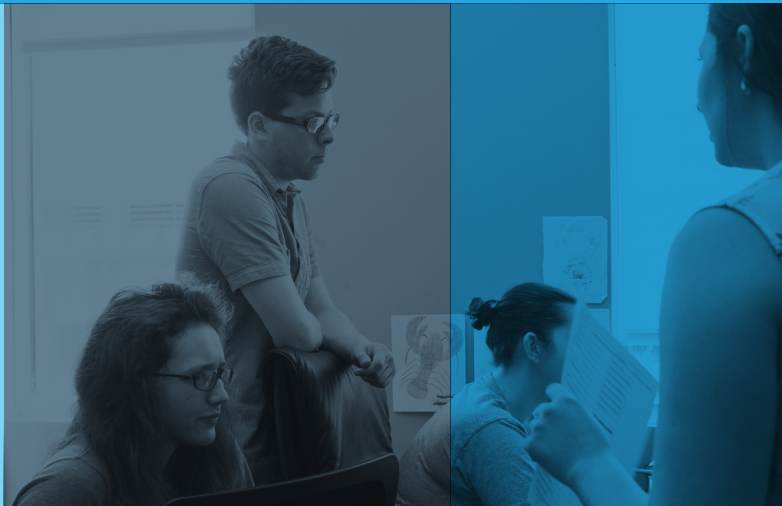


SPINNAKER



media kit

about us



mission

Spinnaker Media is a compound college mass media outlet aimed at serving its campus community as a forum for accurate, fair and comprehensive news, entertainment, and information. We view ourselves as a growing learning environment for our students to gain experience in newsgathering and the dissemination, management, production, advertising, and business aspects of the industry. We give students the opportunity to fill leadership positions and to provide a beneficial service to our audience. Our goal is to continue to grow our target audience, our revenue and ensure our student staff members obtain a relevant experience while at Spinnaker.

vision

Our vision is to be our campus', and our communities', key media outlet; to share smart, creative and accurate news, entertainment and information for anything that is happening on and around the University of North Florida's campus.

contact info

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stats

magazine

television

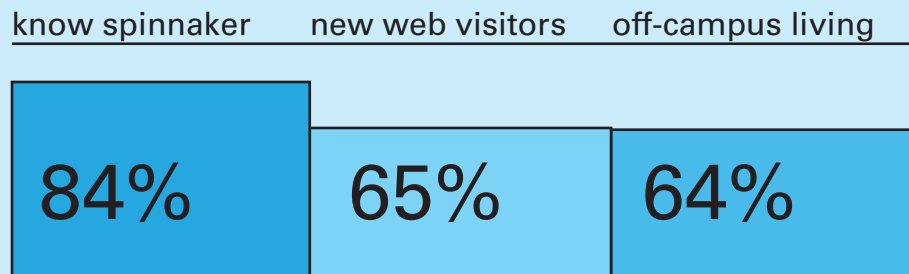
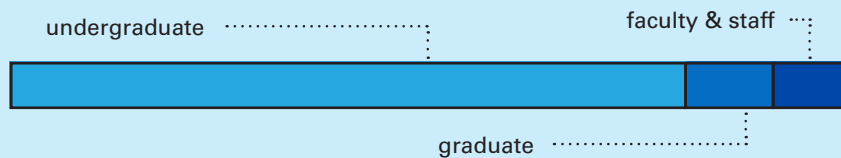
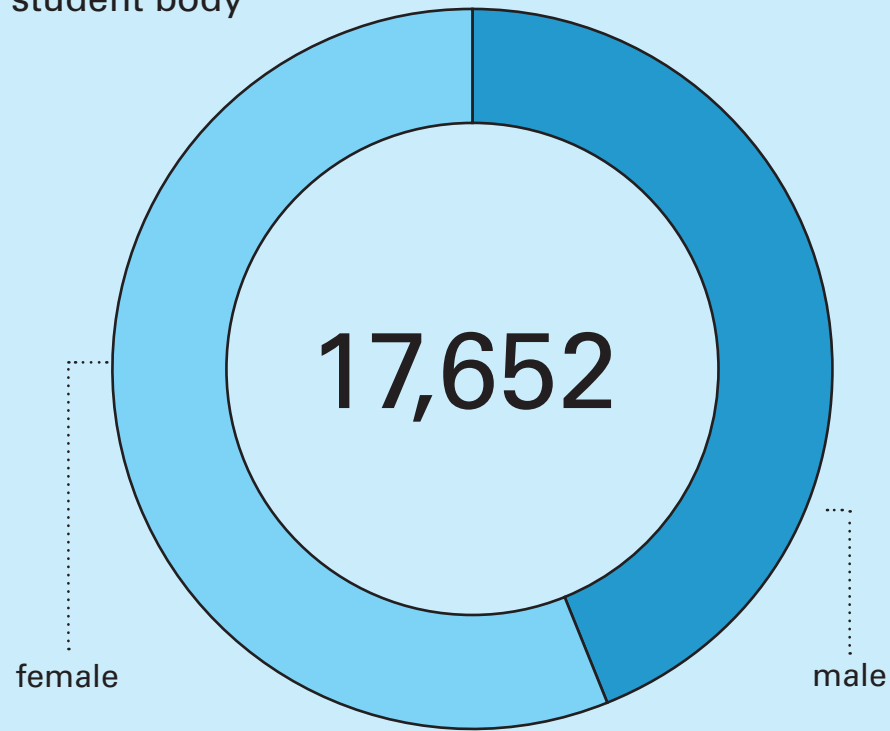
digital

