



The Appalachian

2023-2024 MEDIA KIT



The Appalachian Student News Organization

theappalachianonline.com

[f](#) [t](#) [i](#) @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 twice weekly email newsletter during the academic year.

We are the recipients of more than 40 prestigious and competitive state, regional and national awards during the 2022-2023 academic year, including being named best all-around four-year student newspaper (SPJ, NCCMA), best news website (ACP, NCCMA), best use of social media (ACP), best ad design (CMA), best newsletter (CMA), best podcast (CMA), best news reporting (SPJ), and best column writing (SPJ).

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 STAFF



The Appalachian Staff consists of students across a variety of majors including communication, business, art, education and more. The business office and the editorial board work together along with the help of their adviser Allison Bennett Dyche.

OUR AUDIENCE

92,000+

MONTHLY AVERAGE
WEBSITE PAGEVIEWS

to www.theappalachianonline.com



@TheAppalachian

28,000+

SOCIAL MEDIA FOLLOWERS

3,000+

ISSUES PRINTED MONTHLY

10,000+

DIGITAL 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

141,000+

LIVING ALUMNI

3,700+

EMPLOYEES

SPECIAL EDITIONS

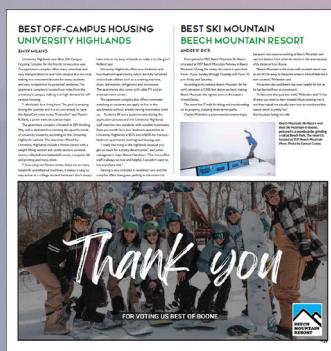
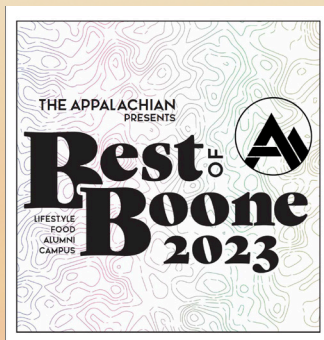
BEST OF BOONE & ORIENTATION GUIDE

For eight 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 near the end of spring semester 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.

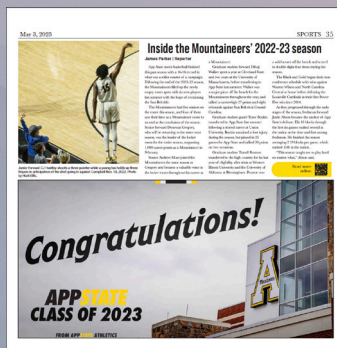


Advertisement space in Special Editions fills up quickly, so talk to your Ad Rep about claiming your spot as early as you can!

GRADUATION EDITION

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.

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!



5

PRINT AD RATES

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

**PREMIUM
PLACEMENT**

+\$50

can be added to any ad
size

***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!

Need your ad designed? Add \$105 per ad.

PRINT PRODUCTION CALENDAR

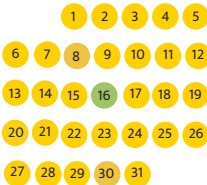
The Appalachian is printed monthly during the academic year — August, September, October, November, January, February, March, April and May.

All dates are subject to change as necessary.

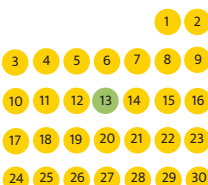
Exact print dates and deadlines will be discussed by your ad rep.

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.

