

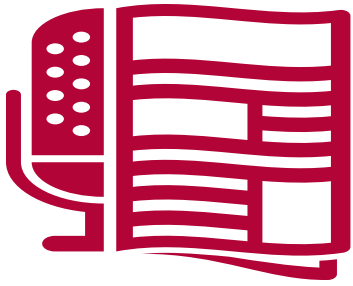
## Pricing Information

Available Packages	Outlet	Duration	Times Played On-Air	Length	Price
#1	WXAV	1 Week, (7 days)	24 Times per day	15 Seconds	\$25
#2	WXAV	2 Weeks, (14 days)	24 Times per day	30 Seconds	\$60
#3	WXAV	1 Month, (30 days)	24 Times per day	30 Seconds	\$120
#4	WXAV	Football	6 Times per game	4- 15 Secs 2-30 Secs	\$50
#5	WXAV	Women's Basketball	4 Times per game	2- 15 Secs 2- 30 Secs	\$40
#6	WXAV	Men's Basketball	4 Times per game	2- 15 Secs 2- 30 Secs	\$40

Available Packages	Outlet	Duration	Location	Designing Ad Fee*	Price
#7	The Xavierite	1 Week, (7 days)	Slide Show on Main & Sports Page. Dim: 970 x 310 px	\$20	\$20
#8	The Xavierite	2 Weeks, (14 days)	Slide Show on Main & Sports Page. Dim: 970 x 310 px	\$20	\$50
#9	The Xavierite	2 Weeks, (14 days)	Underneath WXAV media player. Dim: 228 x 365 px	\$20	\$30
#10	The Xavierite	1 Month, (30 days)	Underneath WXAV media player. Dim: 228 x 365 px	\$20	\$40
#11	The Xavierite	1 Month, (30 days)	Slide Show on Main & Sports Page. Dim: 970 x 310 px	\$20	\$75
#12	The Xavierite	1 Month, (30 days)	Site Background All Pages	\$50	\$250

Available Packages	Outlet	Duration	On-Air & Location	Length & Designing Fee	Price
#13	Both	2 Weeks, (14 days)	15 Secs & Underneath WXAV media player	24 Times Per Day/ \$20	\$40
#14	Both	2 Weeks, (14 days)	30 Secs & Slide Show	24 Times Per Day/ \$20	\$80
#15	Both	1 Month, (30 days)	30 Secs & Slide Show	24 Times Per Day/ \$20	\$130
#16	Both	1 Month, (30 days)	30 Secs & Site Background	24 Times Per Day/ \$50	\$300

\*This is in addition to the normal price. If you have an advertisement already designed, you will not be charged this fee.



# SXU STUDENT MEDIA

## Advertising and Underwriting Packet

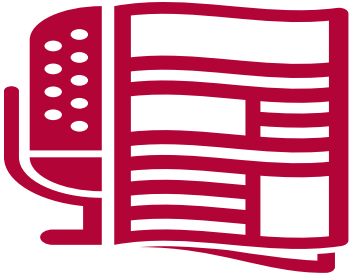
### *Why Advertise with Saint Xavier's Department of Student Media?*

- Founded by the Sisters of Mercy of the Americas in 1846, Saint Xavier University is the oldest Catholic University in the city of Chicago.
- With a student population of 4,000; Saint Xavier University consists of highly motivated and intelligent students from surrounding in-state communities, along with out-of-state communities.
- The Department of Student Media, which consists of the student newspaper *The Xavierite* and the student radio station WXAV 88.3FM, create content that is published and produced in the 3rd largest media market in the United States. Additionally the Department of Student Media reaches a worldwide audience via its website, [www.sxustudentmedia.com](http://www.sxustudentmedia.com), and averages over 2,500 actively engaged individuals viewing the site.
- The Department of Student Media's primary audience is 16-34 year olds. The student staff for both WXAV and *The Xavierite* is between the ages of 18-34 year olds. We know what college age students are looking for.
- WXAV's broadcast range has the potential of reaching 1.5 million people on the southwest side of Chicago and its surrounding suburbs. It is also a cofounder of the world wide event known as College Radio Day.
- The Department of Student Media has close to 5,000 followers across its various social media platforms.
- Over the past 20 years both the student newspaper and student radio station have won numerous of statewide academic awards, along with nationwide awards including:
  - A) Over a dozen Illinois Broadcasting Associations Student Silverdome Awards (IBA), including eight first place awards
  - B) Over a dozen Illinois College Press Association Awards, including first place in Feature page design and Best Editorial.
  - C) WXAV took 2nd place twice (2003 and 2013) in the Professional IBA Silverdome Awards in Public Affairs programming, beating out WGN-AM and 101.9FM The Mix. In 2010, it was also named by Paste Magazine as one of the Best College Radio Stations in the U.S.
  - D) *The Xavierite* is one of the first college newspapers in Illinois to be solely published online.
- Simply put, by advertising or underwriting with the Department of Student Media, you are supporting the next generation of journalists and broadcasters continue to learn their craft, and gain professional experience.

*For More Information:*

*Contact Peter Kreten, Director of Student Media, Saint Xavier University*

*Email: [pkreten@sxu.edu](mailto:pkreten@sxu.edu), Phone: (773)298.3375*



# SXU STUDENT MEDIA

## What is Underwriting?

Underwriting is a non-commercial way to let the audience get an understanding of what your company provides. Through underwriting you can stand out from commercials and allow the audience to see you in a more personal light. Information that is usually included in an underwriting spot would be your company's name, what your company provides, address, telephone number, e-mail, business hours, and services your company provides to the community.

## General Underwriting Information

All on-air spots will be between 15- 30 seconds in length, and will include the name of your business, address, hours of business, contact information, and a description of the services you provide to your clients.

