

The Emory Wheel

Media Kit 2023-2024

CONTENTS

- 3* About
- 4* Online Advertising
- 6* Print Advertising
- 7* More Advertising
- 8* Production Calendar
- 9* Special Sections
- 10* Contacts

ABOUT

founded in
1919

The Emory Wheel is currently the only independent, student-run newspaper at Emory University. Our print publication is printed every other week during the academic year, and our website is updated regularly with original content.

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



900,000+
annual online views



525,000+
annual readers



300,000+
annual organic searches



3,500+
Instagram Followers



6,000+
Twitter Followers



5,500+
Facebook Followers

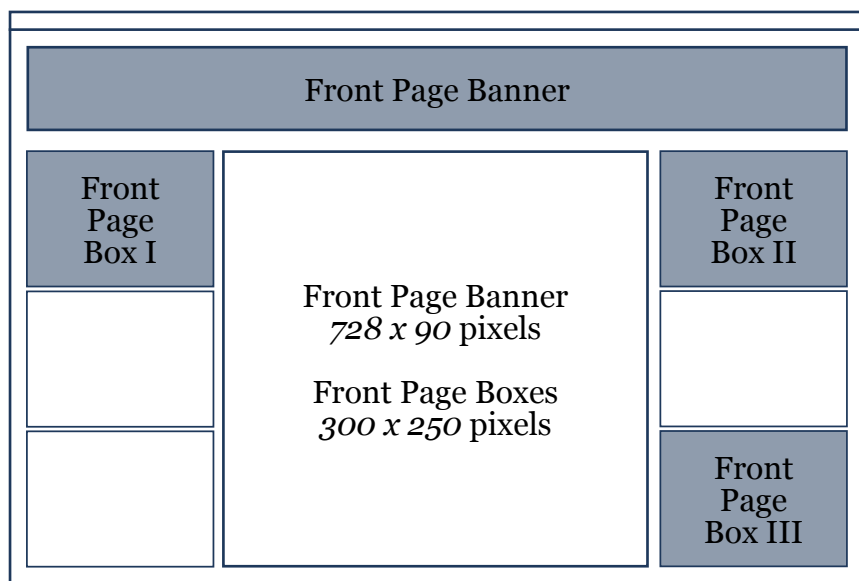
CIRCULATION



