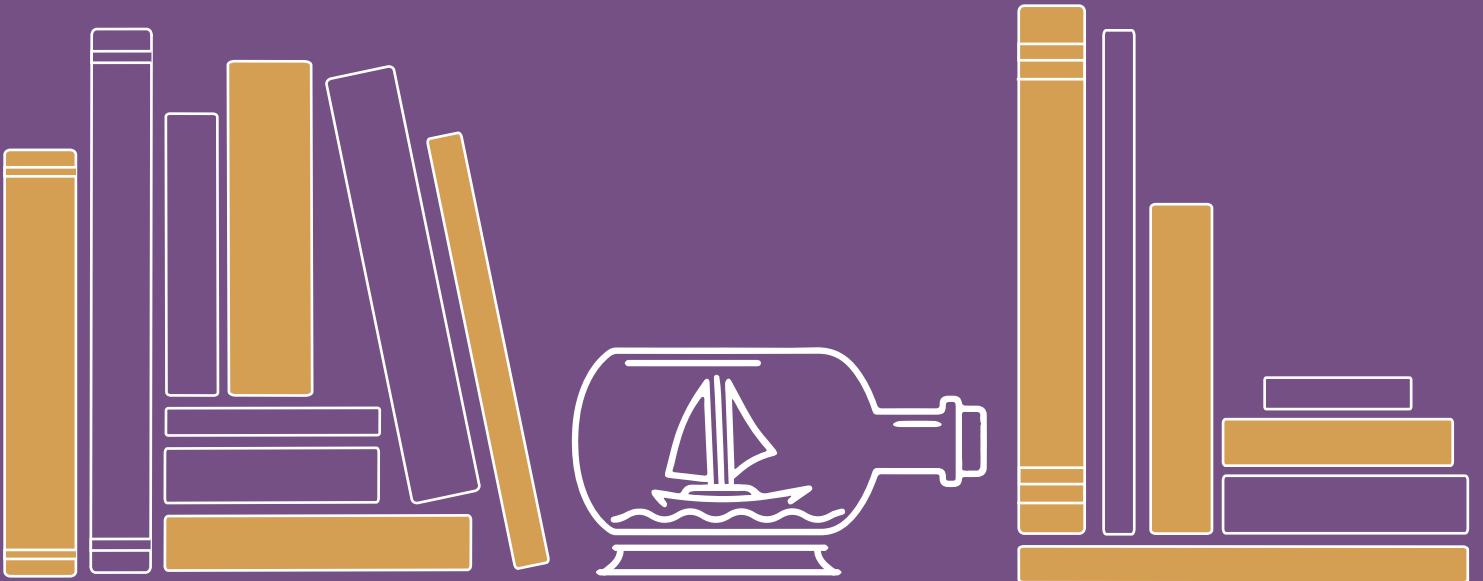


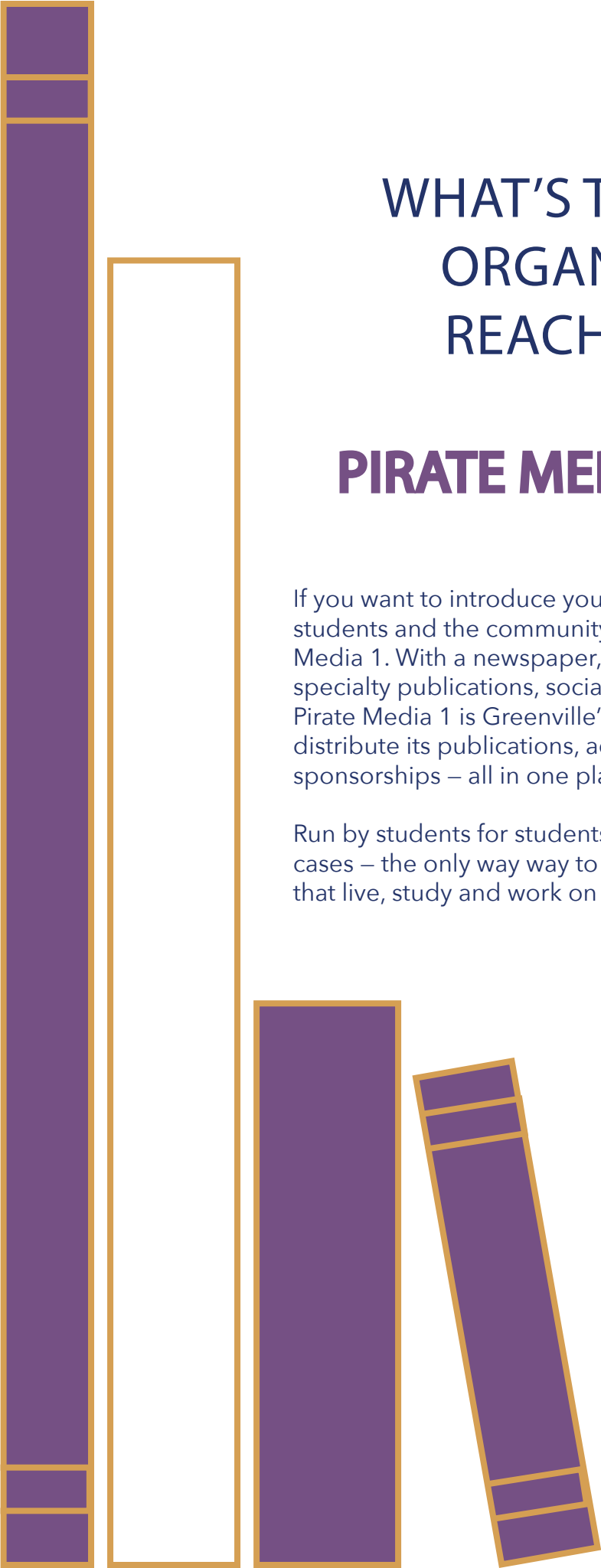
MEDIA KIT
2026-2027

**Pirate[™]
Media 1**



LET US
TELL YOUR
STORY.





WHAT'S THE **NO. 1 MEDIA** ORGANIZATION FOR REACHING PIRATES?

PIRATE MEDIA 1, OF COURSE.

If you want to introduce your business or organization to nearly 30,000 students and the community of ECU, allow us to introduce you to Pirate Media 1. With a newspaper, newsletter, radio station, three magazines, specialty publications, social media pages and comprehensive website, Pirate Media 1 is Greenville's only multimedia company allowed to distribute its publications, advertise on campus and offer personalized sponsorships – all in one place!

Run by students for students, it is absolutely the best – and in some cases – the only way way to target the 30% of Greenville's population that live, study and work on campus.

CONTACT US

(252) 328-9238

piratemedi1@ecu.edu

Ground Floor of Mendenhall, Office G51
East Carolina University,
Greenville, NC 27858

1 NEWSPAPER +
1 NEWSLETTER +
3 MAGAZINES +
1 RADIO STATION +
1 WEBSITE

PIRATE MEDIA 1'S WEBSITE

Piratemedi1.com connects the latest news, features, music and videos in one easy-to-navigate site. Our website is ECU's high-traffic hub for interactive content that informs, entertains and engages Pirates near and far each week.

WE ARE ONE.



SCAN TO VISIT OUR WEBSITE!

THE BEST WAY TO ATTRACT **PIRATES** IS THROUGH ADS CREATED BY **PIRATES**.

Pirate Media 1 offers the most affordable, effective and targeted ways for your business or organization to creatively connect with ECU and staff. Advertising services include graphic design, print, video, radio, promotions, social media, branded events and ad placement on all Pirate Media 1 platforms.

Connect with one of our advertising representatives today to plan how Pirate Media 1 can best leverage our mediums to help you meet your goals.

