

# SPINNAKER




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Awarded by the Associated Collegiate Press: 2010 & 2013 Pacemaker Award  
 First Place 2013 Best of Show for Weekly Tabloid Newspaper  
 Third Place 2013 Best of Show for Feature Magazine  
 Third Place 2014 Best of Show for Website Large School  
 Finalist 2010-2014 Best Online, Streaming-Only College Radio Station College Music Journal

## SOCIAL MEDIA

<b>Facebook Post</b>	<b>Twitter Post</b>	<b>Instagram Post</b>
3,233 Followers	2,667 Followers	1,000 Followers
\$150	\$150	\$100
<b>Facebook and Twitter posts - \$250</b>		
<b>Facebook, Twitter, Instagram and Snapchat - \$300</b>		
<b>Creative Services - \$25</b>		

## PRINT

<b>Spinnaker</b>			
2,000 printed every three weeks 43 distribution boxes on campus	Full	Half	Quarter
<b>Display Ad Size</b>	<b>Single</b>	<b>Fall (6 prints)</b>	<b>Yearly (12 prints)</b>
Quarter page (5 x 5.25 in)	\$199	\$1,015	\$1,672
Half page (5 x 10.25 in)	\$399	\$2,035	\$3,352
Full page (10 x 10.25 in)	\$499	\$2,545	\$4,192
Front page banner	\$300	\$1,530	\$2,520
Full back page	\$699	\$3,565	\$5,872
Full page inside front cover	\$599	\$3,055	\$5,032
Full page inside back cover	\$599	\$3,055	\$5,032
Priority placement	+ \$100		
Inserts	\$50 per 1,000		
Classifieds (print + digital)	\$50	\$200	\$2400
<b>Creative Services</b>	\$100		

## RADIO

95.5 WSKR LPFM | 24/7 online streaming  
 Potential Listenership: 226,627

### Underwriting

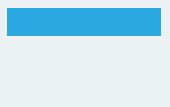
<b>Announcements</b>	<b>Weekly</b>	<b>Monthly</b>	<b>Semesterly</b>
2 daily	\$70	\$280	\$1,260
3 daily	\$200	\$680	\$1,800
5 daily	\$300	\$1,020	\$2,700

### Sponsorships


Announcements			
2 daily	\$70	\$280	\$1,260
3 daily	\$200	\$680	\$1,800
5 daily	\$300	\$1,020	\$2,700
<b>Creative Services</b>	\$25		

## DIGITAL


Monthly Website Views: 53,802  
 Social Media Followers: 6,243  
**UNFSpinnaker.com**  
 (Daily News Website)



Leaderboard



Wide Rectangle

<b>728 x 90 px Leaderboard Ad</b>	<b>Rate</b>
Weekly	\$135
Monthly	\$525
Semester	\$1890
Year	\$5040
<b>300 x 250 px Wide Rectangle Ad</b>	
Weekly	\$80
Monthly	\$315
Semester	\$1050
Year	\$3045
<b>Mobile (Daily News Smartphone App)</b>	
	
	Mobile
<b>320 x 250 px Leaderboard Ad</b>	
Weekly	\$60
Monthly	\$150
Semester	\$350
Year	\$600
<b>Creative Services</b>	\$100

## TELEVISION

Entertainment and movies airing 24/7 and on demand.  
 Reach: 10,000

### Sponsorships

<b>On-demand pre-roll ad (10 seconds)</b>	<b>Weekly</b>	<b>Monthly</b>	<b>Semesterly</b>
5 films or television shows	\$150	\$300	\$1,800
10 films or television shows	\$300	\$1,200	\$3,600
<b>Campus cable channel 170 (45 seconds)</b>			
2 times per day	\$70	\$280	\$1,120
5 times per day	\$140	\$560	\$2,240
<b>Campus cable channel 171 (Still slides)</b>			
Airs 24/7 in rotation	\$30	\$120	\$480
<b>Video Production</b>	Prices vary, contact TV@unfspinnaker.		