

Wake-----
-----STUDENT.COM

**2007-2008 Media Package
Wake Forest University**



WHO READS WAKESTUDENT.COM



WakeStudent.com is a resource-driven online magazine that has been published weekly since March 2003. Website traffic statistics indicate that the majority of Wake Forest University students view the homepage daily.

Since the 2004-2005 academic year, the site has been preloaded as the default homepage on ThinkPad computers issued to students. This year marks the beginning of the site's development as a "dot com" instead of a "dot edu," incorporating advertising opportunities for businesses.

EDITORIAL



Editorially, WakeStudent.com includes campus events, dining, entertainment, campus resources, and local leisure activities as separate sections with new articles each week. The site also covers local and national news, offers an events calendar of on- and off-campus activities, provides a listing of student discounts, and presents other diverse information about campus life and Winston-Salem.

Articles range from finding great shopping venues to the rules of tailgating; exploring volunteer opportunities to previewing local concerts; from planning for parent visits to saving money on apartment furniture – plus regular specialty articles that coincide with the academic calendar.

WakeStudent.com's staff writers target the student population of Wake Forest University. They know the local scene inside-out, and the site's articles remain top quality because they're informative and timely. In October 2007, the publication was named an Associated Collegiate Press Online Pacemaker award winner.

DEMOGRAPHICS



WakeStudent.com is a free website with unlimited readership access averaging 5,000 unique visits, 250,000 page views, and 700,000 hits a day. More than 42% of visitors view the site for more than five minutes, and 24.6% of visitors spend more than 15 minutes on the site every time they visit.

Students abroad continue to view the site, with daily unique visits totaling at 480 in the United Kingdom and 241 in China. Many residents and graduates who live in the Triad area check WakeStudent.com for pertinent information about dining and local hot spots. The readership base has been steadily expanding into international and local communities.

EDITORIAL CALENDAR

Month	Campus Schedule	Deadlines
August	Classes Begin Late August	
September	Fall Sports Begin; Organizations Recruit; Homecoming; President's Weekend	
October		
November		
December	Examinations In Early December	
Winter Recess (Mid-December To Mid-January)		
January	Spring Sports Begin; Greek Life Recruitment	
February		
March	Spring Break (Early March)	
April	Springfest (Early April)	
May	Examinations In Early May, Commencement	
Summer Recess (Mid-May To Late August)		
June	Summer School Session I	
July	Summer School Session II	

A complete and updated academic schedule can be viewed on the university registrar page: <http://www.wfu.edu/new/calendar/academic-calendar.html>



CLASSIFIED ADVERTISING

Plans	Rates
One Semester (14 weeks)	\$350 (\$25.00/wk)
Two Months	\$225 (\$28.12/wk)
One Month	\$125 (\$31.25/wk)
Two Weeks	\$80 (\$40.00/wk)
One Week	\$50 (\$50.00/wk)

Currently only one available dimension size.

RATE PLANS:

Advertisement is rotated between zones on the homepage and other sections (events, dining, entertainment, resources, or leisure). The graphic transfers visitors to advertiser's main website, and can be changed upon request during the campaign. Non-profit organizations receive reduced rates – contact Business Manager for further details. Charity events may advertise without charge for up to two weeks.

Average advertising rates on portals (i.e. Google, Yahoo!) charge up to \$1.00 per click. The average click rate for advertisements on WakeStudent.com is 200 per week, which equates with a \$200 fee on Google or Yahoo!. WakeStudent.com rates provide competitive and affordable advertising plans by comparison in order to allow opportunity for all businesses and organizations based in Winston-Salem.

Example graphic



ART REQUIREMENTS

Currently, only banner advertisements with dimensions of 160x120 pixels are accepted. File types can be of flattened TIF, GIF, JPEG, or PDF files. Classified Ads must be submitted either as electronic files via email or on disc – a logo is acceptable.

Via email, files under 5MB may be e-mailed to advertise@wakestudent.com. Please entitle the email with the subject line of (your company's name) AD, and include the website link of the company or organization, the campaign length (in weeks), and campaign starting date.

On disc, send image with proof to WakeStudent.com, Business Manager, Benson University Center, Room 502, P.O. Box 7442, Winston-Salem, NC 27109. Include also the website link of the company or organization, the campaign length (in weeks), and campaign start date.

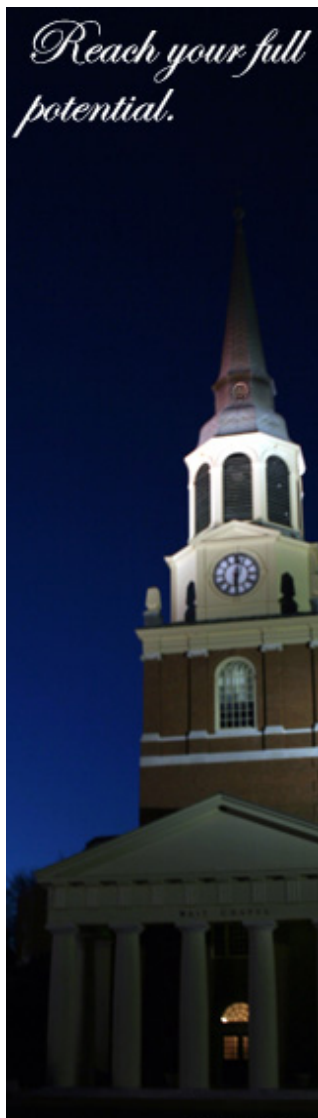
The design team can create a graphic upon request if a business needs an ad created. There will be a \$15 charge for this service.

BILLING & PAYMENT

Payment for services rendered must be made by check to "The Student Online Magazine," because of WakeStudent.com's status as a university organization. Billing invoices will be sent weekly and full payment must be received 30 days from the postmark date.

Contact information: Business Manager at business@wakestudent.com.

WakeStudent.com is a member of the Associated Collegiate Press and the Wake Forest University Media Board. WakeStudent.com is overseen by an advisory board of student leaders and university administrators.



WakeStudent.com
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