



FLORIDA GULF COAST UNIVERSITY

EAGLE MEDIA

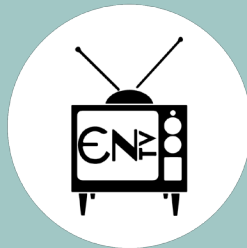
ADVERTISING GUIDE

2017 - 2018

THIS IS EAGLE MEDIA



EAGLE MEDIA



Student Media at Florida Gulf Coast University houses three student-run media outlets on campus: Eagle News, Eagle News TV (ENTV), and Eagle Radio. Each offer students real-world experience in print, digital, broadcast, advertising and graphic design, as well as providing you with the perfect platform to speak to our 15,000 student body.

CONTACT US

Web: eaglenews.org/contact

Newsroom: 239.590.7945

Advertising Office: 239.590.7712

Address:

10501 FGCU Blvd. South
Fort Myers, FL 33965

EAGLE NEWS



EAGLE NEWS



@FGCUEAGLENEWS

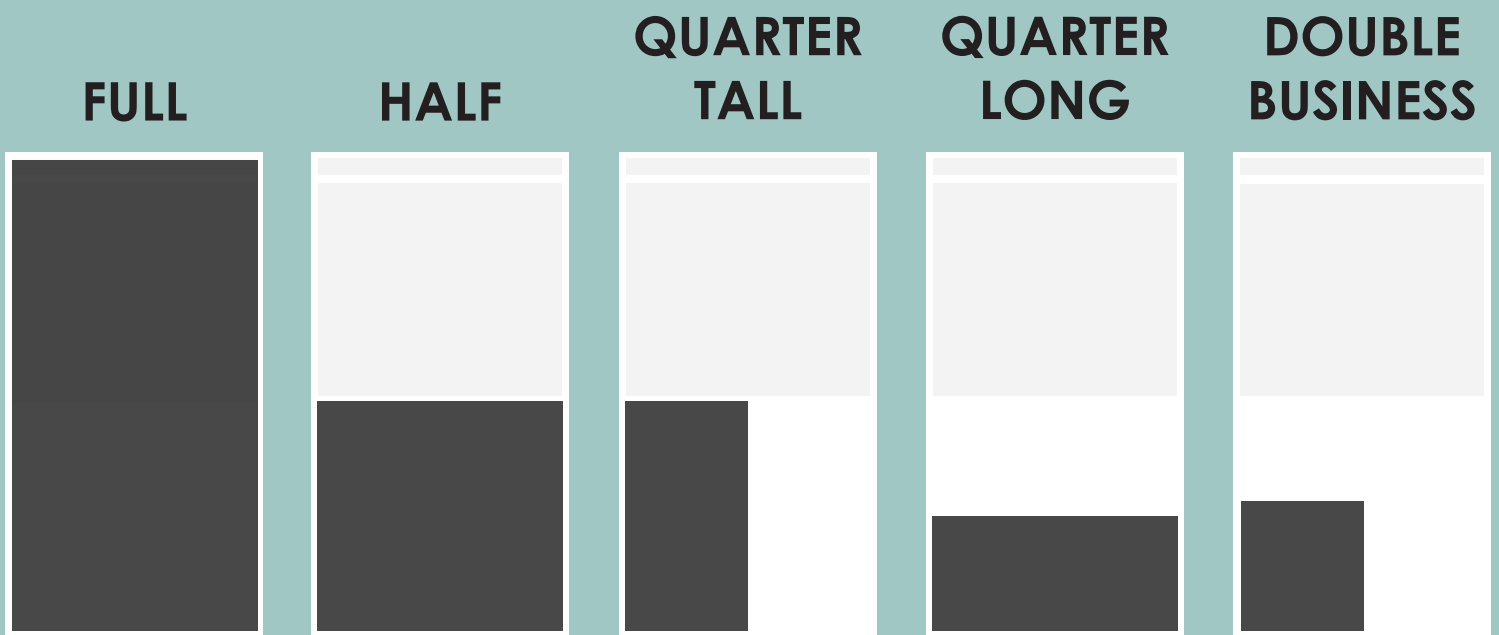


@EAGLENEWS



Established in 1997, Eagle News is the editorially independent student newspaper at Florida Gulf Coast University. The print version is published Wednesday during the fall and spring semesters and three times during the summer.

