

ELON NEWS NETWORK

ELON UNIVERSITY'S AWARD-WINNING STUDENT NEWS ORGANIZATION

2022-2023 ADVERTISING RATES



elonnewsnetwork.com



(336) 278-7247



ennbusiness@elon.edu



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. The show, as well as Tuesday's ENN On Air, is distributed to our 10,000 fans and followers on Facebook and Twitter.

With a weekly circulation of 1,200, 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.

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



455
FULL-TIME
FACULTY

4,291
FEMALE
STUDENTS

2,836
MALE
STUDENTS

4,787
EMPLOYEES
(FACULTY, STAFF
& STUDENT
WORKERS)

5,334
OUT-OF-STATE
STUDENTS

7,127
STUDENTS

THE PENDULUM

Weekly editions

Full page

10.375 x 16.5 inches

Color: \$450

Back page

10.375 x 16.5 inches

Color: \$600

1/2 page

10.375 x 8.25 inches

Color: \$370

1/4 page

10.375 x 4.125 inches

Color: \$225

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



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 six-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

ELON NEWS NETWORK



NEWS SPORTS LIFESTYLE OPINIONS POLITICS IN-DEPTH

Search

Latest

NEWS | 06/09/2021 1:51pm
Summer study abroad presents unclear changes for traveling students
International travel is once again becoming a safe activity for vaccinated individuals as vaccine rollout continues around the world. But according to Dean of Global Education Nick Gozik, Elon University students studying abroad this summer should prepare themselves for an experience different than before the COVID-19 pandemic.

NEWS | 05/21/2021 9:07am
Rev. Kirstin C. Boswell named Elon's fourth full-time chaplain

NEWS | 05/24/2021 3:54pm
Elon to lift mask mandate, physical distance restrictions indoors

NEWS | 05/21/2021 12:31pm
Elon University celebrates class of 2021 in three undergraduate ceremonies

NEWS | 05/20/2021 11:55pm
Graham protests highlight two different histories

NEWS | 05/20/2021 10:43pm
Class of 2021 Black undergraduate students honored at fourth annual Donning of the Kente Ceremony

NEWS | 6/9/21 8:28am



"It Takes A Village" Project receives \$1.25 million grant

By Grayson Sharkey
The "It Takes A Village" Project received a \$1.25 million grant from the Oak Foundation, a philanthropic organization focused on addressing global, social and environmental issues, to expand tutoring outreach in Alamance County.

NEWS | 6/9/21 8:18pm

Elon Medallion recipient dies after battling longtime illness

By Madalyn Howard
Jerry Robertson, Elon Medallion recipient and supporter of Elon University athletics, died June 7 at the age of 83 after battling a longtime illness.

SPORTS | 6/9/21 7:33pm

Elon football will not travel until October, according to Athletics

By Kyra O'Connor
Elon University announced that the Phoenix will not leave North Carolina until October, but fans will be allowed inside the stadium for the fall 2021 season. The Phoenix are scheduled to kick off the season on Sept. 4 at home against Wofford.



Latest ELN



Elon Local News | Full Broadcast | May 10, 2021

Latest Pendulum



Latest ENN Radio



Medium Rectangle

Design dimensions	600x500 pixels
Display 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.



2022-2023 PUBLICATION SCHEDULE

AUGUST

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	31	1	2	3

SEPTEMBER

SUN	MON	TUES	WEDS	THURS	FRI	SAT
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	8

OCTOBER

SUN	MON	TUES	WEDS	THURS	FRI	SAT
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	5

NOVEMBER

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	29	30	1	2	3

DECEMBER

SUN	MON	TUES	WEDS	THURS	FRI	SAT
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	7

JANUARY

SUN	MON	TUES	WEDS	THURS	FRI	SAT
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	31	1	2	3	4

FEBRUARY

SUN	MON	TUES	WEDS	THURS	FRI	SAT
22	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

MARCH

SUN	MON	TUES	WEDS	THURS	FRI	SAT
26	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

APRIL

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	1	2	3	4	5	6

MAY

SUN	MON	TUES	WEDS	THURS	FRI	SAT
23	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

Pendulum

Aug. 19: Move-in
 Aug. 31: Fall Sports
 Sept. 21: Hispanic Heritage Month
 Nov. 30: Winter Sports
 Jan. 4: Best Of
 Feb. 1: Black History Month
 Feb. 15 Spring Sports
 March 1: Women's History Month
 May 19: Commencement

ELN Evening News

Nov. 8: Election Show

ENN On-Air

TERMS AND GUIDELINES

Discounts

Elon News Network is pleased to offer discounts for nonprofit and student organization 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

Display advertisements 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 through cloud storage or a hard drive.

Payment

Contracts will be invoiced and billed after an advertisement's initial run 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 at elonnewsnetwork.com/pay. 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.

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.

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

1/4 PAGE

1/2 PAGE

FULL PAGE

BACK COVER

DESIGN SERVICES?
YES NO

RUN DATES: _____

ELON LOCAL NEWS

MONDAY EVENING
NEWS

ENN ON-AIR PREROLL

PRODUCTION SERVICES?
YES NO

RUN DATES: _____

WEBSITE MEDIUM RECTANGLE

START DATE:

NUMBER OF
IMPRESSIONS:

DESIGN SERVICES?
YES NO

NOTES

SUBTOTAL

\$

DISCOUNTS

%

TOTAL DUE

\$

OFFICE USE ONLY

AE

INV

SIGNATURE

DATE