

ELON NEWS NETWORK

ELON UNIVERSITY'S AWARD-WINNING STUDENT NEWS ORGANIZATION

2021-2022 ADVERTISING RATES



elonnewsnetwork.com



(336) 278-7247



ennbusiness@elon.edu



[facebook.com/elonnewsnetwork](https://www.facebook.com/elonnewsnetwork)



[@elonnewsnetwork](https://twitter.com/elonnewsnetwork)

GENERAL INFORMATION

What we do

ElonNewsNetwork.com is updated daily with the latest stories and videos relevant to the Elon community. It serves nearly 70,000 page views per month.

Elon Local News produces a live 30-minute evening show Mondays at 6 p.m. and a 15-minute ELN Morning show Thursdays at 10 a.m., which air on campus on Channel 5. Both shows, as well as our Tuesday ENN On Air, also are distributed to our 10,000 fans and followers on Facebook and Twitter.

With a weekly circulation of 1,500, Elon's only student newspaper, the Pendulum, is distributed every Wednesday to more than 15 high-traffic areas on campus and in the town of Elon.

ENN Radio is a weekly podcast that provides the "stories behind the stories" affecting Elon's community. It is available on both Spotify and Apple Podcasts.

Where we are

The Elon News Network newsroom is located at 108 McEwen inside the School of Communications.

Mailing Address

Elon News Network
2855 Campus Box
Elon, NC 27244

Elon University facts



6,818
STUDENTS

4,272
FEMALE
STUDENTS

2,845
MALE
STUDENTS

7,265
STUDENTS
& FACULTY

4,548
EMPLOYEES
(FACULTY, STAFF
& STUDENT
WORKERS)

5,081
OUT-OF-STATE
STUDENTS

THE PENDULUM

Weekly editions

1/2 page

10.125 x 8.25 inches
Black & white: \$270
Color: \$370

1/4 page

5.0625 x 8.25 inches
Black & white: \$190
Color: \$280

1/16
2.485 x
4.125
inches
B&W: \$70
Color: \$100

1/8 page

5.0625 x 4.125 inches
Black & white: \$125
Color: \$200

Full page

10.125 x 16.5 inches
Black & white: \$365
Color: \$450

Back page

10.125 x 16.5 inches
Color only: \$600

Pre-printed inserts

Our clients also have the option to distribute pre-printed inserts in all 1,500 copies of the The Pendulum for \$225 per issue. A copy of the desired insert must be received by the Business Manager no later than one week prior to the scheduled run date for the inserts to be approved. The client is responsible for printing and shipping inserts to The Pendulum, c/o Triangle Web Printing, 514 United Drive, Durham, NC 27713.

Design services

The Pendulum offers free ad design and assistance services to all clients. Deadline for ad design request is two weeks prior to insertion. Ad proofs will be emailed one week prior to the publication date, with revisions due the Friday prior to publication.

ELON LOCAL NEWS

Television commercials



Monday Evening News

Airs	6 p.m.
Ad spots	30-second spot runs during all three commercial breaks
Cost	\$150 per week



Thursday Morning Show

Airs	10 a.m.
Ad spots	30-second spot runs during both commercial breaks
Cost	\$150 per week



Tuesday ENN On-Air

Airs	Afternoon
Ad spots	30-second preroll on video posted to YouTube and Facebook
Cost	\$150 per week

Production services

For clients without a pre-produced commercial, Elon News Network can provide student production services at a discounted rate of \$400. Use of production services requires a 12-show purchase commitment and includes:

- 2 hours of taping
- One camera with light
- Production review with one-time revision
- Final product delivered as .MP4 file.

Website promotions



Medium Rectangle

Dimensions	300x250 pixels
Cost	\$15 per 1,000 impressions (CPM)

Online advertising policies

To maximize our clients' visibility, only one advertisement is placed on each page on elonnewsnetwork.com. When more than one client has reserved space at the same time, advertisements display in rotation.

The same advertising size — a medium rectangle — appears on all pages, both on desktop and mobile versions of the website.

Production services are available at no cost to you. Please provide one-week notice for design services.



ENN RADIO PODCAST

Weekly audio advertisements



Scripted messages

Audio sponsorship includes a pre-roll message as well as a mid-roll message.

Pre-roll messages are 15-second (100 word) sponsorship acknowledgments that run prior to the podcast. They begin with “This episode of ENN Radio has been brought to you by ...” then briefly describe your product/service.

Mid-roll messages are 30-second (200 word) advertisements with more specific details or anecdotes about your product/service.

All scripted messages can either be read by the host or provided as audio files.

Podcast sponsorship

Airs	Fridays
Cost	\$30 per episode

2021-2022 PUBLICATION SCHEDULE

AUGUST

SUN	MON	TUES	WEDS	THURS	FRI	SAT
27	26	27	28	29	30	31
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31	1	2	3	4

SEPTEMBER

SUN	MON	TUES	WEDS	THURS	FRI	SAT
29	30	31	1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	1	2
3	4	5	6	7	8	9

OCTOBER

SUN	MON	TUES	WEDS	THURS	FRI	SAT
26	27	28	29	30	1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31	1	2	3	4	5	6

NOVEMBER

SUN	MON	TUES	WEDS	THURS	FRI	SAT
24	25	26	27	28	29	30
31	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	1	2	3	4