CREATIVE SERVICES

Looking for a creative eye to bring your business or organization's message to life? We've got you covered! For a flat fee, Pirate Media 1 can provide a variety of creative services to meet your ad design needs.

SERVICES FEE: \$150 per creative work.

RESIZING FEE: \$50

*If you plan on providing your own art, please check with your representative for sizing requirements to avoid being charged a resizing fee.

*Easily pay online by going to
epay.ecu.edu/piratemedia1.*



ARTIST'S NOTES

- Preferred delivery method for all advertising is a PDF.
- Acceptable files include Illustrator CC, Photoshop CC, InDesign CC, TIFF, JPG, PNG and EPS. All Creative Cloud files must be packaged prior to sharing.
- Color is printed using the four-color CMYK process.
- Ads that are sent print-ready must be set to CMYK. Graphics in RGB will not print.
- We cannot adjust colors in PDF or EPS files.
- Resolution minimum is 300 dpi.
- We reserve the right to float, shrink or expand electronic files to fit the space reserved.
- We reserve the right to substitute similar fonts if a font is corrupt or not supplied.
- For optimal readability on newsprint, avoid reversing type smaller than 12 points on four-color backgrounds. Likewise, do not reverse type smaller than 10 points on solid single-color backgrounds. Ignoring these guidelines can result in reduced legibility and clarity of your text.

VOLUME DISCOUNTS

Local clients can receive significant rate discounts by purchasing the following dollar amounts of Pirate Media 1 *advertising:

Spend	Discount
≥\$1,500	10%
≥\$3,000	15%
≥\$7,500	20%
≥\$10,000	25%

* Color and added services not included

AMPLIFY YOUR MARKETING ON OUR MULTIMEDIA PLATFORMS.

ONLINE ADVERTISING OPTIONS

When you buy space on Piratemediain.com, your ad appears simultaneously throughout our website.

All website display ads include:

- A link to a site or page of your choice
- Monthly statistics upon request

ONLINE ADVERTISING

	Dimensions	Rotatable*	Exclusive
(1) Leaderboard	728 x 90 px	\$500/mo	\$600/mo
(2) Tile	200 x 90 px	\$250/mo	\$300/mo
(3) Banner	728 x 90 px	\$400/mo	\$450/mo
(4) Rectangle	300 x 250 px	\$400/mo	\$450/mo
(5) Rectangle	300 x 250 px	\$375/mo	\$425/mo
(6) Rectangle	300 x 250 px	\$300/mo	\$350/mo

*Ads may be rotated with another ad when refreshed.

SOCIAL MEDIA ADS

Reach our 13K+ social media followers across our most popular social media accounts!

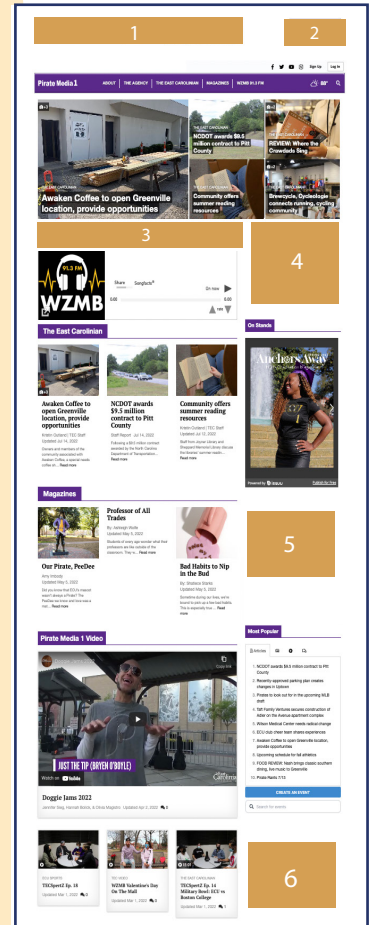
With each post remaining public on our profile for seven days and three shares to our stories throughout the week, your advertising will meet our diverse following on our Instagram and Facebook accounts for Pirate Media 1, The East Carolinian and WZMB 91.3 FM.

