

# The Emory Wheel

MEDIA KIT 2017-2018

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# ABOUT

founded in  
**1919**

The Emory Wheel is currently the only independent, student-run newspaper of Emory University and the greater Atlanta area. It is published daily online and printed once a week during the academic year.

The Wheel is financially and editorially independent from the University. All of its content is generated by more than 100 student staff and contributing members, and its printing costs are covered by profits from self-generated advertising sales.

The Wheel is proud to have won more than 100 awards for its journalism.

## AUDIENCE



**943k**

annual online views



**498k**

unique annual readers



**199k**

annual organic searches



**600**

Instagram Followers



**5,100**

Twitter Followers



**6,000**

Facebook Likes

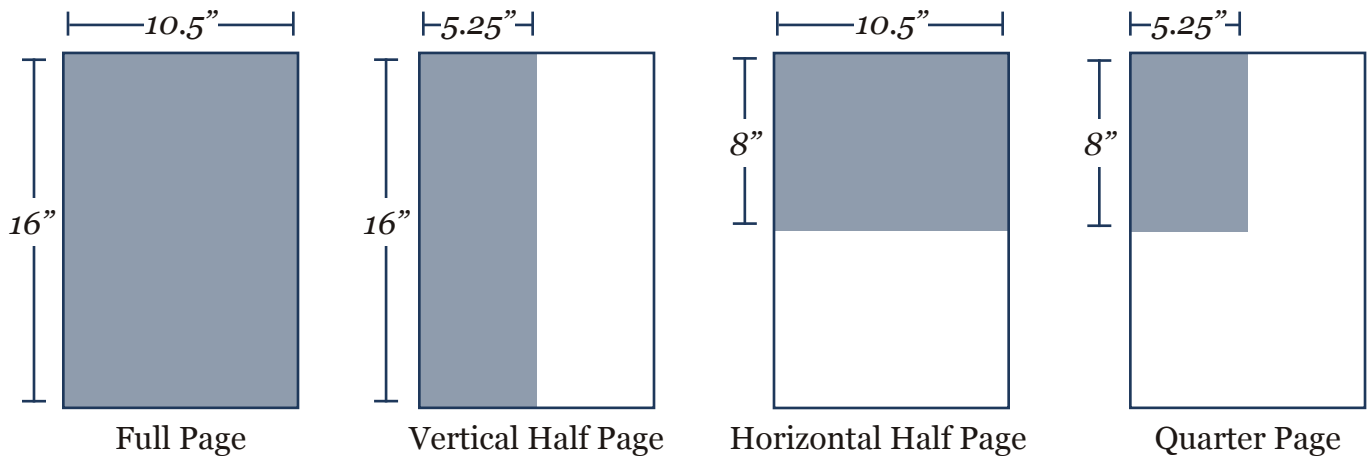
## CIRCULATION



**3,000** newspapers distributed around campus

# PRINT ADVERTISING

## SIZES



## RATES

|                       |               | National    | Local       | Non-Profit  | Campus      |
|-----------------------|---------------|-------------|-------------|-------------|-------------|
| <b>Full Page</b>      | Black & White | \$1,199     | \$899       | \$799       | \$699       |
|                       | Color         | \$1,498.75  | \$1,123.75  | \$998.75    | \$873.75    |
| <b>Half Page</b>      | Black & White | \$699       | \$499       | \$450       | \$399       |
|                       | Color         | \$873.75    | \$623.75    | \$562.50    | \$498.75    |
| <b>Quarter Page</b>   | Black & White | \$399       | \$299       | \$250       | \$199       |
|                       | Color         | \$498.75    | \$373.75    | \$312.50    | \$248.75    |
| <b>Full Back Page</b> | National      | \$1,798.50* | \$1,348.50* | \$1,198.50* | \$1,048.50* |
|                       | Local         |             |             |             |             |



\*color included

## SUBMISSION

We accept artwork in JPEG, TIFF, or PDF format at a resolution of 300 pixels per inch.  
Submissions are due five days before production date by 6 p.m.

# PRODUCTION CALENDAR

The Emory Wheel is printed once a week on production day. Artwork submission are due 5 days before by 6 p.m. Graduation magazine artwork submissions are due 18 days prior to publication date.

