

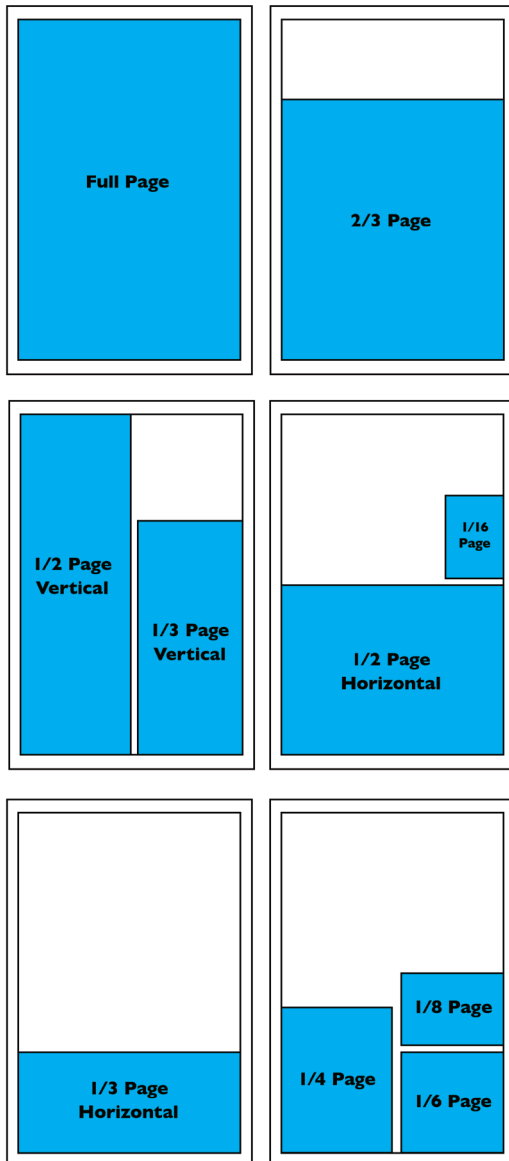
NSU Student Media RATE CARD

2010-2011



REPRESENTING ALL MEDIA FOR NOVA SOUTHEASTERN UNIVERSITY
BUSINESS/ADVERTISING: (954) 262-8461

PRINT



The Current

PRICES

*BACK PAGE (10.25" BY 16.25")

Color: \$650
Black and White: N/A

*CENTER PAGE (10.25" BY 16.25")

Color: \$610
Black and White: N/A

FULL PAGE (10.25" BY 16.25")

Color: \$530
Black and White: \$ 450

2/3 PAGE (10.25" BY 10.75")

Color: \$400
Black and White: \$350

1/2 PAGE VERTICAL OR HORIZONTAL

(10.25" BY 7.95"; 4.99" BY 16.25")
Color: \$310
Black and White: \$250

CLASSIFIEDS

25 WORDS OR LESS: \$20
26-50 WORDS: \$40
51-75 WORDS: \$60

1/3 PAGE VERTICAL OR HORIZONTAL

(4.99" BY 10.73"; 10.25" BY 5.22")
Color: \$280
Black and White: \$200

1/4 PAGE (4.99" BY 7.95")

Color: \$230
Black and White: \$150

1/6 PAGE (4.99" BY 5.19")

Color: N/A
Black and White: \$110

1/8 PAGE (4.99" BY 3.83")

Color: N/A
Black and White: \$80

1/16 PAGE (2.375" BY 3.83")

Color: N/A
Black and White: \$60

DESIGN

To have your advertisement custom designed by our Chief of Visual Design: \$75 per hour

BROADCAST



SUTV broadcasts on Channel 96 and is accessible in the Residence Halls on Nova Southeastern University's main campus in Ft. Lauderdale. Your announcements have the potential to reach more than 1,500 students. These students represent both our undergraduate and graduate student population. SUTV offers your business an affordable way to connect with your audience.

