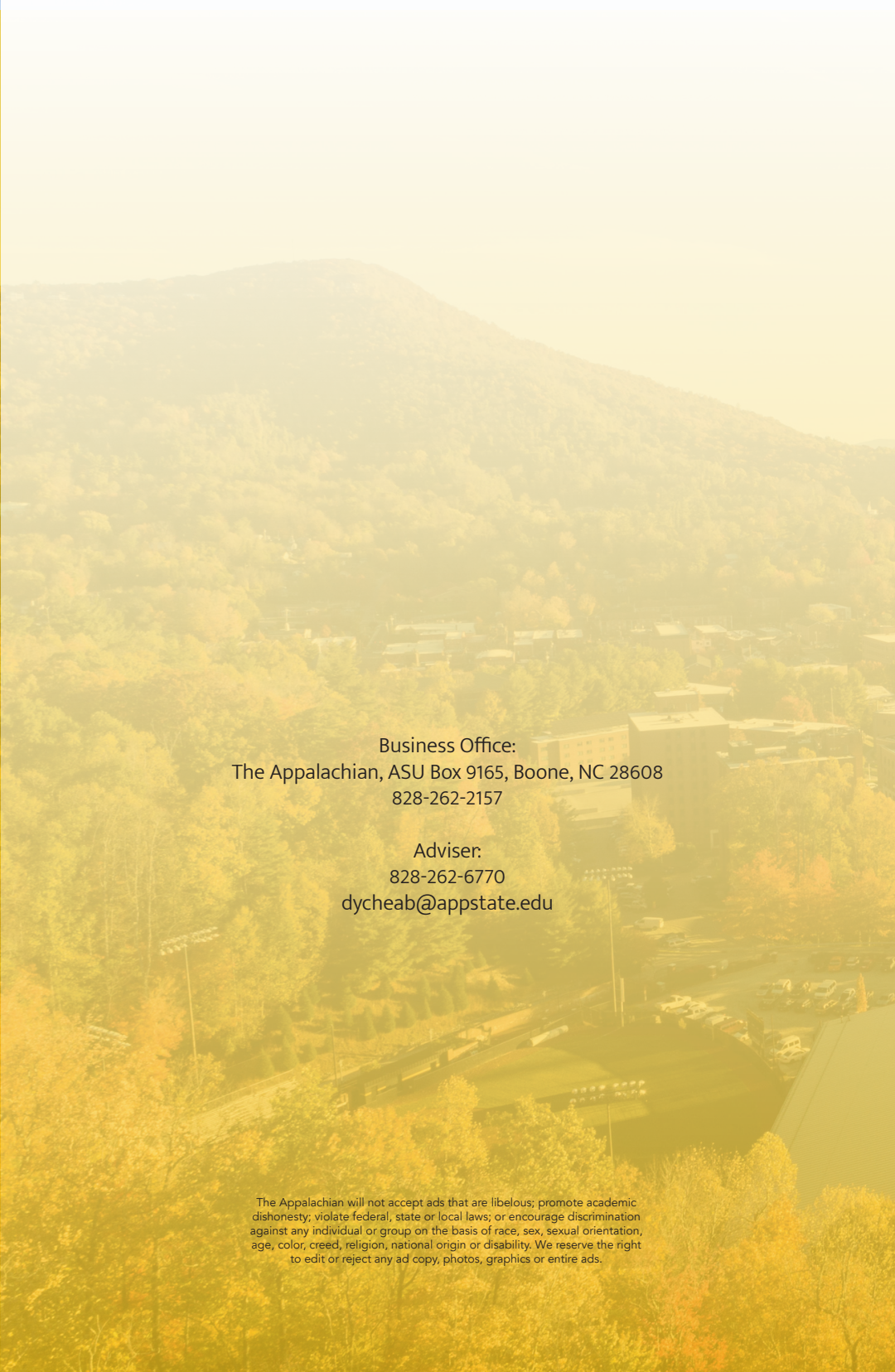
Do you want to show your support for The Appalachian and our student journalists, but you don't necessarily need traditional advertising? We can work with you on that!

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!

An aerial photograph of the Appalachian State University campus, showing various buildings, parking lots, and a large mountain in the background. The image has a warm, yellowish tint.

Business Office:
The Appalachian, ASU Box 9165, Boone, NC 28608
828-262-2157

Adviser:
828-262-6770
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.