



www.westerncarolinian.com
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ADVERTISING RATES

Ad Style	Dimensions	Single Issue Pricing	Aug. 2024 - Dec. 2024	Aug. 2024 - May 2025	Ad Design Fee
Quarter page	10 in. x 2 in.	\$50	\$200	\$375	\$50
Half Page	10 in. x 4.75 in.	\$75	\$300	\$500	\$75
Full Page	10 in. x 9.5 in.	\$125	\$450	\$750	\$100
Online		N/A	\$600	\$950	\$100

How your ad purchase helps us:

The Western Carolinian is funded by WCU's Department of Campus Activities but that budget does not cover all of our expenses. Your ad purchase helps us cover printing, hardware, software subscriptions and helps fund our staff of student journalists. Your support helps us continue to cover local news, making an impact across Jackson County.

How purchasing an ad helps you:

With a growing digital and print audience, our paper is reaching WCU students, alumni and residents of Jackson County across various demographics. Through the addition of distribution boxes in Sylva and Dillsboro we are expanding our audience beyond WCU's campus. Choosing to advertise with us is choosing a growing, trustworthy organization that has been providing in-depth coverage for over 90 years!

Interested in becoming our sponsor? Be featured on our cover for \$1100 per semester or \$1800 per year