INDIVIDUAL RATES

60-second video: \$14

30-second video: \$11

15-second powerpoint: \$8

DAY TIME PACKAGE		
Monday-Sunday 8 a.m. to 4 p.m.		
1 week - 35 spots (cost per spot between \$7 and \$11.83)		
60-second video: \$414.05	30-second video: \$318.50	15-second powerpoint: \$245
2 weeks - 70 spots (cost per spot between \$6.30 and \$10.92)		
60-second video: \$764.40	30-second video: \$588	15-second powerpoint: \$441
1 month - 140 spots (cost per spot between \$5.60 and \$10.01)		
60-second video: \$764.40	30-second video: \$588	15-second powerpoint: \$441
PRIME TIME PACKAGE		
Monday-Sunday 4 p.m. to Midnight		
1 week - 35 spots (cost per spot between \$9.10 and \$14.56)		
60-second video: \$509.60	30-second video: \$392	15-second powerpoint: \$318.50
2 weeks - 70 spots (cost per spot between \$8.40 and \$13.65)		
60-second video: \$955.50	30-second video: \$735	15-second powerpoint: \$588
1 month - 140 spots (cost per spot between \$7.70 and \$12.74)		
60-second video: \$1783.60	30-second video: \$1372	15-second powerpoint: \$1078
LATE NIGHT PACKAGE		
Monday-Sunday Midnight to 8 a.m.		
1 week - 35 spots (cost per spot between \$4.90 and \$9.10)		
60-second video: \$318.50	30-second video: \$245	15-second powerpoint: \$171.50
2 weeks - 70 spots (cost per spot between \$4.20 and \$8.19)		
60-second video: \$573.30	30-second video: \$441	15-second powerpoint: \$294
1 month - 140 spots (cost per spot between \$3.50 and \$7.28)		
60-second video: \$1,019.20	30-second video: \$784	15-second powerpoint: \$490

BROADCAST



UNDERWRITING RATES

PRIME TIME RATES

Announcements are aired between 7 p.m. and 11 p.m.

Less than 5 spots	\$30.00/spot
1 week—5 spots	\$125.00 (equiv. to \$25.00/spot)
1 month—20 spots	\$500.00 (equiv. to \$25.00/spot)

PRIME TIME RATES (featuring logo on Web site)

1 week—5 spots	\$175.00 (including \$50.00 for logo on Web site)
1 month—20 spots	\$550.00 (including \$50.00 for logo on Web site)

VALUE RATES

Announcements are aired between 11 p.m. and 1 a.m.
(3 a.m. Sun/Mon/Tues/Wed/Fri)

Less than 5 spots	\$25.00/spot
1 week—5 spots	\$100.00 (equiv. to \$20.00/spot)
1 month—20 spots	\$400.00 (equiv. to \$20.00/spot)

VALUE RATES (featuring logo on Web site)

1 week—5 spots	\$150.00 (including \$50.00 for logo on Web site)
1 month—20 spots	\$450.00 (including \$50.00 for logo on Web site)

DEMOGRAPHICS

NOVA SOUTHEASTERN UNIVERSITY:

Undergraduate: 5,757
Graduate: 19,000
First-Professionals: 3,621
Total: 28,378

Male: 29%
Female: 71%

THE CURRENT: The Current prints 3,000 copies weekly and is accessible at over 18 distribution locations on NSU's main campus in Ft. Lauderdale. In addition to the main campus, the paper is distributed to several Student Educational Centers including Miami, Ft. Myers, West Palm Beach, Orlando, Jacksonville and Tampa. The paper is also available via web.

RADIO X: Arbitron rated as reaching a market share equal to or greater than 1% of the Broward County area. Radio X broadcasts beyond this region to include Palm Beach and the Dade counties. Radio X boasts a fan base consisting of both on and off campus students, as well as community members ranging in age from 15-45.

SHARKS UNITED TELEVISION: Reaches more than 1,500 residence students on NSU's main campus.

POLICIES

THE CURRENT: All advertisers must fill out an Advertisement Request Form before placing an advertisement in the paper (form available upon request).

All advertisements should be e-mailed to thecurrentad@nova.edu in PDF, JPEG, TIFF or PNG format with a resolution of at least 300 dpi.

All advertisements must be received at least seven days before the issue is placed on newsstands.

RADIO X: FCC regulates that no qualitative, promotional, comparative or call to action language be used. Underwriting donations are tax-deductible.

The following information includes an example of what can be included:

- Name and address
- Telephone number and web-address of the business
- Hours of operation
- A description of products/services offered
- A non-promotional slogan or trade name
- Background music corresponding to the business/event