radio

policies

demographics

student body



Spinnaker Stats

Print

Monthly Publication
Readership up to 48,000
Distribution: on campus and off campus
National award-winning publication

Radio

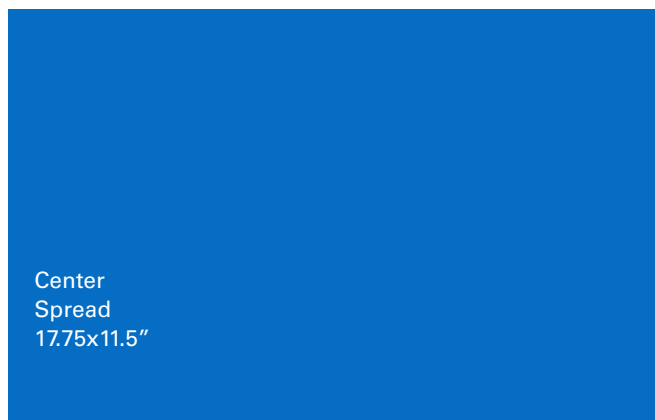
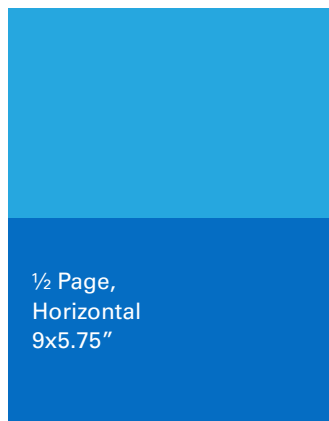
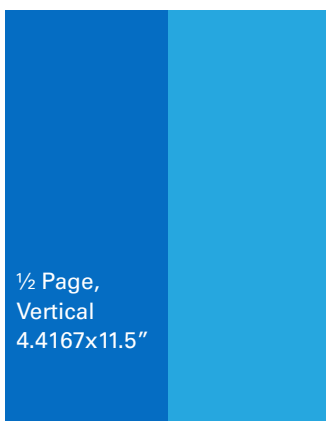
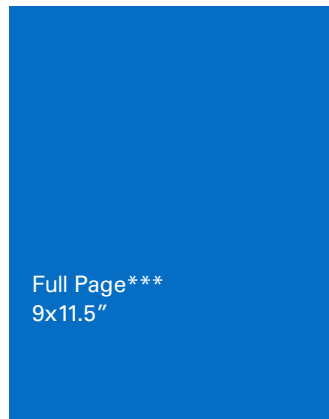
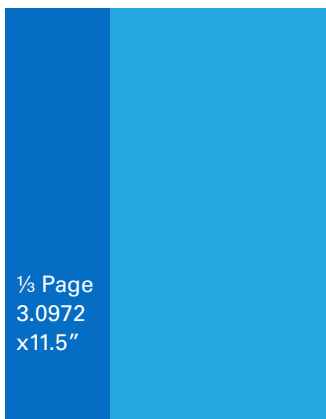
More than 18,000 reached
24/7 online streaming
FM 95.5 – WSKR – Fall 2014
Award Winning Station
CMJ Nomination

