



**ELDERS ADVOCATE**

Center continues activity with "political has-beens"  
- page 2

**SCHWARTZMAN**

"The Outstanding Lawyer" also delivers strong findings character - page 1

the **ENGLISHER**

WWW.ENGLISHER.COM.AU



**COMPETE**  
athlon



**THE MAGIC NUMBER**

a closer  
**AU ABRO**

*2009-2010* **MEDIA KIT**

## AT A GLANCE

The Eagle is the independent student newspaper at American University in Washington, D.C. Founded in 1925, it serves the student readership by reporting news concerning the campus community and surrounding areas. The Eagle strives to be impartial in its reporting and believes firmly in its First Amendment Rights.

American University is a nationally ranked institution of higher learning, founded in 1893 by an Act of Congress. In 2008, it had an enrollment of over 5,000 undergraduates and over 3,000 graduate students. AU is ranked eighth in the nation for participation in study abroad programs through AU Abroad, and the university's academic programs consistently earn high national rankings as our programs continue to bring students closer to the resources of Washington, D.C.

Parts of the American University campus are presently under construction, with plans for a new School of International Service building within the next few years. Recently, the Katzen Arts Center was also opened to house the arts programs at American University and to increase students' exposure to the fine arts. The Washington College of Law moved off-campus in 1996 to their new building in Spring Valley. Since then, the

For the 2007-2008 academic year, tuition is \$29,206 with an estimated cost of approximately \$11,500 for Room and Board.

Enrollment as of Fall 2005 consisted of 11,263 total Undergrad, Grad, and Law students. There is a total of 5,782 undergraduate students, 3,395 graduate students, 1,665 law students, and 421 students abroad. The student to faculty ratio is 14:1 and the top three undergrad majors: Business, International Service, and Political Science. Student and Faculty come from over 140 countries.

As of 2007, The average GPA is 3.51 for 1,223 Freshmen. 36% of the class is male and 64% is female. 87% of the class out of State Students and 18% are US minorities. 98% of the students are in the top half of their graduating class and 68% are in top quarter of graduating class. 36% of the are in top 10th percent of their graduating class. Of the International Students 31% are from Asia, 4% are from Africa. 38% are from Europe. 7% are from the Middle East and 20% are from North and South America.

Additional information is available at <http://www.american.edu/about/>.

## Weekly Circulation:

6,000 issues on Monday  
6,000 issues on Thursday  
Over 30 locations

## Recent Awards:

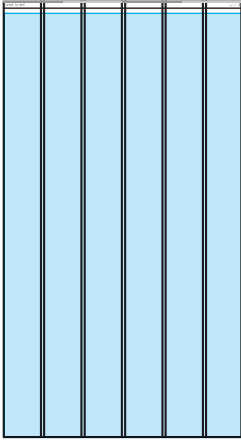
Associated Collegiate  
Press 2004 Second Place  
General Excellence

Associated Collegiate  
Press 2004 Finalist Online  
Pacemaker Award

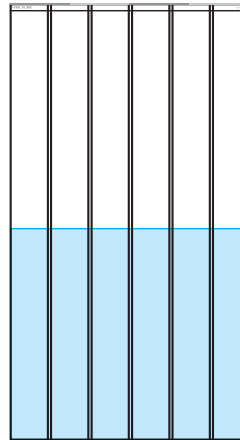
Associated Collegiate  
Press 2004 Finalist News-  
paper Pacemaker Award

## SCHOOL STATS

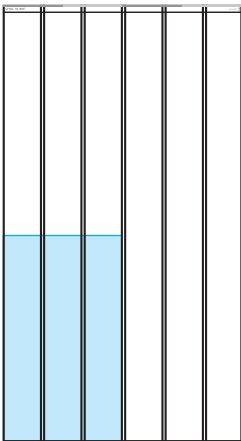
# COMMON AD SIZES



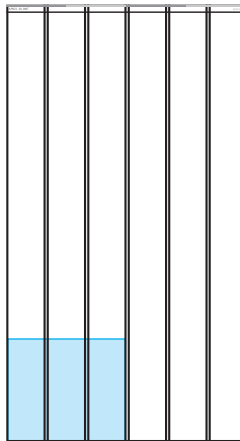
FULL PAGE  
6 COL x 20.5 inches  
123 Total Column Inches



HORIZONTAL HALF PAGE  
6 COL x 10.25 inches  
61.5 Column Inches



QUARTER PAGE  
3 COL x 10.25 inches  
30.75 Total Column Inches



1/8 PAGE  
3 COL x 5.125 inches  
15.375 Column Inches

# AD FINANCES

FULL PAGE (6 COL X 20.5 inches)		1/4 PAGE (3 COL x 10.25 inches)	
National .....	\$1,660.50	National .....	\$415.15
Local .....	\$1,168.50	Local .....	\$292.15
Student Groups .....	\$861.00	Student Groups .....	\$215.25
1/2 PAGE (6 COL X 10.25 inches)		1/8 PAGE (3 COL X 5.125 inches)	
National .....	\$830.25	National .....	\$207.65
Local .....	\$584.25	Local .....	\$146.05
Student Groups .....	\$430.50	Student Groups .....	\$107.65

**DISCOUNTS AND EXTRAS**

10% discount for prepayment.  
 5% discount for 3 or more ads contracted simultaneously .  
 10% discount for 6 or more ads contracted simultaneously .  
 15% discount for 9 or more ads contracted simultaneously.  
 20% discount for 12 or more ads contracted simultaneously.  
 10% discount for all American University departments, offices, alumni and student organizations.  
 Discounts can be combined up to 25% per ad.

