

The Emory Wheel

MEDIA KIT 2020-2021

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ABOUT

founded in
1919

The Emory Wheel is currently the only independent, student-run newspaper of Emory University. It is published daily online.

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



1.03m

annual online views



533k

unique annual readers



281k

annual organic searches



1,518

Instagram Followers



5,745

Twitter Followers



5,361

Facebook Likes

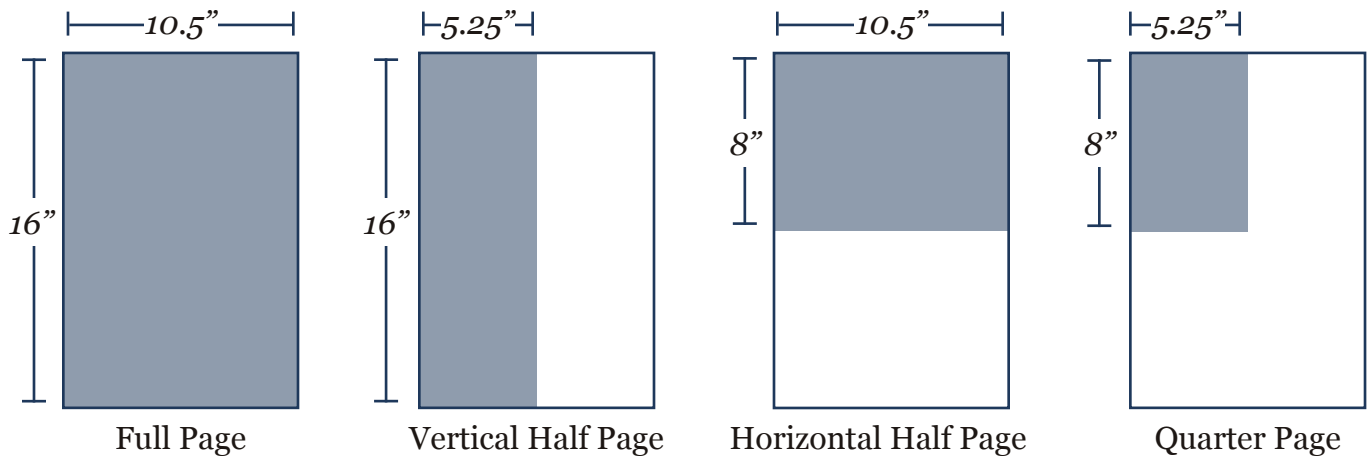
CIRCULATION



3,000 newspapers distributed around campus

PRINT ADVERTISING

SIZES



RATES

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

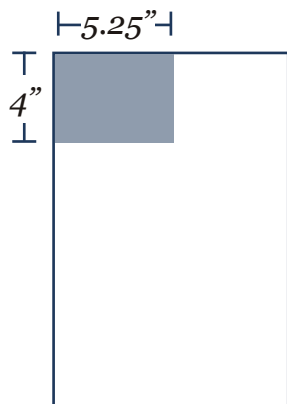


*color included

SUBMISSION

We accept artwork in JPEG, TIFF, or PDF format at a resolution of 300 pixels per inch.
 Reserve space for an ad at least five days before the production date at 6 p.m.
 Artwork submissions are due two days before production date by 12 p.m.

MORE ADVERTISING



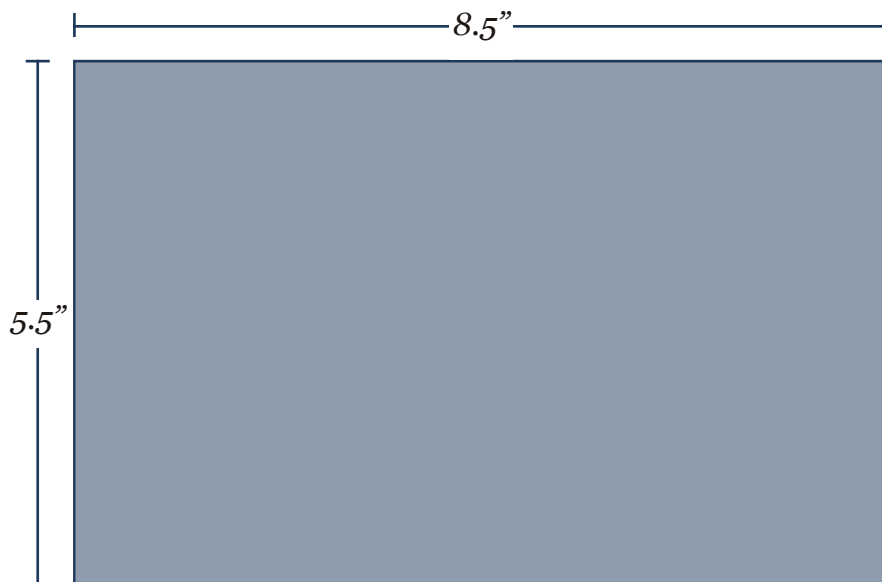
1/8 Page Ad

Exclusively for Emory student clubs

RATES

Black & White	\$75
Color	\$100

GLOSSY INSERTS



Advertisers must provide their own designs for the front and back of inserts. Designs are required by Saturday night for the Wednesday issue.