Digital

Monthly page views ≈ 35,940
Social media followers ≈ 3,833
New visitors ≈ 65.09% per month

TV

More than 18,000 reached
Airs 24/7
News, Osprey Shows, and movies



Spinnaker Magazine

Display Ad sizes*	Rate	3X- 10%**	6X – 15%**	8X – 20%**
1/3 Page, Vertical	\$605	\$545	\$514	\$484
1/2 Page, Vertical	\$1,010	\$909	\$860	\$808
1/2 Page, Horizontal	\$1,010	\$909	\$860	\$808
Full Page	\$1,615	\$1,454	\$1,373	\$1,292
Center Spread	\$2,422	\$2,180	\$2,059	\$1,938
Inside Front Page ***	\$1,800	\$1,800	\$1,530	\$1,440
Inside Back Page***	\$1,800	\$1,620	\$1,530	\$1,440
Back Cover ***	\$2,692	\$2,423	\$2,288	\$2,154

*Safe design margins included = 0.25"

**Discounts may not be combined; price is per ad

***Size applies to Full Page

Inserts and Takeout Menus

Rate	\$50.00 per M		
Maximum Size	13" x 10"		
Minimum Size	Cards	5" x 4"	
	Envelopes	8" x 10.5" (quarter folded inserts)	
Maximum thickness	1/4 "		
	Standard 30lb. newsprint	Limited to 96 pages	
Minimum thickness	Singles- sheets/cards/envelopes	.005" (70lb)	
	Standard 30lb. newsprint	8 pages	
	Standard tabloids on 30lb.	8 pages	

*Specs: Ads must be 300dpi, CMYK, tiff and match Spinnaker dimensions

Spinnaker TV

30 Second Spots*

Video and/or Graphic Still Slides** incorporated in SpinnakerTV daily programming.

Production - \$50 per hour**

SpinnakerTV offers full production services, including production crew, equipment and post-production. SpinnakerTV can assist depending on time of year and staffing.

Discounts***

10% TV media purchase for semester-long contracts

15% TV media purchase for multiple semesters or yearlong contracts

Bundle discount or "a la carte" TV media purchase may apply.

Monday to Thursday Programming

Time Slot	1 Spot	2 Spots	3 Spots
Daytime Spots			
6 AM – 3 PM	\$3	\$5	\$8
Breaktime Spots			
3 – 6 AM/PM	\$4	\$7	\$10
Primetime			
6 PM – 3 AM	\$5	\$9	\$13

Friday to Sunday Programming

Time Slot	1 Spot	2 Spots	3 Spots
Daytime Spots			
6 AM – 3 PM	\$4	\$7	\$11
Breaktime Spots			
3 – 6 AM/PM	\$5	\$9	\$14
Primetime			
6 PM – 3 AM	\$7	\$13	\$20

* Clients must supply pre-produced, ready-to-air advertisement in .MOV or .AVI format.

Graphics and pictures must be submitted in .JPEG or .Tiff format.

**\$50 per hour rate may not apply in all circumstances.

***TV discounts may not be combined or stacked.





Spinnaker Digital

728 x 90 pixels Leaderboard Ads*

one space for three rotating ads at the top of every page

One Week	One Month	One Semester	Yearlong
\$135	\$525	\$1,890	\$5,040

300 x 250 pixels Wide Rectangle Ads*

Multiple space around the website, at the front, in line with stories

One Week	One Month	One Semester	Yearlong
\$80	\$315	\$1,050	\$3,045

320 x 50 pixels Mobile Leaderboard Ads*

one space for three rotating ads at the top of every page

One day	One Month	One Semester	Yearlong
\$1	\$27	\$115	\$320

*Ads are linked to advertiser's website.