Since WXAV is a non-commercial radio station, its announcements are called GSA's, or General Service Announcements. It is not allowed to use comparative words such as "best", "most" or "greatest." WXAV is allowed to advertise general information regarding your business. Each spot is prerecorded to ensure quality of its delivery to the public.

The staff of WXAV will work closely with each business to tailor-make a GSA that meets the specifications of each underwriter. You will have final approval of any GSA regarding your business that airs on WXAV.

### Here is an example of a 30 second spot:

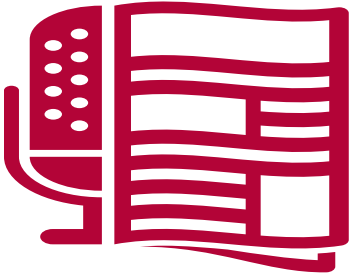
"This program is being supported by **Ziggy Sports Equipment**, located at 19999 S. LaGrange Road in Orland Hills. Ziggy Sports Equipment specializes in serving the running and track needs of athletes on the south side of Chicago. Their hours are weekdays from 9am to 9pm and weekends from 10am to 10pm.

For your sports needs contact Ziggy Sports. Their phone number is (312)-55-ZIGGY. or visit their website, [ziggysportsequipment.com](http://ziggysportsequipment.com)"

*For More Information:*

*Contact Peter Kreten, Director of Student Media, Saint Xavier University*

*Email: [pkreten@sxu.edu](mailto:pkreten@sxu.edu), Phone: (773)298.3375*



# SXU STUDENT MEDIA

## Frequently Asked Questions

*What will be contained in the Underwriting spot?*

Your spot will include: the name of your business, the services you provide, contact numbers to get ahold of you, and any other information you deem necessary. Please note that there are FCC requirements that rule out certain words and language from being used and therefore the wording will be determined on an individual basis.

Spot range from 15-30 seconds long.

*Who will supply and record the Underwriting spot?*

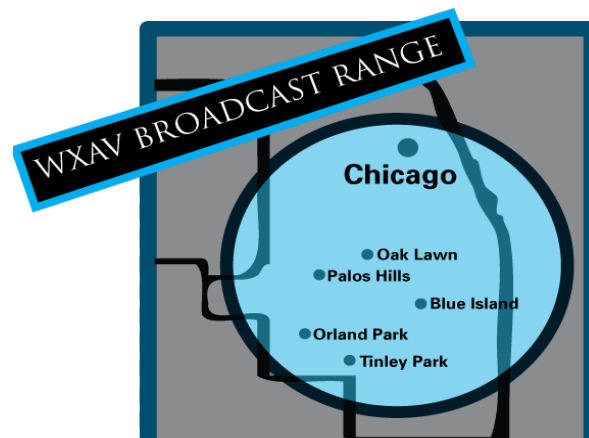
You are more than welcome to write and record your own script (Must follow FCC requirements for underwriting), or WXAV will provide a script for the spot. You may also choose to come into the studio and record with your voice, or instead use a WXAV professionally trained voice artist.

*How much will an Underwriting spot cost?*

Please view the attached pricing form which lists all of the available underwriting packages, along with pricing.

*What is WXAV's Broadcast radius?*

WXAV is licensed by the Federal Communications Commission (FCC) to be a noncommercial radio station that broadcast at 150 watts. Its broadcasting antenna reaches the southwest side of Chicago and it's neighboring suburbs. Below is a map which outlines the communities WXAV can reach via it's FM broadcast antenna



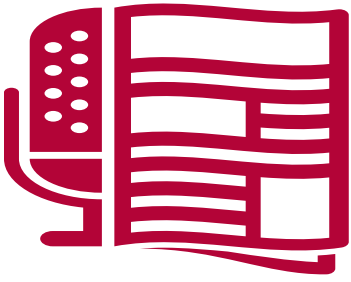
*Who do I contact for more information on underwriting?*

Peter Kreten, Director of Student Media (773) 298.3375 or [pkreten@sxu.edu](mailto:pkreten@sxu.edu)

*For More Information:*

*Contact Peter Kreten, Director of Student Media, Saint Xavier University*

*Email: [pkreten@sxu.edu](mailto:pkreten@sxu.edu), Phone: (773)298.3375*



# SXU STUDENT MEDIA

## Advertising Online

- Currently the Department of Student Media has three designated positions available on its website, [www.sxustudentmedia.com](http://www.sxustudentmedia.com) for advertising. This is to maximize the number of views of each individual advertisement.
- On various packages customers will be able to customize which pages their advertisements will appear on.
- Ads will be published within 48 hours of final customer approval.
- Student Media only accepts JPEG files for its advertisements.
- Links redirecting back to a customers website and/or social media accounts is included on all packages where applicable.
- If a customer needs an advertisement designed, the staff will be able to design an advertisement according to the clients specifications. However please note the additional designing fee which will be added onto the normal price.
- Student Media does accept pre-designed advertisement. Please ensure that these advertisements meet the required measurements listed below.
- If customer supplies their own advertisement, they **WILL NOT** be charged the additionally designing fee.
- All advertisement sizes are in “pixels”. The pixel breakdown is as follows:

970 x 310 pixels = approximately 3.25 inches by 1.05 inches

228 x 365 pixels = approximately .75 inches by 1.20 inches

- The site background refers to the reddish black area of each individual page which contains *The Xavierite* and WXAV logos off to the side.
- The WXAV media player is the device individuals use to listen to WXAV on the internet.
- Saint Xavier University is a Catholic institution, and such will not accept certain types of advertisements. For more information on advertisements which **ARE NOT** accepted, please contact the Director of Student Media.

*For More Information:*

*Contact Peter Kreten, Director of Student Media, Saint Xavier University*

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