All social media ads include:

- Ability to include up to three images for carousel-style posts
- Custom captions with a link to a site or page of your choice
- Post statistics upon request

SOCIAL MEDIA ADVERTISING

(1) One Week	(2) Standard Month	(3) Premium Month
1080 x 1080 px	1080 x 1080 px	1080 x 1080 px
\$100	\$400	\$500
		Feature up to four images; post will be pinned on Instagram.



OUR OLDEST MEDIUM IS MORE THAN 100 YEARS OLD.

Serving as ECU's official school newspaper for more than 100 years, The East Carolinian is the main source of news and information on campus. The East Carolinian is distributed throughout campus and the Greenville community. Produced and operated by students, The East Carolinian features news, sports and opinion pieces as well as special sections and supplements to augment its standard coverage and to highlight special campus events.

BROADSHEET DISPLAY*

	Dimensions	Local	Non-Profit	Campus
(1) Front Page*	10.125 x 2 in.	\$1,500	\$1,000	\$1,000
(2) Full Page**	10.125 x 21 in.	\$800	\$600	\$600
(3) Half Page	10.125 x 10.5 in.	\$575	\$400	\$300
(4) Quarter	5 x 10.5 in.	\$300	\$250	\$150
(5) Eighth	5 x 5.5 in.	\$150	\$125	\$100
(6) Support	5 x 2 in.	\$75	\$50	\$40
(6) Classified Strip	10.125 x 2 in.	\$250	\$200	\$150

* Custom advertising size requests are welcome and will be evaluated and priced on a case-by-case basis.

The East Carolinian is a broadsheet newspaper 11" wide and 22" deep.

Color Rates*

One color: \$75
(red, yellow, blue)

Full color: \$150
(two colors or more)

*Color rates are non-discountable

Deadlines*

Fall, Spring Thursday paper
12 PM Monday

*Pricing includes full color

**\$100 add-on fee for double truck ad

*Deadline remains for summer editions when printed.

KIOSK ADVERTISING

Capture the attention of thousands of students, staff, faculty and visitors with vibrant poster advertising in our high-traffic campus newsstands. Advertise in one or multiple kiosks with single- or double-sided placement. Pricing includes printing of 50" x 26" polystyrene posters. All artwork is subject to approval prior to production and installation.

**Per Kiosk
(One Side)**

\$300

**Per Kiosk
(Both Sides)**

\$500

YOUR BUSINESS IS **SPECIAL**. THAT'S WHY YOU SHOULD CONSIDER THESE **SPECIAL** OPPORTUNITIES.

Classifieds

- \$20 for businesses/free for students
- Includes up to 25 words and 7 days online
- Each word over 25 will be charged \$0.10
- Extras such as bold or all-cap lettering available for \$1 per word

Newspaper Pre-Printed Inserts

- Can be inserted in increments of 1K pieces only
- Single: \$250, minimum 1K printed pieces
- Multiple: \$300 per 1K printed pieces

Guidelines

- Single sheet inserts must be 8" x 11"
- 8" x 11" printing available for .15 per copy
- Max size of a folder insert in a broadsheet edition is 10" x 13"
- Max size of an insert in a tabloid is 8"x 11"

Deadlines

Insertion orders must be received at least 10 days prior to the scheduled insertion date. Inserts must be received at the following address below at least 5 days prior to the run date:

The East Carolinian
Adams Publishing Group
1150 Sugg Parkway
Greenville, NC 27834-1150

TECO ECHO NEWSLETTER

Teco Echo is a newsletter delivered to ECU student emails each Friday, offering up-to-date information on area weekend events while also keeping students abreast of the latest news and entertainment. Students can get a digest-size version of what's happening with quick access to The East Carolinian's website, theeastcarolinian.com, for more in-depth coverage.