**COLOR**

Full Color: \$3pci Minimum \$45, Maximum: \$400  
 Spot Color: \$1.50pci Minimum \$25, Maximum \$200

**PREMIUM PLACEMENT .....** .5% of ad price

All placement is subject to availability.  
 Fee waived for purchases of 5 or more ads.  
 There must be one week's worth of notice.

**AD SUBMISSION INFORMATION**

All Ads should be Camera-ready.  
 Camera-ready artwork is accepted in the following formats:

1. Emailed as an TIFF, PDF, or JPEG to adbox@theeagleonline.com.
2. Hard copy delivered to The Eagle Business Office.
3. A Compact Disc formatted for Mac delivered to The Eagle Business Office.

The advertisement representative **MUST** be notified in advance if a hard copy or disk is being submitted.

**Column Rates:**

National .....

National .....	\$13.50 pci
Local .....	\$9.50 pci
Nonprofit .....	\$8.50 pci
Student Groups .	\$7.00 pci

**Column information:**

1 column = 1.8125 inches  
 2 columns = 3.75 inches  
 3 columns = 5.75 inches  
 4 columns = 7.6875 inches  
 5 columns = 9.625 inches  
 6 columns = 11.625 inches

# CLASSIFIEDS & INSERTS

## CLASSIFIED ADS

Classified ads run on the second to last page of each issue in a designated space. All classified ads will be placed under the appropriate subheadings.

Available subheads include:

- Help Wanted
- For Sale/For Rent
- Services
- Housing
- Baby Sitter
- Adoption
- Personals
- Spring Break
- Garage / Moving Sales

### Classified ad rates:

# of words	Price
< 20	\$15.00
21 – 30	\$20.00
31 – 40	\$25.00
41 – 50	\$30.00
51 – 60	\$35.00
61 – 70	\$40.00
71 – 80	\$45.00
81 – 90	\$50.00

Classified ads cost \$15.00 for the first 20 words and an additional \$5.00 for every ten words thereafter. Specialized text is an effective way to make a classified ad stand out. Stylized words are \$2.50 per issue which include highlighted select words or the entire ad with bold, italics, CAPS, or underlined portions. Large Headlines cost \$1.50 and a two-line headline is \$2.50 per issue. Boxed Ads cost an additional \$2.00 per issue. The inclusion of URLs cost \$2.00/link. Tear-sheets and proofs cost \$2.00/ issue, but the fee is waived for 20 or more ads. Phone numbers and email addresses will count as one word.

- There is a 5% discount for ads running 4 times or more.
- There is a 10% discount for ads running 8 times or more.
- There is a 15% discount for all ads running 12 times or more.
- There is a 10% discount for all AU affiliates Discounts and extras.
- Discounts cannot be combined.
- Classified ads placed by AU students on behalf of themselves are free.

Classified ads should be emailed to [adbox@theeagleonline.com](mailto:adbox@theeagleonline.com) as they should appear in print. This includes any underlined, capitalized, bold, or italicized words and headlines. Other special requests and contact information should be included in the email and made clearly separate from the ad.

## FREE STANDING INSERTS

The Eagle provides an effective channel for quality distribution of preprinted free standing inserts throughout the American University campus. While distribution of paper advertising materials requires going through lengthy university bureaucracy a free standing insert just requires delivering materials to The Eagle's printer.

\$70 per 1000 (Up to 8pages)  
\$100 per 1000 (8 or more pages)  
Minimum 3000, Maximum 6000 per issue

FSI Discounts: 10% Discount for 12,000 or more inserts  
20% Discount for 18,000 or more inserts  
5% Prepayment  
Discounts can be combined

The advertiser is responsible for having all inserts approved by the business manager, printed, and delivered to the printer. The printers must receive the inserts no later than four days prior to the publication date. Please contact The Eagle business office for where to deliver FSI's.

# ONLINE ADVERTISING

## ONLINE ADVERTISING

The Eagle Online links the American University market to businesses and organizations with online presence. The Eagle's premier web site receives thousands of hits every month from individuals who frequent The Eagle's multimedia news services. Boasting a blog, podcasts, electronic polls, and exclusive content, The Eagle Online is an essential tool for businesses who seek to tap the college market.

The Eagle accepts .jpeg, .gif, .png, .html, and Flash files for online advertisements. To advertise on The Eagle Online simply contact adbox@theeagleonline.com or call (202) 885-8383.

