

NC State Student Media has partnered with the NC State Office of Information Technology, which guides students in creating broadcast content for the campus community through PackTV for Wolfpack sports, WolfBytes Television and Radio for information and NC State Television for all things campus life. All are broadcast on campus cable.

## PackTV

GO.NCSU.EDU/SPORTS



NC State's sports television station, PackTV, has been on air since 2009, broadcasting lacrosse, hockey, club basketball, soccer and more on the NC State cable system, Apple TV, Roku TV and YouTube. Employing more than 30 students, PackTV is a great source for NC State sports news, opinion and original programming. Between game broadcasts, PackTV plays short form content in programming blocks called continuity. PackTV boasts more than 75,000 views a month and airs 24/7/365.

Check with a media consultant for specific shows, times and space availability.

**PackTV show series  
exclusive sponsor  
\$500/semester**

**PackTV live game  
exclusive sponsor  
\$400/game**

**PackTV continuity  
sponsor (10 spots/day)  
\$500/semester**

## WolfBytes Television & Radio

WOLFBYTES.NCSU.EDU



WolfBytes Television is NC State's information channel, broadcasting Wolf alerts, traffic, weather and departmental events. WolfBytes Television airs on the NC State campus cable system and informational displays, Apple TV and Roku.

WolfBytes Radio is NC State's home for today's top 40 and electronic dance music (EDM). WolfBytes student DJs broadcast 24/7/365 to the Triangle and the nation on NC State cable system, WKNC HD-3 (coming spring 2019), Tune-in Radio and Apple Radio.

**WolfBytes Television  
sponsorship  
\$500/semester**

**WolfBytes Radio  
donor spot  
\$12.50/spot**

**WolfBytes Radio sports  
broadcast sponsorship  
\$125/season**

## NC State Television

NC State Television is student-produced and delivers the latest in Wolfpack academic and campus life directly to AppleTV, RokuTV and the NC State on-campus cable system. From distinguished lectures to math lessons to ROTC life, you can find it on NC State Television.

**Sponsorship including 30-second spots  
between event broadcasts (10 spots/day)  
\$500/semester**

### Specifications:

- For online video content, 5- to 15-second spots work best, while for radio and television 30-second spots are standard lengths.
- Video production can be provided if needed at a cost of \$66/hour. Ask your media consultant for details about scheduling.
- Allow a minimum of two weeks if production is needed; otherwise, three business days are needed to get content scheduled.
- Preferred video format is 1080 pixels, and the minimum accepted is 720 pixels. If you have questions, please contact your media consultant.

**Technical questions can be directed to B.J. Attarian at [bjattari@ncsu.edu](mailto:bjattari@ncsu.edu).**

## Mechanical Specifications

**Ads must be properly sized.** If your ad is the wrong size or aspect ratio, you will be asked to resend a correctly sized file. Student Media will not distort or stretch ads. Incorrectly sized or misshapen ads may be scaled proportionally, and unused space may be used for other purposes. Proportionally scaled ads will be billed for the size the ad was requested.

**Resolution of 300 pixels per inch (ppi) is required for continuous-tone photography and all rasterized images in print publications.** Do not use low-resolution photography such as that downloaded from the web.

**Please include your company name and run dates in the ad file name.** Ads that do not include a border may have a 0.5-point border added.

**We cannot guarantee the quality of ads that must be scanned from preprinted material.** Do not include screened material or halftones in artwork to be scanned.

**We prefer camera-ready ads in PDF (.pdf) format.** Other acceptable formats include Illustrator native (.ai), InDesign native (.indd), JPEG (.jpg), Photoshop (.psd) and Encapsulated PostScript (.eps). Native files must include all needed fonts and images. EPS files should not contain a specific halftone screen or transfer function.

**Unacceptable file formats** include Microsoft Publisher (.pub), Microsoft Word (.doc), Microsoft Excel (.xls), Microsoft PowerPoint (.ppt) and GIF (.gif).

**Customers who are not confident creating PDF files** should work closely with their media consultant to ensure that the files are created properly.

**Please submit ads via email.** You can email your ad or sponsorships as an attachment to media-sales@ncsu.edu for all of our media outlets. If the ad is too large to email, please speak to your media consultant about alternative submission options.

## Terms and Conditions

**Ad rates are net.** Any commission earned by an agency or placement service must be added to stated rates.

**Payment is due prior to the first ad insertion unless credit has been established.** Clients seeking credit must be approved by the Business and Marketing Manager before credit can be extended. Please allow five to 10 business days prior to deadline for processing for new advertisers.

**Classified ads** not placed through Technician's third-party vendor and national ads not placed through an agency must be prepaid.

**Billing terms are net amount due and payable within 30 days.** Accounts over 30 days will be allowed to advertise, but only if the outstanding balance is paid in full. Accounts 60 days past due must re-establish credit to advertise. In compliance with state policy, accounts 90 days past due are turned over to the North Carolina Attorney General's office for collection.

**Display advertising will be billed immediately after publication** unless other arrangements are made in advance. Tearsheets will be provided following publication.

**There is a \$20 service charge on all returned checks.**

**Ad cancellations must be received prior to the regular advertising deadline.** Ads canceled after deadline will be billed at full value. Proofed ads that run incorrectly because the proof was returned by the advertiser after deadline will be billed at full value.