(1) Premium

728 x 90 px
\$500

(2) Rectangle 1

300 x 250 px
\$400

(3) Rectangle 2

300 x 250 px
\$400



**Pricing includes full color*

***\$100 add-on fee for double truck ad*

SPORTS LOVERS BUNDLE

Nothing brings Pirates together more than our love of sports! Sponsor Pirate Media 1 coverage of ECU football and/or baseball during the fall and spring semesters. This special offer includes a placement of an eighth-page ad on the sports page of The East Carolinian each week, an online ad, an ad in our e-newsletter Tecu Echo for each home game weekend, weekly social media announcements and a sponsor shoutout in our TECspertz podcast throughout each sports' season.

(3) Football Lovers Bundle

Sizes	Rate
5 x 5.5 in.	\$4,000
300 x 250 px	
1080 x 1080 px	

(4) Baseball Lovers Bundle

Sizes	Rate
5 x 5.5 in.	\$4,000
300 x 250 px	
1080 x 1080 px	



PIRATE PREVIEW **

This tabloid magazine is included in every first-year student's orientation packet. Students receive these packets during summer orientation sessions.

(1) Back Page*

9.37 x 9.53 in.
\$1,500

Limited Availability

(2) Premium*

9.37 x 9.53 in.
\$1,000

Limited Availability

(3) Full

9.37 x 9.53 in.
\$700

(4) Half Vertical

4.60 x 9.53 in.
\$400

(5) Half Horizontal

9.37 x 4.69 in.
\$400

(6) Quarter

4.60 x 4.69 in.
\$300

(7) Insert*

8 x 11 in.
Pre-Printed: \$1,300
Printing Included: \$2,500
Limited Availability

Easily pay online by going to
epay.ecu.edu/piratemedi1.



THREE INCREDIBLE MAGAZINES.

Created by students with a student audience in mind, each one of our publications aims to offer relevant and timely content, no matter the topic. Our full-color magazines cater to three different audiences, giving you plenty of options to market your business.

The Hook is a lifestyle magazine that takes an in-depth look at topics, interests and activities of today's ECU students. The Hook also spotlights students, professors and community members through interviews and Q&A sessions.

SPONSORSHIP PACKAGE

Consider showing community support and boosting your exposure with a sponsorship package:

\$2,500 includes...

cover page mention,
back page & one full page
advertisement in the magazine.



(1) Back Page*

8.625 x 11.125 in.
Trim Size: 8.5 x 11 in.
\$1,500

(2) Premium*

8.625 x 11.125 in.
Trim Size: 8.5 x 11 in.
\$1,000

(3) Full Page**

8.625 x 11.125 in.
Trim Size: 8.5 x 11 in.
\$700

(4) Half Page

8.625 x 5.625 in.
Trim Size: 8.5 x 5.5 in.
\$400

(5) Quarter Page

4.375 x 5.625 in.
Trim Size: 4.25 x 5.5 in.
\$300



The Hook is a saddle-stitched publication, 8.5" wide and 11" deep.

**Limited availability for cover, priority and all magazine advertising*

***\$100 add-on fee for a double truck ad*

THREE INCREDIBLE WAYS TO MAKE A LASTING IMPACT.

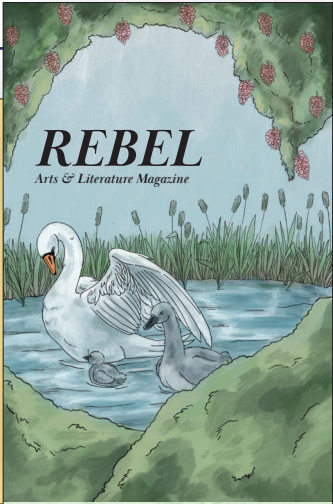
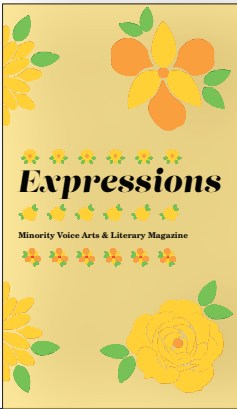
REBEL is an award-winning annual magazine which recognizes the best art and literary work of ECU students.