RATES

Week:	\$400
Month:	\$1,450

SUBMISSION

We accept artwork in JPEG, TIFF, or PDF format at a resolution of 300 pixels per inch.

PRODUCTION CALENDAR

The Emory Wheel is printed once a week on production day. Artwork submission are due 2 days before by 12 p.m.

B | day of production **R** | artwork deadline ■ | special sections ■ | graduation magazine submission deadline

AUGUST 2019

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SEPTEMBER 2019

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OCTOBER 2019

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NOVEMBER 2019

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DECEMBER 2019

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JANUARY 2020

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FEBRUARY 2020

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MARCH 2020

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APRIL 2020

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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.

SPRING

***3/24:* 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. The issue also includes tips for dorm decor, roommate conflicts and more.

***4/21:* 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. This issue includes local businesses and Emory departments looking to gain exposure for the upcoming year.

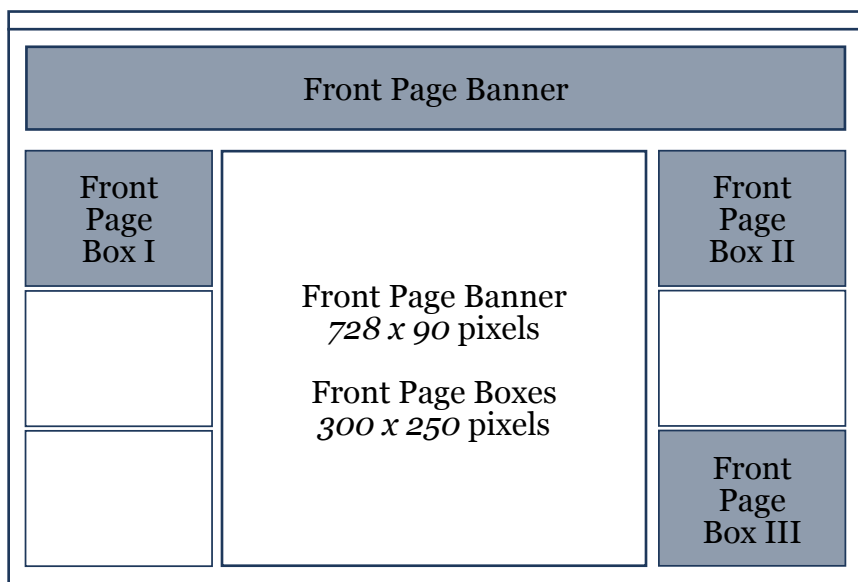
***5/10:* GRADUATION MAGAZINE**

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

ONLINE ADVERTISING

SIZES

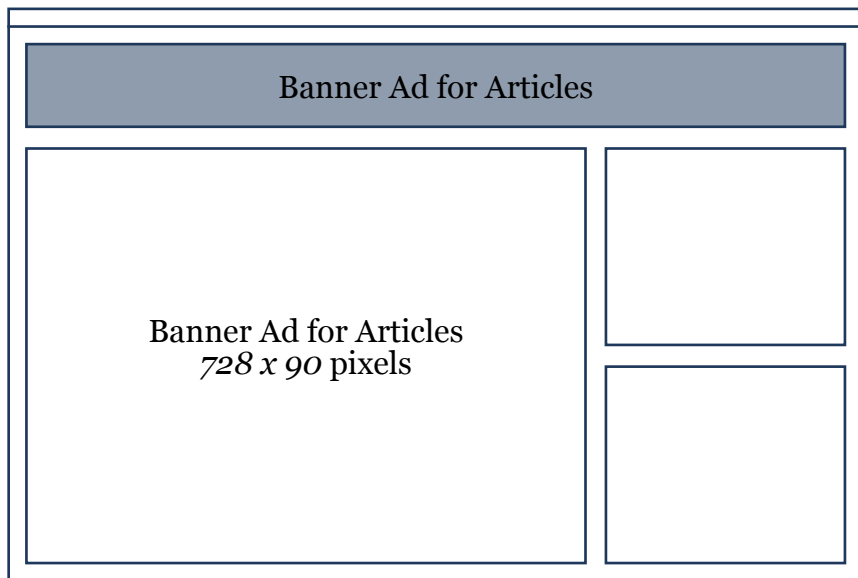
RATES



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

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

Front Page Box II
\$450/month
\$150/week



Front Page Box III
\$300/month
\$120/week

Banner Ad for Articles
\$1,450/month
\$225/week

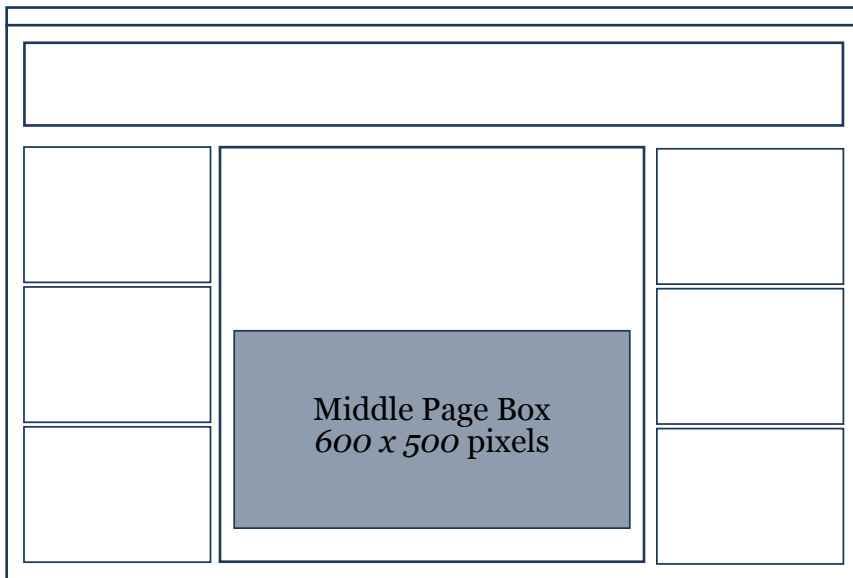
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MORE ADVERTISING

SIZES

RATES



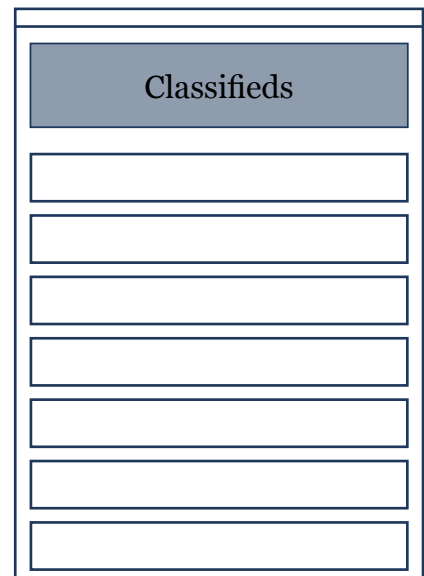
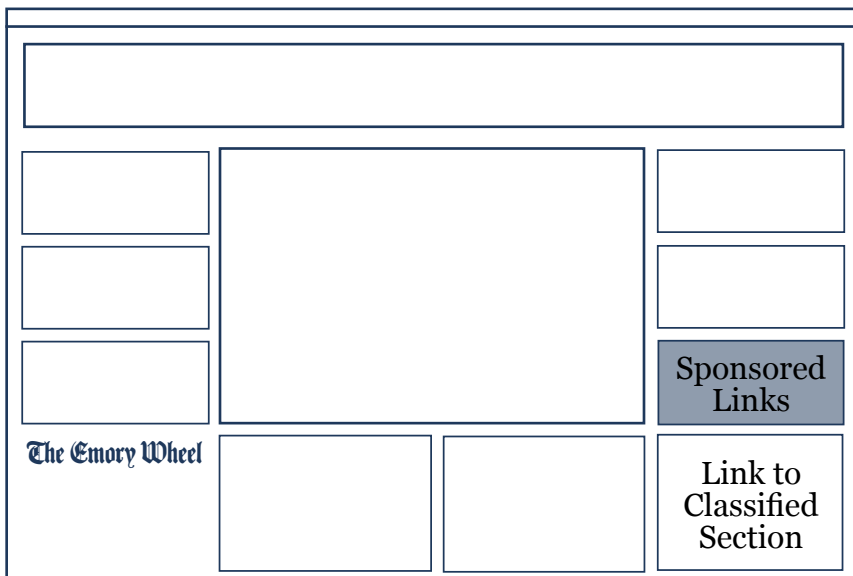
Middle Page Box
\$600/month
\$200/week

Sponsored Links
\$25/month

* Posted on our homepage
in the right column.

Classifieds
\$50/post

* Pre-written, sponsored posts that
will be posted to our online
classifieds section at [https://
emorywheel.com/classifieds](https://emorywheel.com/classifieds)



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CONTACTS

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