1,000 newspapers distributed around campus each print

ONLINE ADVERTISING

SIZES



RATES

Front Page Banner

\$600/month
\$200/week

Front Page Box I

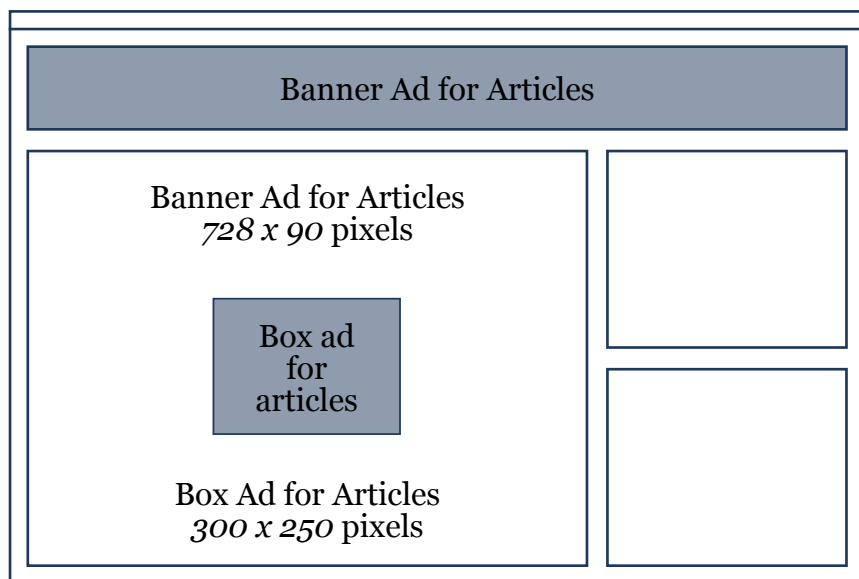
\$450/month
\$150/week

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

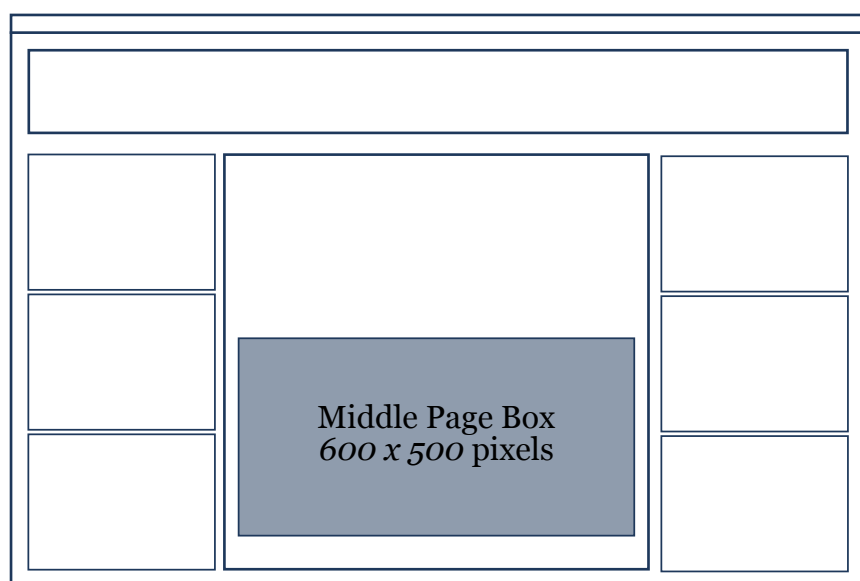
SUBMISSION

Our website, www.emorywheel.com, is updated regularly with new content. We accept artwork in JPEG or PDF format at a resolution of 300 pixels per inch.

605 Asbury Circle Drawer W, Atlanta, GA 30322

MORE ADVERTISING

SIZES



RATES

Middle Page Box

\$600/month

\$200/week

Sponsored Links

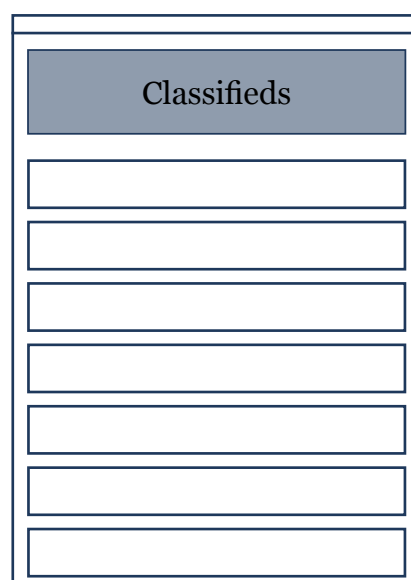
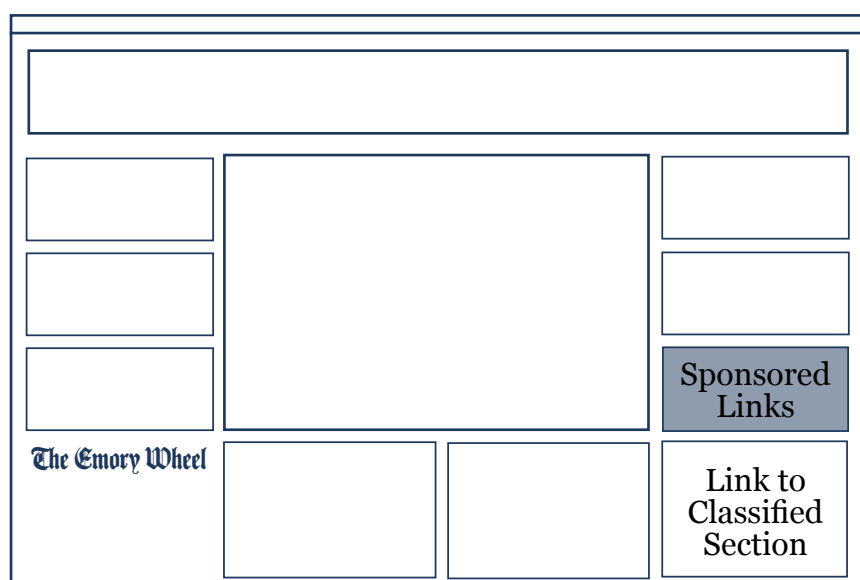
\$25/month

* 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)