Expressions is ECU’s official minority voice magazine. Highlighting diversity on campus, it strives to broaden readers’ understanding of minority issues.

SPONSORSHIP PACKAGE

Consider showing support for ECU’s minority voices (Expressions) or ECU’s artist community (Rebel) with a sponsorship package:

\$1,200 includes...
cover page mention,
one full page, one half page
advertisement in the magazine
and design services.



(1) Full Page

6.125 x 9.125 in.
Trim Size: 6 x 9 in.
\$500

(2) Half Page

6.125 x 4.625
Trim Size: 6 x 4.5 in.
\$250

Expressions and REBEL are perfect-bound publications, 6” wide and 9” deep.

MAGAZINE BUNDLE

Have your ad featured in three publications! This bundle locks in a full-page ad in The Hook, REBEL and Expressions. Why wait when you can go ahead and reserve your space early?

	Sizes	Rate
(7) Magazine Bundle	8.625 x 11.125 in.	\$1,650
	6.125 x 9.125 in.	

Dimensions for all magazines have been listed with 0.125” bleed incorporated to ensure proper printing. Please keep text at least 0.125” away from the edge.

ECU'S OFFICIAL PIRATE RADIO STATION.

Our radio station has had a presence on campus since 1957. WZMB 91.3 FM broadcasts 24/7 throughout the year and provides live programming while ECU is in session. Run by students for students, WZMB is dedicated to broadcasting "music and local programming not readily available elsewhere in the listening area."

Offering an incredible selection of alternative music, including hip hop, rock, soul and indie, the station also features news, interviews with local artists, sporting event coverage and call-in shows.

PROGRAMMING SCHEDULE

WEEKDAYS:

6-10 AM Folk & Singer/Songwriter
10 AM-2 PM Indie & Alternative
2-5 PM EDM & Pop
5-9 PM Rock
9 PM-12 AM Genre Mix

WEEKENDS:

6-10 AM Folk & Singer/Songwriter
10 AM-2 PM Hip-Hop/R&B
2-5 PM Rock
5-9 PM Indie & Alternative
9 PM-12 AM EDM & Pop
12-6 AM Genre Mix

AMPLIFY YOUR REACH

On-Site Live Entertainment

WZMB provides live entertainment and DJ services for campus and local businesses around the community.

Rates & Requirements

\$100/hour
Minimum 2 hours | Maximum 4 hours

Studio Rental

In need of a space to record your podcast or music? WZMB offers studio rental to members of the community looking to have their voice(s) heard. Production assistance is available by request.

Rates & Requirements

\$50/hour
Additional time billed in 30-minute increments

Battle of the Bands Sponsorship

Support one of WZMB's most anticipated annual events as local bands compete each March for the chance to open at Barefoot on the Mall in April. Sponsorship packages provide a unique opportunity to connect with students while championing local music and emerging talent.

Sponsorship Packages

Main Stage Sponsor | \$600

Includes: title recognition, 10 on-air mentions, primary logo placement on promotional materials, dedicated social media post recognizing sponsorship, live event shoutouts, piratemedi1.com banner ad mention, provided booth space.

