A photograph of a campus scene. In the foreground, there is a stone bench on a paved walkway. Behind the bench is a low stone wall with the name "Eric" visible. In the background, there is a large, light-colored building with a central tower topped by a golden flame. The sky is overcast. A large, dark blue graphic shape with a white outline is overlaid on the right side of the image, containing the text.

# AU Student Media

2016-2017  
Rate Card

Max Hernandez | Business Manager  
[austudentmediabiz@gmail.com](mailto:austudentmediabiz@gmail.com)



## AmWord

The American Word magazine is a general interest magazine featuring news, lifestyle, politics and sports stories.

## The Eagle

The Eagle is an online newspaper featuring news, arts/entertainment, sports and opinion stories.

## ATV

ATV is a 24/7 television station featuring news and entertainment programming.

## AmLit

The American Literary magazine is a literary and arts magazine featuring art, film, photography, poetry and prose.

## PhoCo

The Photo Collective is a collaboration of photographers, filmmakers and visual artists.

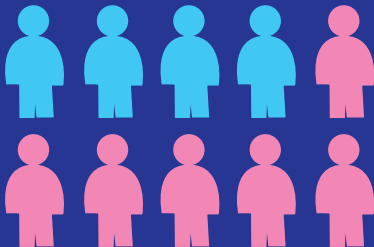
## AWOL

The American Way of Life magazine is a progressive magazine working to highlight social, cultural, and political issues.

## WVAU

WVAU is a 24/7 radio station featuring music programming by student DJs.

62% of the student population is female



Students from 137 countries and all 50 states

# 13920

## STUDENTS & FACULTY

Median age of students:

# 21

# 22,000

Average number of impressions received by an online ad per month

### What do we care about?

75% of incoming freshmen say “keeping up-to-date with political affairs” is important.  
84% of incoming freshmen say “improving their understanding of other countries and cultures” is important.

International

Hispanic

Asian American/  
Pacific Islander

Black

Native American

White

Multiracial

Other



# Advertisement Policies

## Content

1. The Eagle print advertisements must be submitted to our Business Manager two weeks prior to the edition's print date.
2. AU Student Media reserves the right to reject advertisements based on typographical tone.
3. AU Student Media assumes no responsibility for advertisement content errors unless notified two weeks prior to print date (or first date of digital advertisement campaign).
4. Errors in digital advertisements will be corrected upon request.
5. Advertisements must be submitted in the following formats: TIFF, JPEG, or PDF.
6. Advertisements submitted in dimensions different than the recommendation will be subject to editing by AU Student Media staff with an effort to minimize distortion.

## Payments/Refunds

1. Advertisements from new customers must be paid prior to insertion.
2. Payments from existing customers must be paid within 15 days of signing an insertion order.
3. Installment payments will be made available only for digital advertisements for lengths greater than 3 months.
4. Payments are accepted in cash or check.
5. Refunds on print advertisements must be requested within 10 business days of the scheduled print date.
6. Requests for refunds on digital advertisements must be submitted within 48 hours of insertion.
7. Cancellation of a digital advertisement must be requested within 5 business days of the cancellation date. Refunds on digital advertisements will be calculated as a function of unused campaign time. All other digital advertisement sales are final.

## Fees

1. Animated ads are subject to a 10% fee.
2. AU Student Media will assess a \$25 fee for designing an advertisement.

## Additional Disclosures

1. All digital advertisements are subject to sharing a purchased ad space with up to two other advertisements. Shared advertisement spaces will equally share impressions.
2. Advertisement policies are subject to change at the discretion of AU Student Media Staff. Updated versions will be provided upon request.

## Print Edition Advertising

In addition to its online publication, American University's student run newspaper publishes 4 special print editions a year.