**B** | day of production

**R** | artwork deadline

**W** | graduation magazine

AUGUST 2017

| S | M | T | W         | T | F  | S |
|---|---|---|-----------|---|----|---|
| . | . | . | .         | . | .  | . |
| . | . | . | .         | . | .  | . |
| . | . | . | .         | . | .  | . |
| . | . | . | .         | . | 25 | . |
| . | . | . | <b>30</b> | . | .  | . |

SEPTEMBER 2017

| S | M | T | W         | T | F  | S |
|---|---|---|-----------|---|----|---|
| . | . | . | .         | . | 1  | . |
| . | . | . | <b>6</b>  | . | 8  | . |
| . | . | . | <b>13</b> | . | 15 | . |
| . | . | . | <b>20</b> | . | 22 | . |
| . | . | . | <b>27</b> | . | 29 | . |

OCTOBER 2017

| S | M | T | W         | T | F  | S  |
|---|---|---|-----------|---|----|----|
| . | . | . | <b>4</b>  | . | .  | .  |
| . | . | . | .         | . | .  | 13 |
| . | . | . | <b>18</b> | . | 20 | .  |
| . | . | . | <b>25</b> | . | .  | .  |

NOVEMBER 2017

| S | M | T | W         | T | F  | S |
|---|---|---|-----------|---|----|---|
| . | . | . | <b>1</b>  | . | 3  | . |
| . | . | . | <b>8</b>  | . | 10 | . |
| . | . | . | <b>15</b> | . | .  | . |
| . | . | . | .         | . | 24 | . |
| . | . | . | <b>29</b> | . | .  | . |

JANUARY 2018

| S | M | T | W         | T | F  | S |
|---|---|---|-----------|---|----|---|
| . | . | . | .         | . | .  | . |
| . | . | . | .         | . | .  | . |
| . | . | . | .         | . | 19 | . |
| . | . | . | <b>24</b> | . | 26 | . |
| . | . | . | <b>31</b> | . | .  | . |

FEBRUARY 2018

| S | M | T | W         | T | F  | S |
|---|---|---|-----------|---|----|---|
| . | . | . | .         | . | 2  | . |
| . | . | . | <b>7</b>  | . | 9  | . |
| . | . | . | <b>14</b> | . | 16 | . |
| . | . | . | <b>21</b> | . | 23 | . |
| . | . | . | <b>28</b> | . | .  | . |

MARCH 2017

| S | M | T | W         | T | F  | S |
|---|---|---|-----------|---|----|---|
| . | . | . | .         | . | 2  | . |
| . | . | . | <b>7</b>  | . | .  | . |
| . | . | . | .         | . | .  | . |
| . | . | . | .         | . | 23 | . |
| . | . | . | <b>28</b> | . | 30 | . |

APRIL 2018

| S | M | T | W         | T         | F  | S |
|---|---|---|-----------|-----------|----|---|
| . | . | . | <b>4</b>  | .         | 6  | . |
| . | . | . | <b>11</b> | .         | 13 | . |
| . | . | . | <b>18</b> | .         | 20 | . |
| . | . | . | <b>25</b> | <b>26</b> | .  | . |

MAY 2018

| S | M         | T | W | T | F | S |
|---|-----------|---|---|---|---|---|
| . | .         | . | . | . | . | . |
| . | .         | . | . | . | . | . |
| . | <b>14</b> | . | . | . | . | . |
| . | .         | . | . | . | . | . |

# SPECIAL SECTIONS

The Emory Wheel publishes several special issues to commemorate specific events throughout the year. These issues consistently have the Wheel's highest readership.

## *9/27: BACK TO SCHOOL*

The annual orientation issue is published the first week of classes and welcomes students back to campus, shaping their first impressions of Emory's campus and surrounding area.

## *10/18: HOMECOMING*

Hundreds of alumni, their family members and parents of current students come to campus and stay in Atlanta over the weekend to reminisce fondly about their time in college.

## *11/15: BLACK FRIDAY*

The shopping guide published the week before Black Friday to inform students about the best upcoming deals.

## *2/14: VALENTINE'S DAY*

Love is in the air! The first annual Valentine's Day issue will tell students about how to show their love to Emory and one another.

## *2/28: HOUSING GUIDE*

Students searching for off-campus housing for the summer and upcoming academic year turn to the Wheel's housing guide to find the best deals to secure housing. The issue also includes tips for dorm decor, roommate conflicts and more.