SIZES AND PRICING*



Display Ad Size	Single Use	Half Semester (approx. 6 issues)	Full Semester (approx. 12 issues)	Full Year
Full Page (10.25 x 18.75 in.)	\$500	\$475	\$450	\$425
Half Page (10.25 x 9 in.)	\$246.42	\$234.09	\$221.77	\$209.45
Quarter Tall (5 x 9 in.)	\$123.21	\$117.05	\$110.89	\$104.73
Quarter Long (10.25 x 4.9 in.)	\$123.21	\$117.05	\$110.89	\$104.73
Double Business (5 x 5 in.)	\$66.00	\$62.67	\$60.00	\$57.00

*Prices are subject to a 40 percent increase for placement in special issues, including the 'Welcome Back' edition.

EAGLE RADIO

 EAGLE RADIO - FGCU  @FGCUEAGLERADIO  @FGCUEAGLERADIO



Established in 2016, Eagle Radio is the newest addition to Eagle Media and seeks to become a personal medium between students and every facet of campus life through community outreach and the production of powerful radio content. Eagle Radio creates a variety of podcasts and events throughout the school year to showcase local talent and engage the entire campus community.

PACKAGE OPTIONS

Host Read \$20 per single episode

Multi-Show Host-Read Package \$18 per episode

Multi-Episode Host-Read Package \$18 per episode for **half semester**

\$16 per episode for **full semester**

EAGLENEWS.ORG



Display Ad Size	Per Week	Per Month	Per Semester
Top Banner (500 x 90 pixels)	\$250		
Rectangle Side (336 x 280 pixels)	\$200	\$550	\$2,750
Middle/Bottom Banner (780 x 90 pixels)	\$200	\$550	\$2,750

Ad Design Services:

Eagle News offers ad and graphic design for customers who require assistance with a fee of \$100.

SPECIAL MULTIMEDIA PACKAGES

PRINT & WEBSITE

“Big-Time” Package (Full Page and Online)

\$650 for a full-page ad in a single issue and top banner online for one week

\$625 for a full-page ad in a single issue and side/rectangle/middle/bottom banner for one week

\$4,250 for a full-page ad in a single issue and side rectangle ad for a half a semester

\$8,150 for a full-page ad in a single issue and side rectangle ad for a full semester

“Half-Time” Package (Half Page and Online)

\$446.40 for a half-page ad in a single issue and top banner online for one week

\$390.50 for a half-page ad in a single issue and side/rectangle/middle/bottom banner for one week

\$2,715 for a half-page ad in a single issue and side rectangle ad for a half a semester

\$3,872.16 for a half-page ad in a single issue and side rectangle ad for a full semester

“Quarterback” Package (Quarter Long/Tall Page and Online)

\$335.90 for a quarter ad in a single issue and top banner online for one week

\$285.35 for a quarter ad in a single issue and side/rectangle/middle/bottom banner for one week

\$1,342.85 for a quarter ad in a single issue and side rectangle ad for a half a semester

\$2,623.50 for a quarter ad in a single issue and side rectangle ad for a full semester

“Half-Time Plus” Package (Half Page and Online)

\$4,500 for a half-page ad in 10 issues of the paper + five months of side rectangle ads online

“Quarterback Plus” Package (Quarter Long/Tall Page and Online)

\$3,600 for a quarter-page ad in 10 issues of the paper + five months of side rectangle ads online

RADIO

Eagle Radio “Host-Read” offered at half price per episode when purchased with any packages above, and 25 percent off when purchased with any print or online ad.