◇ **2016-17 Publication Dates:**

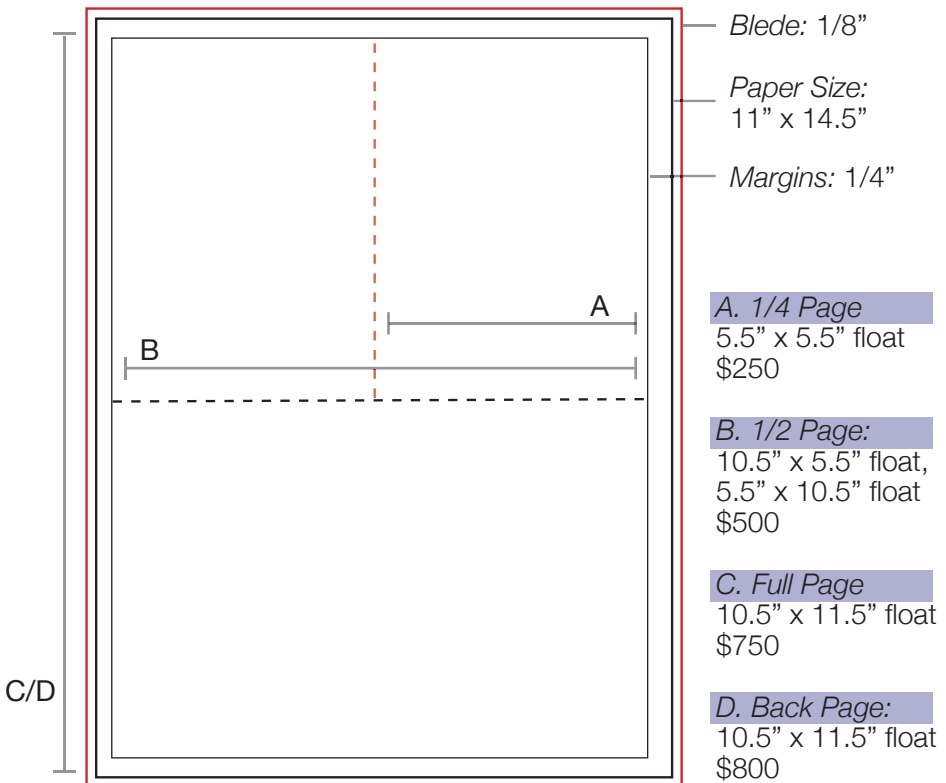
October 21, December 9, February 24, Mid-April

◇ **3,000 copies distributed each print date**

◇ **12 distribution locations across campus:**

5 Residence Hall lobbies, University Library, Mary Graydon Center, 5 Academic Buildings

## Rates & Sizes



# Online Advertising

## Rates & Sizes

### Front Page

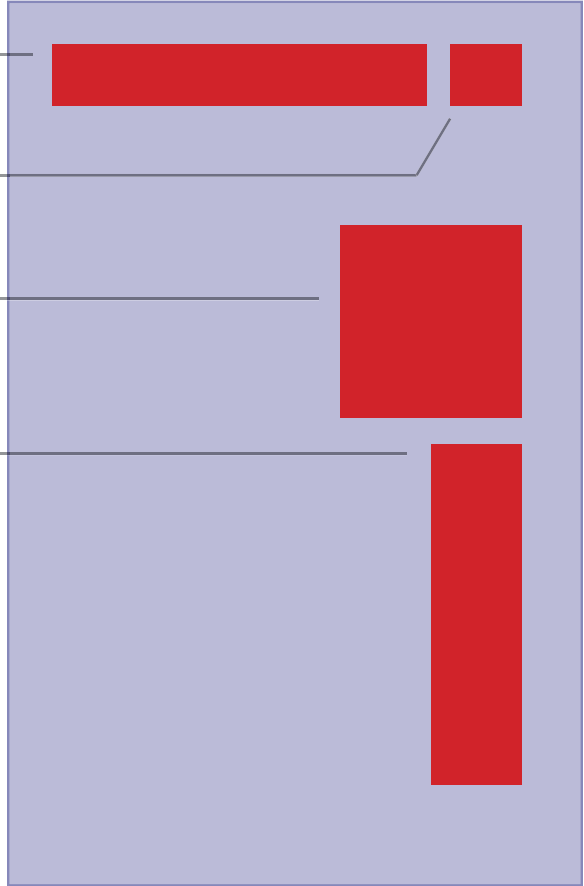
*Leaderboard*  
728px x 90px  
\$750 per month

*Button*  
120px x 90px  
\$350 per month

*Body Rectangle*  
300px x 250px  
\$600 per month

### Article Page

*Skyscraper*  
160px x 600px  
\$350 per month



## Details

- ◇ **Animations:** There is a 10% surcharge for animated ads
- ◇ **Discounts:** 10% for full semester runs (Sept/Dec, Jan/Apr)
- ◇ **Payment:** Due upon initiation of ad run for new advertisers
- ◇ *The Eagle Mobile App Advertising space coming soon!*