DECEMBER

SUN	MON	TUES	WEDS	THURS	FRI	SAT
28	29	30	1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	1
2	3	4	5	6	7	8

JANUARY

SUN	MON	TUES	WEDS	THURS	FRI	SAT
26	27	28	29	30	31	1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31	1	2	3	4	5

FEBRUARY

SUN	MON	TUES	WEDS	THURS	FRI	SAT
23	24	25	26	27	28	29
30	31	1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	1	2	3	4	5

MARCH

SUN	MON	TUES	WEDS	THURS	FRI	SAT
27	28	1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31	1	2
3	4	5	6	7	8	9

APRIL

SUN	MON	TUES	WEDS	THURS	FRI	SAT
27	28	29	30	31	1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
1	2	3	4	5	6	7

MAY

SUN	MON	TUES	WEDS	THURS	FRI	SAT
24	25	26	27	28	29	30
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31	1	2	3	4

Pendulum

Special Editions

- Aug. 20: Move-In
- Aug. 25: Fall Sports
- Sept. 15: Hispanic Heritage Month
- Oct. 20: Performing Arts
- Nov. 3: Homecoming
- Nov. 17: Winter Sports
- Jan. 19: Best Of
- Feb. 16: Black History Month
- March 2: Spring Sports
- March 9: Women's History Month
- April 20: International
- May 4: Mental Health
- May 20: Commencement

ELN Evening News

ELN Morning Show

ENN On-Air

ENN Radio Podcast

TERMS AND GUIDELINES

Discounts

Elon News Network is pleased to offer discounts for nonprofit and multimedia advertising buys. Only one discount may be applied to each contract.

- Recognized campus organizations (elon.collegiatelink.net/organizations) receive 15 percent off
- Nonprofit 501(c)3 organizations receive 10 percent off

Acceptable submitted formats

Advertisements appearing in The Pendulum or ElonNewsNetwork.com should be created to the actual dimensions listed in the rate card and be at a resolution no lower than 300 dpi. The Pendulum and ElonNewsNetwork.com will accept publish-ready ads in the following formats:

- .TIFF
- .PSD
- .PDF
- .JPG
- .PNG

Elon Local News will accept 30-second, air-ready ads in the following specifications:

- MPEG-4 file format
- H.264 encoding
- 1920x1080 frame size (16:9)
- 29.97 (1080i) frame rate

Digital files should be limited to 2GB can be provided on flash memory or a hard drive.

Advertising policy

Elon News Network will not print unethical, misleading or offensive advertising. Elon News Network will not knowingly accept advertising that discriminates on the basis of sex, age, gender, religion, race, national origin, sexual orientation or physical disability. Advertisements for products, services or promotions that are illegal in the state of North Carolina will also be rejected. Elon News Network reserves the right to edit, cancel or decline any advertising. If an advertisement is declined or canceled, all material and/or payment will be returned to the client.

TERMS AND GUIDELINES

Payment

Contracts will be invoiced and billed weekly and due 30 days upon receipt. Payment can be paid by check payable and mailed to Elon News Network, 2855 Campus Box, Elon, NC 27244. Invoices can also be paid online with a credit or debit card. Campus organizations must supply Elon News Network with the appropriate account number for a funds transfer. Pendulum advertisers do not receive tearsheets, but digital versions of the publication are available for viewing at issuu.com/pendulum.

An error adjustment procedure will take place in the event that a make good or credit adjustment needs to be made for the portion of the ad in error. The limit of the liability will be the total cost of the ad in which the errors occurs. No allowance will be made for errors that do not materially affect the value of the advertisement.

Publisher's clause

By issuance of this rate card, the Elon News Network offers, subject to the terms and conditions herein, to accept insertion orders for advertising, and by their tendering such insertion order the advertiser or agency shall indemnify and hold Elon News Network, its employees, agents, and its subcontractors free and harmless from any expenses, damages, and costs resulting in any way from compliance with the insertion order (including, but not by way of limitation, from claims or libel, invasion of privacy, copyright infringement or otherwise). Elon News Network reserves the right in its sole discretion to discontinue publication at any time with or without notice, or to defer or cancel the production, broadcast, publication, or circulation of for any reason. Elon News Network's sole obligation as to any failure or default on its part shall be limited to a refund of its charges, which may have been paid to it or, as its option, to publish the tendered advertising in the next available issue or broadcast.

ENN ADVERTISING CONTRACT

POINT OF CONTACT NAME

EMAIL ADDRESS

COMPANY/ORGANIZATION NAME

BILLING ADDRESS

PHONE NUMBER

ACCOUNT NUMBER (CAMPUS ORGANIZATIONS ONLY)

PENDULUM

1/16 PAGE

1/8 PAGE

1/4 PAGE

1/2 PAGE

FULL PAGE

BACK COVER
(MUST BE IN COLOR)

BW

COLOR

RUN DATES: _____

ELON LOCAL NEWS

MONDAY EVENING
NEWS

THURSDAY MORNING
SHOW

ENN ON-AIR PREROLL

PRODUCTION SERVICES?

YES NO

RUN DATES: _____

WEBSITE MEDIUM RECTANGLE

START DATE:

NUMBER OF
IMPRESSIONS:

ENN RADIO SPONSORSHIP

RUN DATES: _____

NOTES

SUBTOTAL

\$

DISCOUNTS

%

TOTAL DUE

\$

OFFICE USE ONLY

AE

INV

SIGNATURE

DATE