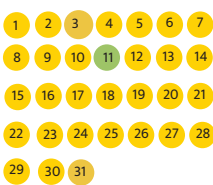
AUGUST



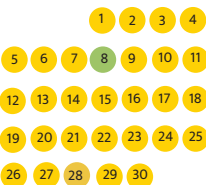
SEPTEMBER



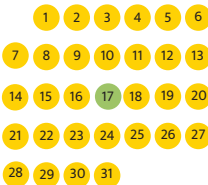
OCTOBER



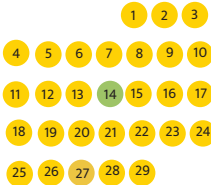
NOVEMBER



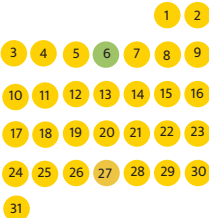
JANUARY



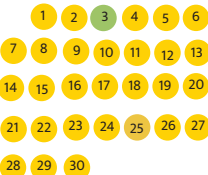
FEBRUARY



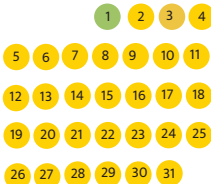
MARCH



APRIL



MAY



PRECONDITIONS



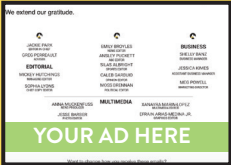
Raster images should be 300 ppi. All ads come standard as full color. Color ads must be CMYK. No text smaller than 9pt. Use process black (100%K). Send ad files as .pdf or .tiff files. Name files accordingly: BusinessName_IssueDate.pdf.

DIGITAL NEWSLETTER RATES

The Appalachian sends out a twice weekly (Tuesdays and Thursdays) curated email newsletter featuring the top stories of the week. The newsletter goes out to more than 10,000 subscribers each week, and has an average open rate of 55% (more than triple the national average). We send out a total of 60 newsletters each academic year.

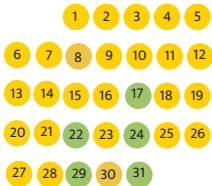


Sign up to have our weekly newsletter delivered right to your inbox!

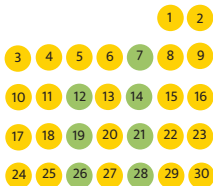
			PER ISSUE
LARGE RECTANGLE		1200 px x 800 px	\$150
LEADER BOARD		728 px x 90 px	\$100
MIDDLE BANNER		728 px x 90 px	\$75
FOOTER		728 px x 90 px	\$50

NEWSLETTER PRODUCTION CALENDAR

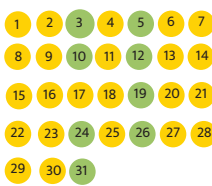
AUGUST



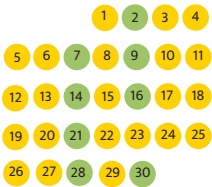
SEPTEMBER



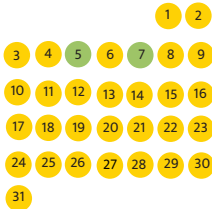
OCTOBER



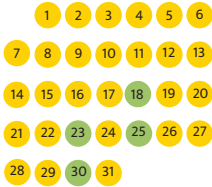
NOVEMBER



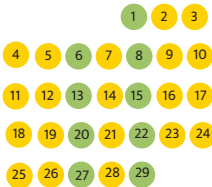
DECEMBER



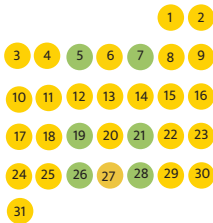
JANUARY



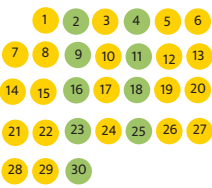
FEBRUARY



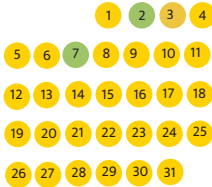
MARCH



APRIL



MAY



AD PUBLISHED

Tuesday or
Thursday

ARTWORK DUE

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

LEADERBOARD		WEEKLY	MONTHLY
		\$150	\$575
728 px x 90 px			
SIDE BAR			
		\$125	\$475
300 px x 250 px			
FOOTER			
		\$100	\$375
728 px x 90 px			

DEADLINES

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



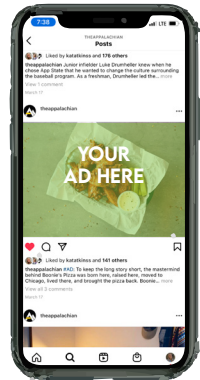
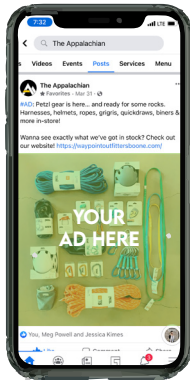
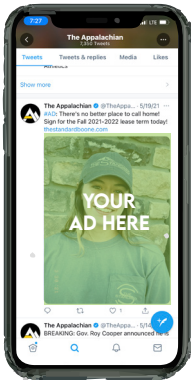
TWITTER
10,600 +
followers



FACEBOOK
8,000 +
likes & followers



INSTAGRAM
9,000 +
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.