### Online Advertising Cost:

Wide Skyscraper	160 x 600 pixel: \$20/day, \$130/week, \$455/month, \$13 CPM
Body Rectangle:	300 x 250 Pixel: \$15/day, \$100/week, \$350/month, \$11 CPM
Tile Ads:	125 x 125 pixel: \$10/day, \$55/week, \$200/month, \$8CPM

### Online Advertising Discounts:

- 5% for 2 months
- 10% for 3 months
- 25% for 6 months

### Online Ad Packages:

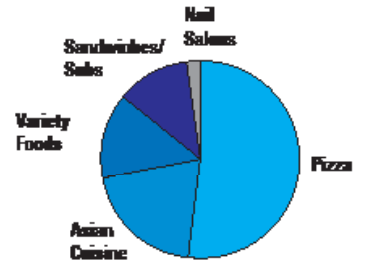
- Local Business:
- One week free online ad with two or more half page display ads
  - Two weeks free online ad with two or more full page display ads
  - One week free online ad with five or more fourth page or larger ad
  - Two weeks free online ad with ten or more fourth page or larger ad

- National: 10% loyalty discount once the client gets ten ads of one week or more

## Subscription: Get the Eagle at your Door

Cost: \$75/ Semester

Top five EagleBucks expenditures by category:



# ADVERTISING POLICIES

## ADVERTISING POLICIES

All first time advertisers and classified advertising must be prepaid. Visa, Mastercard, American Express, corporate checks and money orders accepted. The Eagle must receive payment within 60 days of invoice date or The Eagle will add a late charge of 3% per 30 day cycle (15 % per year).

If a contracted display ad needs to be removed after 5pm the day before publication, the company will be billed regardless of circumstances. All advertisements containing graphics are considered display advertising, regardless of their location, and are subject to display advertising rates.

The Eagle will not accept any discriminatory advertising. ads from companies or individuals that advertise the sale of academic works. advertising that includes reference to alcohol, contains pictures referring to alcohol, or mentioning the sale of alcoholic beverages. For example, phrases such as "Happy Hour" and "2 for 1 specials" are not acceptable.

All ads are subject to staff review. The Eagle reserves the right to accept or deny any ad.

## PROPERTY RIGHTS

All advertising produced by The Eagle remains the property of the paper and may not be used for fliers and/or any other purposes unless the organization or individual has received written consent from the business manager of the paper. The consent is subject to a fee.

## PUBLICATION DATES

Deadlines for Monday issues are the previous Thursday at 4:00 p.m.  
 Deadlines for Thursday issues are the previous Monday at 4:00 p.m.

## Summer 2009

June 18  
 August 13

## Fall 2009

August 27  
 August 31  
  
 September 3  
 September 10  
 September 14  
 September 17  
 September 21  
 September 24  
 September 28  
  
 October 1  
 October 5  
 October 8  
 October 12  
 October 15  
 October 22  
 October 26  
 October 29  
  
 November 2  
 November 5  
 November 9  
 November 12  
 November 16  
 November 19  
 November 23  
  
 December 3

## Spring 2010

January 14  
 January 21  
 January 25  
 January 28  
  
 February 1  
 February 4  
 February 8  
 February 11  
 February 15  
 February 18  
 February 22  
 February 25  
  
 March 1  
 March 4  
 March 18  
 March 22  
 March 25  
 March 29  
  
 April 1  
 April 8  
 April 12  
 April 15  
 April 19  
 April 22  
 April 26

# ADVERTISEMENT REQUEST

## CONTACTS

Business Manager / Owner \_\_\_\_\_

ContactName \_\_\_\_\_ Position \_\_\_\_\_

ContactWorkPhone \_\_\_\_\_ ContactCellPhone \_\_\_\_\_

ContactEmail \_\_\_\_\_

Eagle Advertising Representative \_\_\_\_\_

## PRE-PUBLICATION CHECKLIST

- The advertisement has no mention of alcohol and no pictures of alcohol.
- The advertisement is ready for publication as a high-quality TIFF, JPEG, or PDF.
- For a 20% fee, please have the advertisement designed by an Eagle staff member.

Please note that all requests are subject to the approval of The Eagle. Please follow all directions; no changes will be made after submission unless the ad is designed by The Eagle.

## ADPUBLICATION INFORMATION

Date to run advertisement \_\_\_\_\_

Size of advertisement \_\_\_\_ columns by \_\_\_\_ inches

Business approval \_\_\_\_\_ Date \_\_\_\_\_

Eagle Business Manager Approval \_\_\_\_\_ Date \_\_\_\_\_

Please complete this form and either mail, email, or fax it to The Eagle. It will then be processed, signed by the Eagle Business Manager, and faxed back to you with an ad contract that must be signed and faxed to the Eagle. The ad contract, not this form, is your legal contract with The Eagle for the publication of the ad.

# CONTACT US

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American University's Independent Student Voice since 1925

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