

The Emory Wheel

MEDIA KIT 2022-2023

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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 and printed every other 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



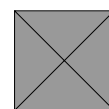
970,000+
annual online views



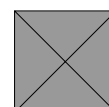
525,000+
annual readers



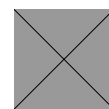
300,000+
annual organic searches



3,500+
Instagram Followers



6,000+
Twitter Followers



5,500+
Facebook Followers

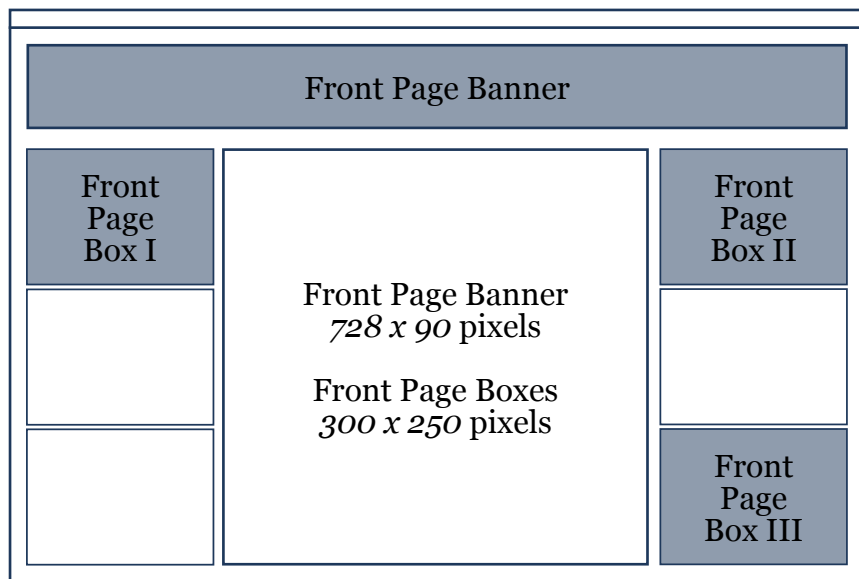
CIRCULATION



2,000 newspapers distributed around campus