OUT-OF-HOME NEWSSTAND RATES



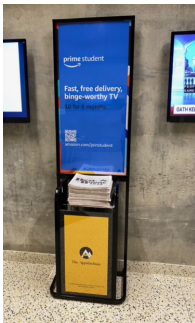
Have your business, department, or organization seen by students, faculty/staff, commuters and visitors across campus by purchasing poster ads on our newsstands!



INDOOR LARGE NEWSSTANDS

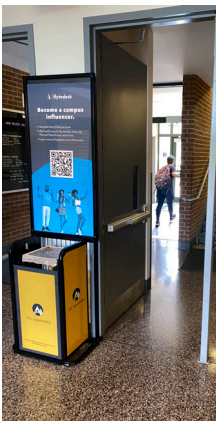
\$250/month per newsstand + \$65/poster for printing costs

47.750" tall x 23.750" wide (vertical); live area for artwork 45.875" tall x 22.000" wide (vertical)
Must be printed on thick, semi-gloss paper.



10 newsstands to choose from:

- Second floor elevator bank, Plemmons Student Union
- First floor Cascades lobby, Plemmons Student Union
- First floor Info Desk, Plemmons Student Union
- Campus Post Office
- Belk Library & Information Commons
- Walker Hall
- Roess Dining Hall
- Sanford Hall
- Leon Levine Hall
- Peacock Hall



DEADLINES

Printed, laminated and ready to distribute posters are due at least two weeks prior to start of run. Files that need to be printed are due at least three weeks prior to start of run.

OUT-OF-HOME NEWSSTAND RATES

OUTDOOR NEWSSTANDS

\$175/month per newsstand + \$50/poster for printing costs

11" tall x 17" wide (horizontal) Must be laminated.



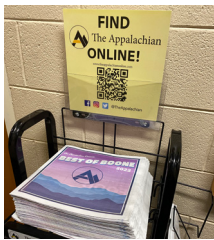
17 newsstands to choose from:

- Trivette Dining Hall
- App State University Bookstore
- Sanford Mall
- Plemmons Student Union
- Peacock Hall
- Peacock bus stop
- Mountain Laurel bus stop
- I.G. Greer
- Schaefer Center
- B.B. Dougherty administration building
- Belk Library parking deck
- Student Recreation Center
- Anne Belk Hall
- Rivers Street Parking Deck Skywalk
- Garwood bus stop
- Convocation Center
- Living Learning Center Residence Hall

INDOOR WIRE NEWSRACKS

\$75/month per newsstand + \$25/poster for printing & laminating costs

11" tall x 11" wide (square) Must be laminated or on cardstock.



19 newsstands to choose from:

- Mount Mitchell gym,
- Plemmons Student Union
- Second floor hallway,
- Plemmons Student Union
- Varsity Gym
- Beasley Media Complex
- Roess Dining Hall
- Reich College of Education
- Anne Belk Hall
- Katherine Harper Hall
- Thunder Hill residence hall
- Summit residence hall
- Stadium Team Store
- Boone Mall
- Garwood Hall
- Raven Rocks residence hall
- New River residence hall
- Chappell Wilson Hall
- Smith-Wright Hall
- Rankin Science
- Newland residence hall