Classifieds*

UNF Student	FREE
Non Student	\$40 per month

* Must call every month to renew.





Spinnaker Radio

Sponsorship Spots

Because it is a non-commercial radio station, spots are tax-deductible donations to Spinnaker Radio. Sponsorship spots can be up to 30 seconds. Wording must be non-comparative and factual

Example: "John's Pizzeria-Your neighborhood place for pizza, pasta, and more! Located at the corner of Beach and A1A, Jacksonville Beach, 904-555-1234 or at johnspizzeria.com"

Still Slides

Spinnaker Radio has its own TV channel on campus – channel 171. This allows graphic still slides to be incorporated and rotate more than a hundred times daily as Spinnaker Radio content is played. Slides will appear in 15-second rotations.

Underwriting

Available for individual programs
Tax-deductible
Programs typically air once a week
Special arrangements can be made for programs airing more than once a week.

Example: "This program brought to you by John's Pizzeria..."

Radio Options

Sponsorship Spots	\$20 / month
Still Slides	\$200 / month
Underwriting	\$200 / month

Policies, Deadlines, & Cancellations

General Policies

The Spinnaker reserves the right to reject at any time any advertisement, copy or imagery that it deems unsuitable. The Spinnaker will make the final determination regarding any advertisement's suitability for publication. Advertising may be rejected that is potentially libelous; violates any federal, state or local laws; or encourages discrimination against any individual or group on the basis of race, sex, age, color, creed, religion, national origin or disability. All ads having the appearance of news must have the word "advertisement" printed prominently above the ad or stated in the ad. The Spinnaker is not responsible for any errors in ads submitted by the advertiser or ads that have been created by the Spinnaker staff after the advertiser has given approval of ad proof.

Creative Ad Services

Spinnaker staff will charge a fee for design. Clients will receive the original creation and up to two ad revisions based on client requests. Starting rate is \$75 with two change requests. Additional edits will be billed at \$25 per hour with a minimum charge of \$25.

Display Advertising

If Spinnaker is contracted to design the ad, space reservation is required by 5 p.m. 15 business days prior to run date. Copy approval is required by 5 p.m. 10 business days prior to run date.

Payment Policies

Clients **must prepay** for their advertisement to run. Advertising will not be accepted from the advertiser if the invoice has not been prepaid. Clients with established payment records who take out advertisements may be able to pay on a monthly or weekly basis. If the payment has not been made as arranged, the advertising will be pulled. Accounts that remain unpaid after the 30 days prepayment period will be forwarded to a collection agency if necessary, and collections costs up to 33.3 percent will be added to the balance due. All classified advertising must also be prepaid.

Deadlines To Submit

Earlier deadlines may apply for special projects, promotions and sections

Spinnaker Magazine	By email two (2) weeks prior to run date
Inserts	Insert samples must be submitted for approval prior to shipping. Must be shipped directly to the printer at least two (2) weeks prior to insertion
SpinnakerTV	Pre-produced ads must be received by SpinnakerTV at least seven (7) days prior to the first air date
Spinnaker Digital	By email no later than two (2) business days before the ad is scheduled to run
Spinnaker Radio	By email no later than two (2) business days before the ad is scheduled to run

Cancellations

Any advertising material cancelled after the deadline at the request or fault of the advertiser is subject to being **charged in full or for partial cost** of the ad.

Spinnaker Magazine	By phone or email no later than one (1) week before the ad is scheduled to run
SpinnakerTV	By phone or email no later than twenty-four (24) hours before the ad is scheduled to run
Spinnaker Digital	By phone or email no later than twenty-four (24) hours before the ad is scheduled to run
Spinnaker Radio	By phone or email no later than twenty-four (24) hours before the ad is scheduled to run