ONLINE ADVERTISING

SIZES



RATES

Front Page Banner

\$600/month
\$200/week

Front Page Box I

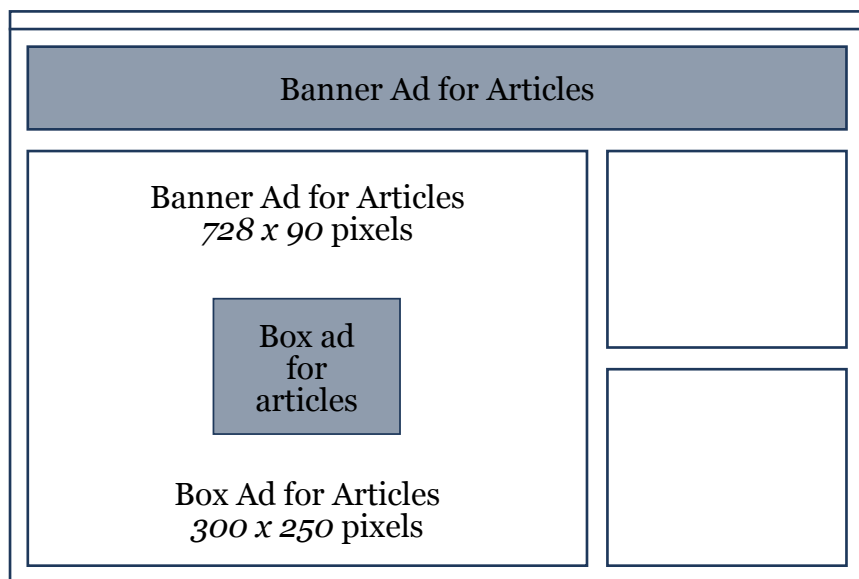
\$450/month
\$150/week

Front Page Box II

\$450/month
\$150/week

Front Page Box III

\$300/month
\$120/week



Banner Ad for Articles

\$1,450/month
\$400/week

Box Ad for Articles

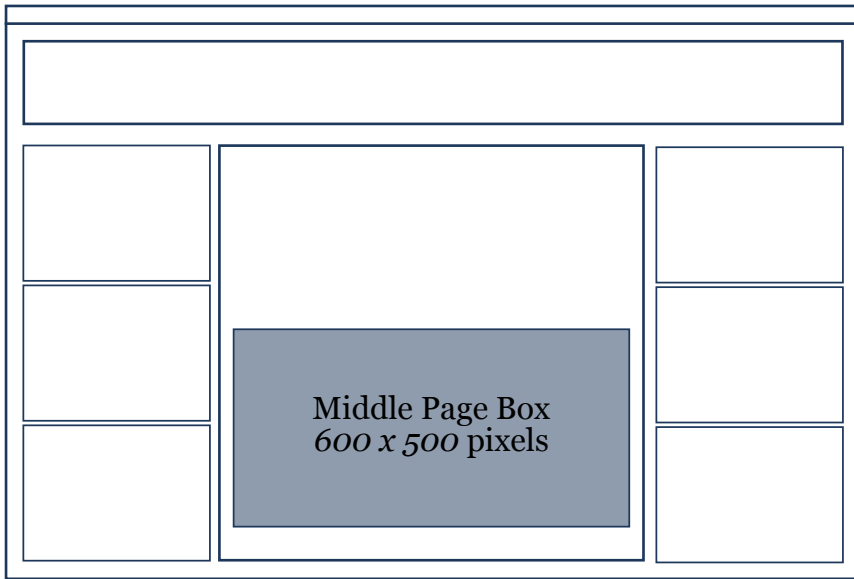
\$1,050/month
\$300/week

SUBMISSION

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

MORE ADVERTISING

SIZES

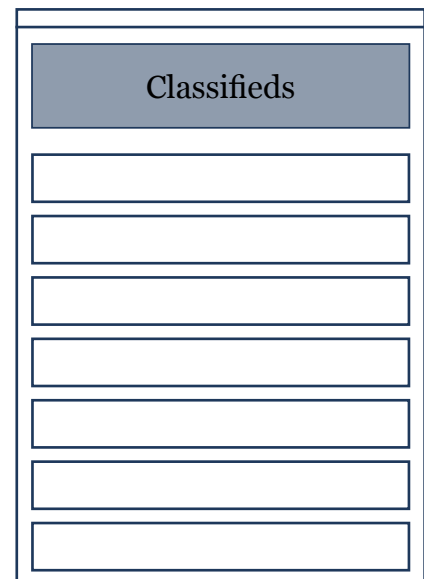
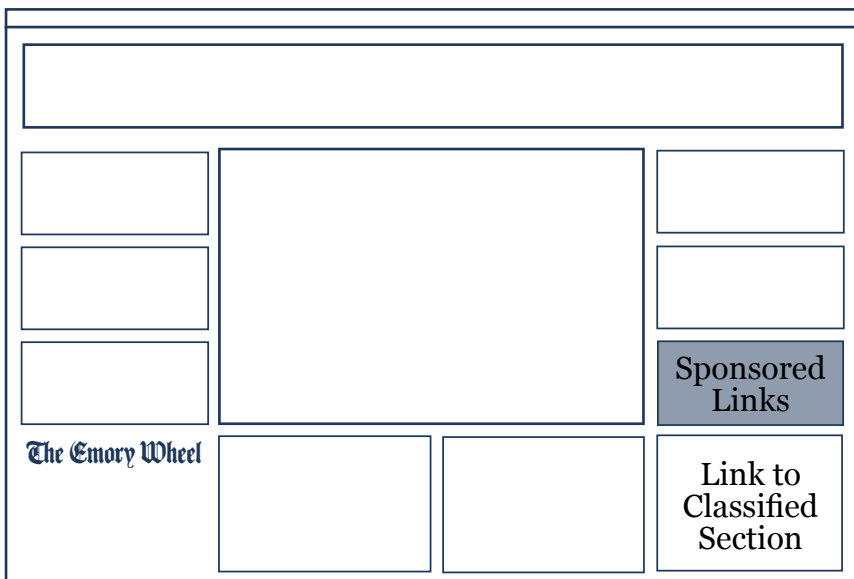


RATES

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)

