

EAGLE MEDIA  
EAGLE

# EAGLE MEDIA

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](mailto:businessmanager@eaglenews.org)

**WEB:** [eaglenews.org/contact](http://eaglenews.org/contact)

**NEWSROOM:** 239-590-7945

**ADVERTISING OFFICE:** 239-590-7712

6,129

FACEBOOK  
PAGE LIKES

4,748

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 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

**30 Second (Pre-Roll)**

**\$45**

**60 Second (Mid-Roll)**

**\$75**



@FGCUEAGLERADIO



@FGCUEAGLERADIO



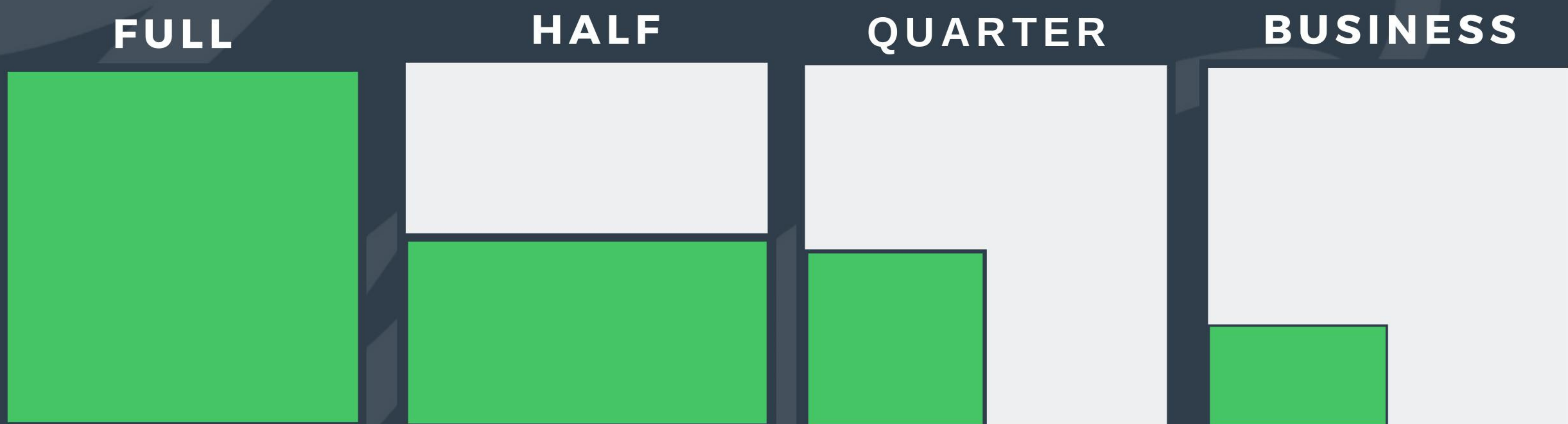
# EAGLE NEWS



## 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)	\$330	\$285	\$250
Half Page (7.75in X 4.5in)	\$260	\$225	\$200
Quarter (3.8in X 5in)	\$200	\$180	\$165
Business (3.8in X 4.25in)	\$155	\$145	\$135
* ALL PRICES LISTED ARE PER ISSUE			



# 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
<b>Top Banner</b> <b>(500 x 90 pixels)</b>	<b>\$250</b>		
<b>Rectangle Side</b> <b>(336 x 280 pixels)</b>	<b>\$200</b>	<b>\$550</b>	<b>\$2,750</b>
<b>Middle/Bottom Banner</b> <b>(780 x 90 pixels)</b>	<b>\$200</b>	<b>\$550</b>	<b>\$2,750</b>



# SPECIAL MULTIMEDIA PACKAGES

**PRINT & WEBSITE - 10% DISCOUNT**

## **Big Time Package (Full Page and Online)**

- \$532** for a full-page ad in a single issue and top banner online for one week
- \$487** 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)**

- \$469** for a half-page ad in a single issue and top banner online for one week
- \$424** 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)**

- \$415** for a quarter ad in a single issue and top banner online for one week
- \$370** 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](http://eaglenews.org)!