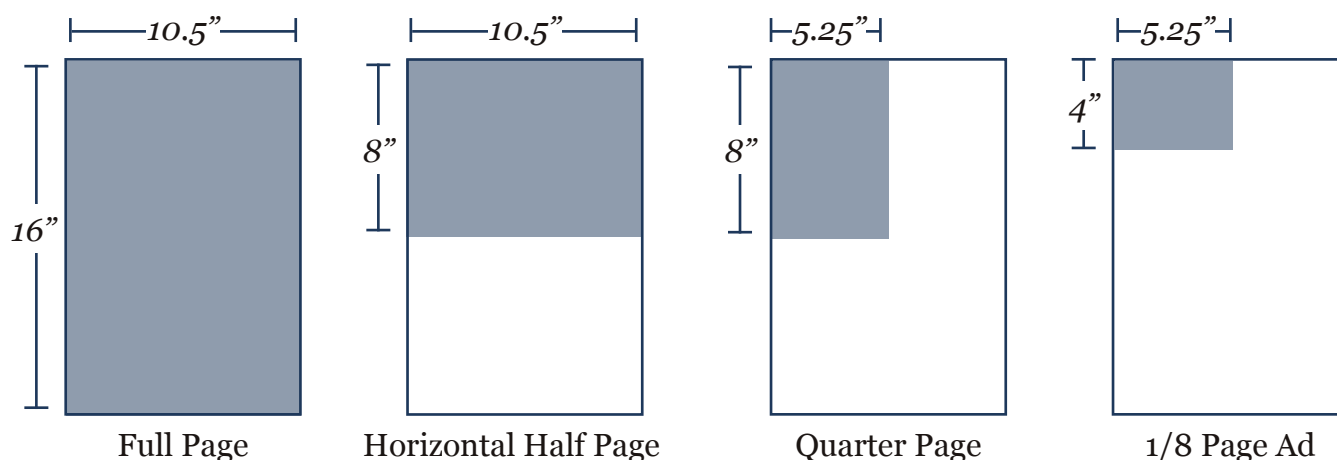


SUBMISSION

Our website, www.emorywheel.com, is updated regularly with new content. We accept artwork in JPEG or PDF format at a resolution of 300 pixels per inch.

PRINT ADVERTISING

SIZES



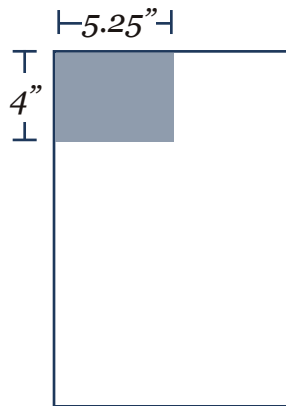
RATES

		National	Local	Campus
Full Page	Black & White	\$1,300	\$825	\$550
	Color	\$1,650	\$1,200	\$675
Half Page	Black & White	\$750	\$525	\$325
	Color	\$950	\$625	\$450
Quarter Page	Black & White	\$425	\$300	\$150
	Color	\$550	\$400	\$200
Eighth Page	Black & White	\$275	\$175	\$75
	Color	\$300	\$200	\$100
Full Back Page	Color Included	\$1,850	\$1,400	\$825

SUBMISSION

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

MORE ADVERTISING



1/8 Page Ad

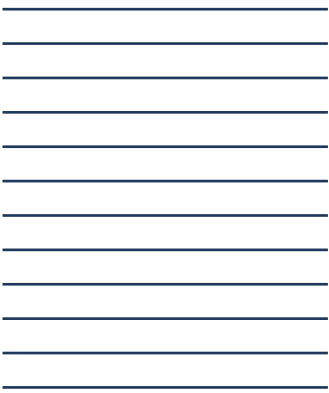
Exclusively for Emory student clubs

RATES

Black & White	\$25
Color	\$50

Banner Advertisement

Email Newsletter



Banner Advertisement in our email newsletter, "The Wheel Roundup"

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

Banner Ad
1024 x 128 pixels

\$400/month
\$150/week

Design Assistance Fee

\$30/ad

Leverage the talent of the
Wheel's student staff to design
ad artwork according to your
specifications.

The fee listed above is subject
to change based on the
difficulty of the design task.

SUBMISSION

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

PRODUCTION CALENDAR

The Emory Wheel is printed every other week on various production days throughout the year.
Ad artwork submissions are due 2 days before production days by 12 p.m.

R | artwork deadline
B | day of production

■ | special
issues

■ | The Hub

■ | graduation magazine
submission deadline

AUGUST 2023
S M T W T F S
.
.
.
21
.

SEPTEMBER 2023
S M T W T F S
.
4 6
18 20
.

OCTOBER 2023
S M T W T F S
.
2 4
16 18
30

NOVEMBER 2023
S M T W T F S
.
.
13 15
27 29

DECEMBER 2023
S M T W T F S
.
.
.
.
.

JANUARY 2024
S M T W T F S
.
.
22 24

FEBRUARY 2024
S M T W T F S
.
5 7
19 21

MARCH 2024
S M T W T F S
.
4 6
18 20

APRIL 2024
S M T W T F S
1 3
15 17 12

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

8/21: ORIENTATAION MAGAZINE

The magazine will be distributed during 2023 First-year Orientation and the first week of classes. It will welcome new students and families to campus and feature helpful articles about navigating Emory and the college experience. The magazine will be targeted toward first-year students.

10/30: 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

3/20 : 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.

5/13: 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

The Emory Wheel
605 Asbury Circle Drawer W
Atlanta, GA 30322

Editor-in-Chief

Matthew Chupack
mhchupa@emory.edu

&

Sarah Davis
sgdavi4@emory.edu

Business Manager

Hunter Collins
hunter.collins@emory.edu

&

Katie Hu
katie.hu@emory.edu