## *4/25: BEST OF EMORY*

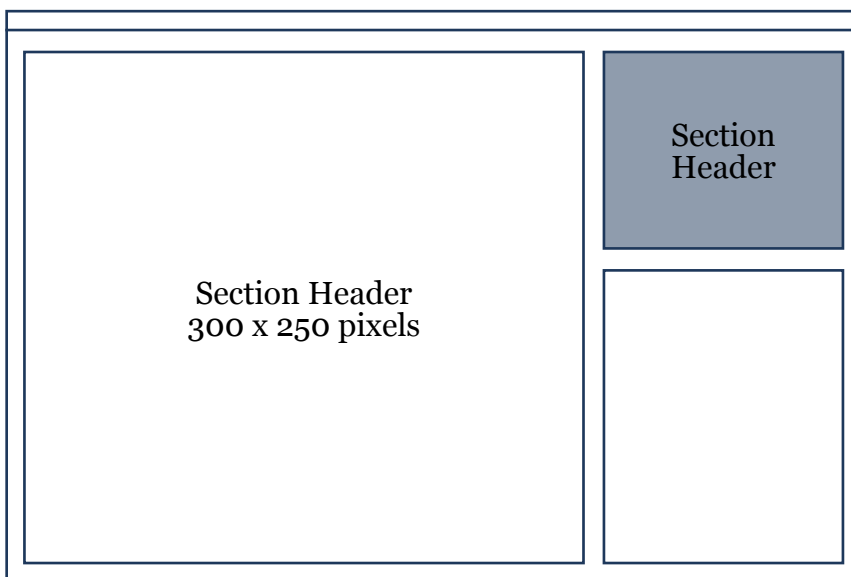
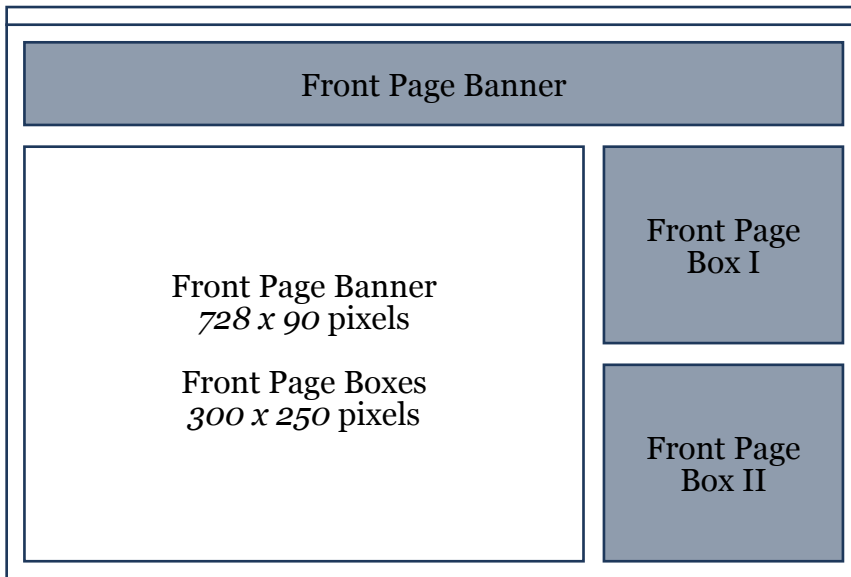
Best of Emory is the final issue of the academic year. It highlights the very best of campus and reflects on the past year.

## *5/14: GRADUATION MAGAZINE*

In honor of graduating seniors, the graduation magazine is distributed to thousands of family members and friends of the graduates at the graduation ceremony. It features ads placed by family, friends, Emory organizations and local businesses.

# ONLINE ADVERTISING

## SIZES



## RATES

**Front Page Banner**  
\$600/month  
\$200/week

**Front Page Box I**  
\$450/month  
\$150/week

**Front Page Box II**  
\$300/month  
\$120/week

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**Section Header**  
\$400/month  
\$100/week

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**Bundle Package**  
- Front Page Banner  
- Front Page Box I  
- Front Page Box II  
- Section Header  
\$1,200/month

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**Inserts**  
- to add an insert in the newspaper contact the business manager at least two weeks in advanced

## SUBMISSION

The Emory Wheel is published daily online. We accept artwork in JPEG, TIFF, or PDF format at a resolution of 300 pixels per inch.

# CONTACTS

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