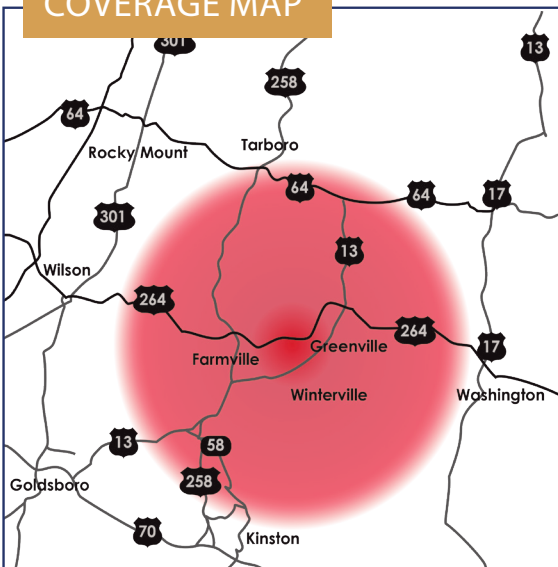
Supporting Act Sponsor | \$400

Includes: 6 on-air mentions, secondary logo placement on promotional materials, dedicated social media post recognizing sponsorship, live event shoutouts, piratemedi1.com banner ad mention.

Local Supporter Sponsor | \$200

Includes: 3 on-air mentions, secondary logo placement on promotional materials, live event shoutout.

COVERAGE MAP





Podcast Audio Ad

Our podcasts provide a unique platform for self-expression for our diverse student population, and they provide a literal new voice to advertisers with more room for creativity than traditional radio. Broaden your reach and attract a new crowd with an advertisement on one of Pirate Media 1's podcasts.

Pre-roll	\$20
Mid-roll	\$15
Post-roll	\$10

Sponsorship

Sponsorship is available for various broadcasts throughout the day and for special events. Your account executive will help you analyze your needs, budget and target audience to determine which slot will best achieve your goals.

Plus Sponsorship

\$100/week or \$400/month
Two 30-second spots during selected show/time slot
Two weekend spots

Standard Sponsorship

\$50/week or \$200/month
Two 30-second spots during selected show/time slot

Live Streaming

Our audience can tune in from anywhere in the world via our online live stream at piratemedi1.com/wzmb913fm.

STRETCH YOUR DOLLARS AND YOUR REACH TO **THE MAX** WITH A MULTIMEDIA COMBO PACKAGE.

This package includes the following monthly items, plus a year-round magazine sponsorship benefit:*

- 1 Leaderboard 728 x 90 px exclusive ad
- 2 Premium 728 x 90 px Teco Echo ads
- 2 Full Page 10.125 x 21 in. full page ads in TEC
- 1 WZMB Plus Month-Long Sponsorship, two 30-second spots during select time slot and two weekend spots
- 1 Standard Month of Social Media Posts

A \$4,000 monthly value.

*Some ad options may be substituted for others of a comparable value.

Annual Package \$24,000

Advertise twelve months out of the year. 50% Discount
A rate of only \$2,000 a month.

Semi-Annual \$14,400

Advertise six months throughout the year. The six months do not have to run consecutively. 40% Discount

Quarterly package \$9,000

Three months throughout the year. The three months do not have to run consecutively. 25% Discount

PUBLICATION SCHEDULE 2026-27*

AUGUST 2026	SEPTEMBER 2026	OCTOBER 2026	NOVEMBER 2026																																																																																																																																																																								
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 NEWSPAPER PUBLICATION

 TECO ECHO PUBLICATION

 REBEL PUBLICATION

 EXPRESSIONS PUBLICATION

 THE HOOK PUBLICATION

 PIRATE PREVIEW PUBLICATION

 HOME FOOTBALL GAMES

Fall 2026

First Day of Class: 8/17

State Holiday: 9/7

Fall Break: 10/3 - 10/6

Last Day of Class: 11/30

Commencement: 12/11

Home Football 2026

Appalachian State: 9/12

N.C. Central: 9/26

Rice: 10/10

Temple: 10/31

South Florida: 11/6

Florida Atlantic: 11/27-11/28

Spring 2027

First Day of Class: 1/11

State Holiday: 1/18

Spring Break 3/7 - 3/14

Last Day of Class: 4/27

Commencement: 5/7

Summer 2027

Summer Session I: 5/17

State Holiday: 5/31

Last Day of Class: 6/21

Summer Session II: 6/24

State Holiday: 7/5

Last Day of Class: 7/29

*Some deadlines and distribution dates may be subject to change.

**Summer schedule will be determined in April.