

EAGLE MEDIA
EAGLE

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FLORIDA GULF COAST UNIVERSITY

ADVERTISING GUIDE

MEDIA
EAGLE MEDIA



EAGLE MEDIA



WHO ARE WE?

Eagle Media at Florida Gulf Coast University houses three student-run media outlets on campus: Eagle News, Eagle News TV (ENTV), and Eagle Radio. Each platform offers students real-world experience in print, digital, broadcast, advertising, and graphic design.

OUR MISSION!

Our mission is to speak to our growing student body in an informative and engaging way, while providing opportunities to students to participate in the communication process.

CONTACT US!

EMAIL: businessmanager@eaglenews.org

WEB: eaglenews.org/contact

NEWSROOM: 239-590-7945

ADVERTISING OFFICE: 239-590-7712

5,885

FACEBOOK
PAGE LIKES

1,901

INSTAGRAM
FOLLOWERS

4,466

TWITTER
FOLLOWERS

EASILY REACHING

14,000

STUDENTS, FACULTY, AND ALUMNI;

BY DELIVERING NEWSPAPER TO MORE THAN

30

ON AND OFF CAMPUS LOCATIONS.



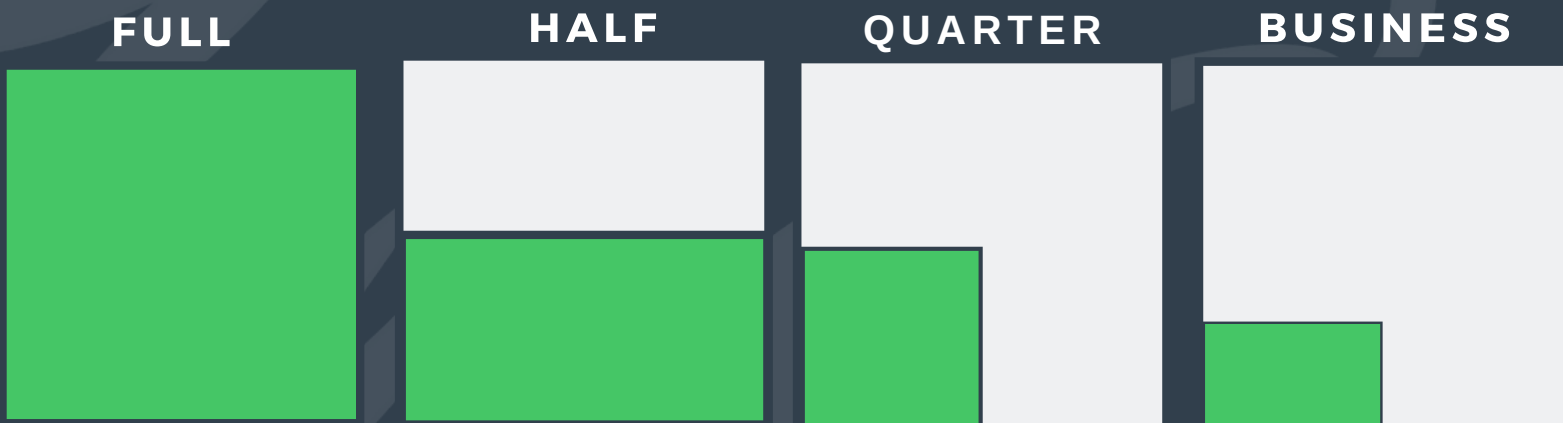
EAGLE NEWS



ABOUT US

Established in 1997, Eagle News is the editorially independent student newspaper at Florida Gulf Coast University. The print version is published once a month on Wednesdays throughout the school year, and twice during the Summer. Each month, 1,500 copies of the paper are distributed around campus to one of 30 different Eagle News stands.

SIZES AND PRICING (PER ISSUE)



DISPLAY AD SIZE	SINGLE USE*	HALF SEMESTER*	FULL SEMESTER*
Full Page (7.75in X 10.25in)	\$150	\$185	\$230
Half Page (7.75in X 4.5in)	\$100	\$125	\$160
Quarter (3.8in X 5in)	\$65	\$80	\$100
Business (3.8in X 4.25in)	\$35	\$45	\$55

* ALL PRICES LISTED ARE PER ISSUE

EAGLE RADIO



ABOUT US

Advertise with Eagle Radio on our brand new streaming station, or with one of the many podcasts produced by our students.

PRICES

EAGLE RADIO	PER EPISODE
HOST READ	\$20
MULTI-SHOW HOST READ	\$18



@FGCUEAGLERADIO



@FGCUEAGLERADIO

EAGLENEWS.ORG



ABOUT US

Reaching thousands of students each week, Eaglenews.org displays original content everyday, in six different sections: news, sports, entertainment & lifestyle, opinion, ENTV, and Eagle Radio.



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

SPECIAL MULTIMEDIA PACKAGES

PRINT & WEBSITE - 10% DISCOUNT

Big Time Package (Full Page and Online)

\$432 for a full-page ad in a single issue and top banner online for one week

\$387 for a full-page ad in a single issue and side, rectangle, middle, or bottom banner for one week

Half-Time Package (Half Page and Online)

\$369 for a half-page ad in a single issue and top banner online for one week

\$324 for a half-page ad in a single issue and side, rectangle, middle, or bottom banner for one week

Quarterback Package (Quarter-Long Page and Online)

\$315 for a quarter ad in a single issue and top banner online for one week

\$270 for a quarter ad in a single issue and side, rectangle, middle, or bottom banner for one week



Eagle Radio ads offered at half price per episode when purchased with any packages above, and 25% off when purchased with any print or online ad.

For more information, visit eaglenews.org!