SPECIAL DATES

- Aug. 15-17:** App State University Housing Move-In
- Aug. 20:** University Club Expo (student clubs & organizations interest fair)
- Aug. 21:** First day of Fall Semester Classes
- Aug. 26:** Annual High Country Beer Fest
- Sept. 2:** App State Football first home game (vs. Gardner-Webb)
- Sept. 15-17:** App State Family Weekend
- Sept. 16:** App State Football home game (vs. East Carolina)
- Oct. 4:** App State Fall Open House
- Oct. 10:** App State Football home game (vs. Coastal Carolina)
- Oct. 16-17:** Fall Break
- Oct. 21:** Valle Country Fair, Valle Crucis
- Oct. 21-22:** Woolly Worm Festival, Banner Elk
- Oct. 28:** Spooky Duke Annual 5K/10K Race/Walk/Costume Contest
- Oct. 28:** Homecoming; App State Football home game (vs. Southern Miss)
- Nov. 4:** App State Football home game (vs. Marshall)
- Nov. 7:** Election Day
- Nov. 22-24:** Thanksgiving Break
- Nov. 25:** Senior Day; App State Football home game (vs. Georgia Southern)
- Dec. 5:** Last day of Fall Semester Classes
- Dec. 6:** Reading Day
- Dec. 7-13:** Final Exams
- Dec. 16:** Fall 2023 Commencement Ceremonies
- Dec. 14-Jan. 15:** Winter Break
- Jan. 16:** First day of Spring Semester Classes
- Jan. 25-28:** Blowing Rock Winterfest
- March 11-15:** Spring Break
- May 1:** Last day of Spring Semester Classes
- May 2:** Reading Day
- May 3-9:** Final Exams
- May 10-11:** Spring 2022 Commencement Ceremonies

PRODUCTION DATES

PRINT DATES:

Aug. 16: Welcome Back Edition

Sept. 13

Oct. 11

Nov. 8

Jan. 17

Feb. 14

March 6

April 3: Best of Boone/Summer Orientation

May 1: Graduation Edition

NEWSLETTER DATES:

Aug. 17

Aug. 22 & 24

Aug. 29 & 31

Sept. 7

Sept. 12 & 14

Sept. 19 & 21

Sept. 26 & 28

Oct. 3 & 5

Oct. 10 & 12

Oct. 19

Oct. 31 &

Nov. 2

Nov. 7 & 9

Nov. 14 & 16

Nov. 21

Nov. 28 & 30

Dec. 5 & 7

Jan. 18

Jan. 23 & 25

Jan. 30 & Feb. 1

Feb. 6 & 8

Feb. 13 & 15

Feb. 20 & 22

Feb. 27 & 29

March 5 & 7

March 19 & 21

March 26 & 28

April 2 & 4

April 9 & 11

April 16 & 18

April 23 & 25

April 30 & May 2

May 7

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.

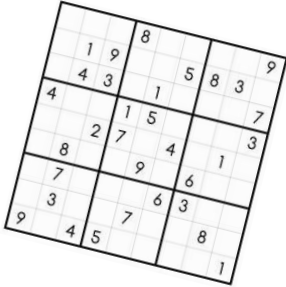
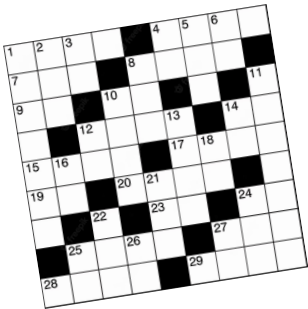
PRECONDITIONS

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.

PUZZLE SPONSORSHIPS

PRINT: \$100/MONTH
EMAIL NEWSLETTER:\$25/ISSUE



Sponsor the crossword and Sudoku puzzles in print or in our email newsletter! This is a great way to get your business, department or organization's name in front of readers in our popular puzzles section.

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!