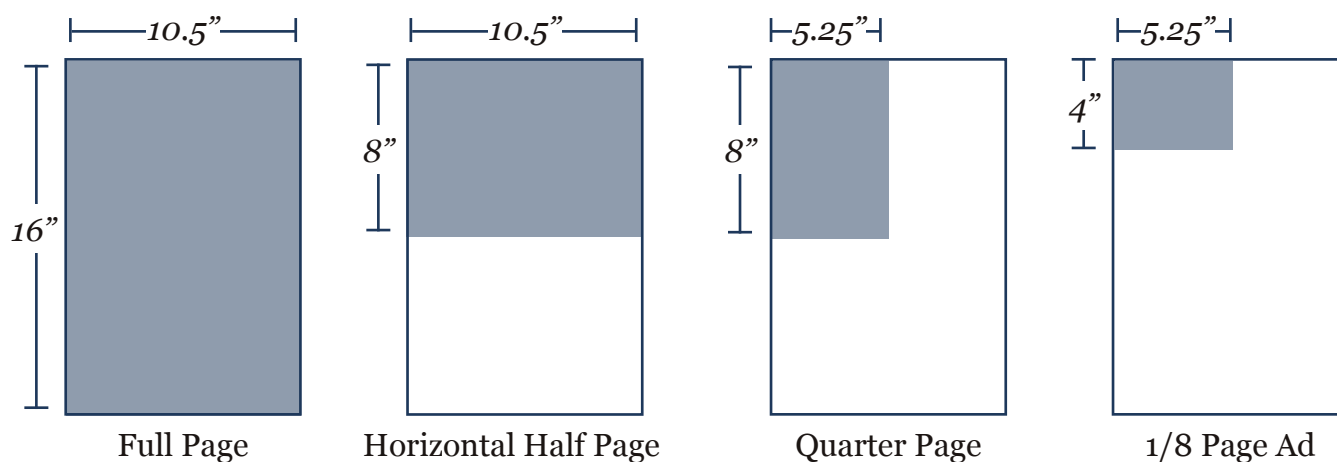


SUBMISSION

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PRINT ADVERTISING

SIZES



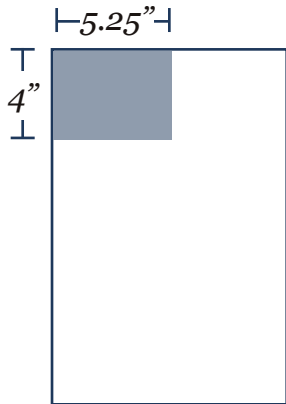
RATES

		National	Local	Campus
Full Page	Black & White	\$1,200	\$700	\$470
	Color	\$1,500	\$1,000	\$575
Half Page	Black & White	\$700	\$450	\$270
	Color	\$875	\$525	\$325
Quarter Page	Black & White	\$400	\$250	\$135
	Color	\$500	\$350	\$175
Eighth Page	Black & White	\$250	\$125	\$75
	Color	\$300	\$200	\$100
Full Back Page	Color Included	\$1,800	\$1,200	\$700

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	\$25
Color	\$50



Banner Advertisement in our email newsletter

Distributed directly to
approximately 2,000
e-mail inboxes weekly!

<p>Banner Ad 1024 x 128 pixels</p> <p>\$400/month \$150/week</p>
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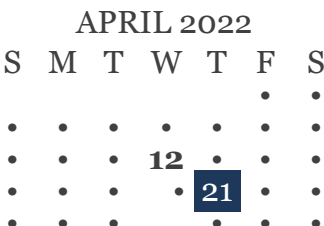
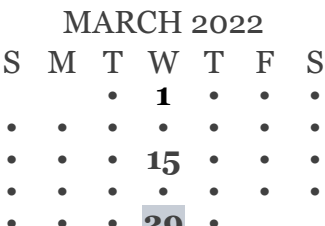
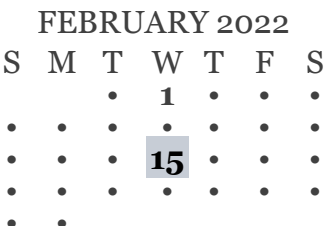
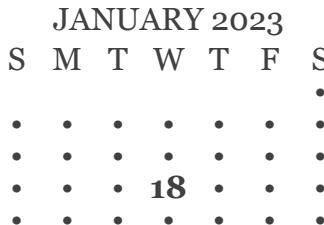
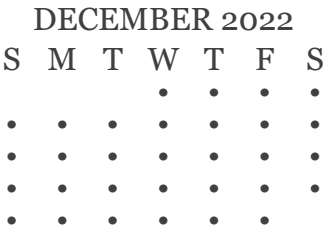
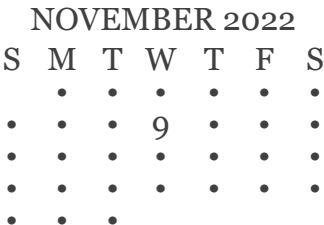
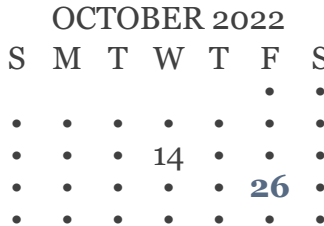
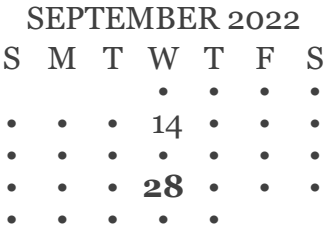
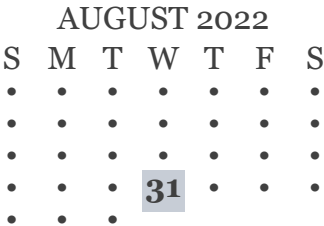
SUBMISSION

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.

R artwork deadline	■ special sections	■ The Hub	■ graduation magazine submission deadline
B day of production			



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.

FALL

8/25: **BACK TO SCHOOL**

The annual back-to-school issue is published during the first week of classes, welcoming students to campus with special tips about Emory's resources and services.

This issue is targeted toward freshman students.

10/26: **THE HUB**

This year, the Wheel is re-introducing its mid-semester magazine, The Hub. The magazine will feature stories about the campus and local community, as well as ads from on-campus departments and local businesses.

SPRING

2/15: **VALENTINE'S EDITION**

The Valentine's Day special edition paper includes a few pages of love related articles, reviews, and more. Students can also include their own Valentine's Day messages to friends.

3/39 : **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.

5/8: **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.

CONTACTS

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