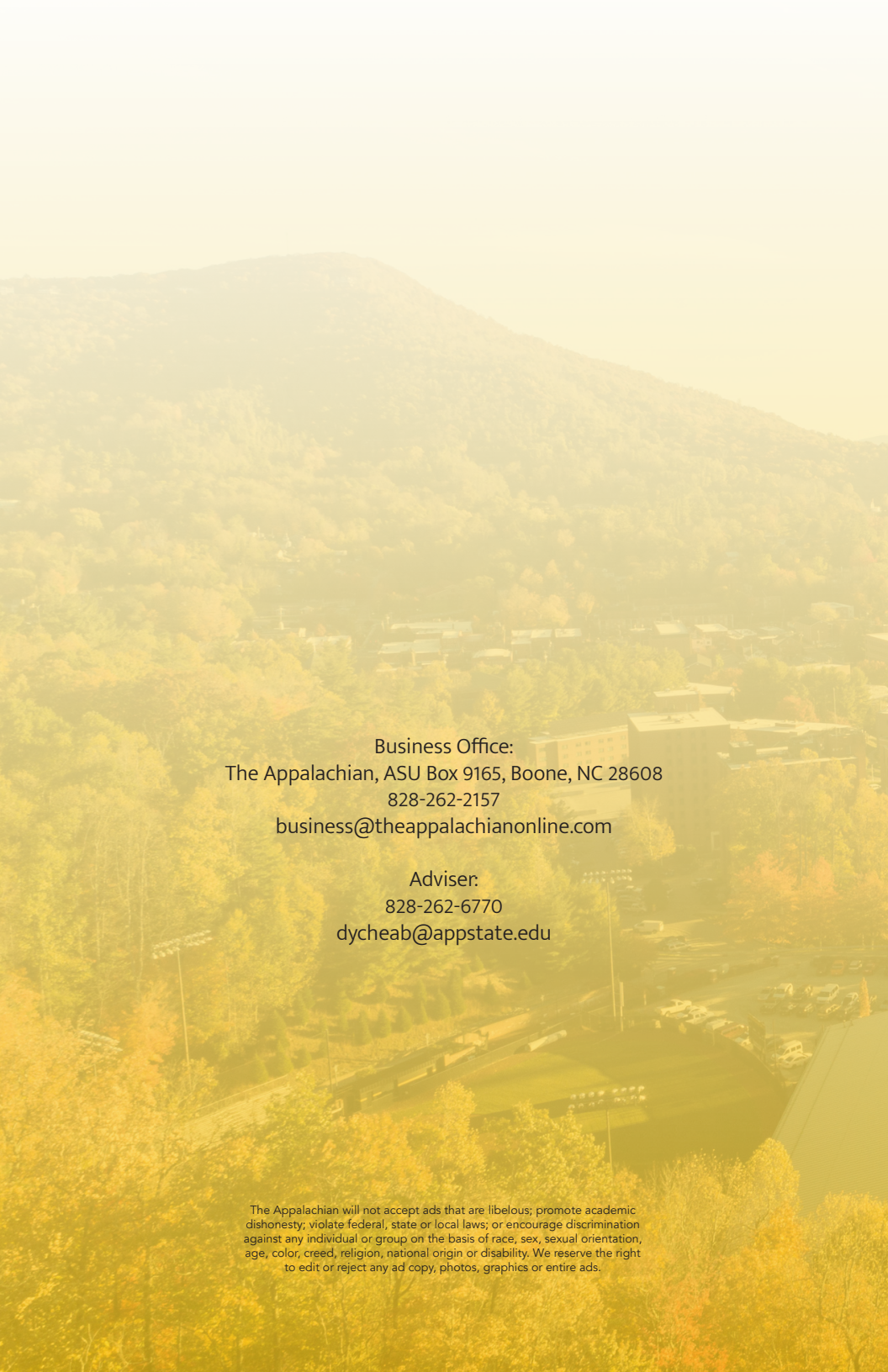
We have a variety of options available to on-campus departments and individuals, as well as local businesses and organizations. For as low as \$25 per month, you can champion the mission of The Appalachian and the work of our students, and have your name or department name included in our list of supporters (to appear on our website). You can opt to pay monthly, semesterly or annually, and we accept a variety of payment methods. We can also accept donations of goods and services. 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.

DONATE HERE:



Questions? Email business@theappalachianonline.com or dyccheab@appstate.edu, or call 828-262-2157 or 828-262-6770. We appreciate your support!

An aerial photograph of a mountain campus, likely Appalachian State University, with dense trees in autumn colors (yellows, oranges, and greens) covering the slopes. Several buildings and a parking lot are visible in the lower right. The image has a warm, golden-yellow tint.

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

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.