

---

**Re: Advertising Rates**

---

**Zanna Swann** <zswann@ncsu.edu>

Wed, Apr 1, 2020 at 2:07 PM

To: John Caldwell &lt;geetbazaar@wknc.org&gt;

Cc: Carlie Schultz &lt;cschultz@crossroadscampaigns.com&gt;, Student Media Sales &lt;media-sales@ncsu.edu&gt;, Jamie Lynn Gilbert &lt;advisor@wknc.org&gt;

Hi Carlie - Thank you for considering NC State Student Media. We do accept political ads. Currently, our campus is operating with limited folks on campus and classes being provided online. As such, print publications have been suspended and most content provided via the online counterparts of the print publications until the fall semester. We also offer social media. As a non-commercial station, WKNC is not permitted to run political advertising.

I have attached our rate card, which we will honor pricing into the 2020-2021 academic year. We also will begin offering advertising on our paper kiosk box panels beginning in September. These will be \$350/month/per panel for a six-month contract or \$300 /month/per panel for a six-month contract and for an individual month we are working out pricing, though I suspect it will be around \$500/month/panel.

If you have any questions, please let me know. Again, thank you for your interest.

Zanna

On Tue, Mar 31, 2020 at 6:28 PM John Caldwell <geetbazaar@wknc.org> wrote:

Hi Carlie,

NC State Student Media does Donor Announcements and PSAs for a reasonable price. I'm copying Media Sales on this email.

> John

On Fri, Mar 27, 2020 at 1:52 PM Carlie Schultz <cschultz@crossroadscampaigns.com> wrote:

Hello!

My name is Carlie Schultz, and I am apart of Crossroads Campaigns, a consulting firm that works on various campaigns throughout the country. I am reaching out because I am curious if you do political ads and if so, what are your rates? Thank you very much and I look forward to hearing from you.

---

Carlie Schultz

[cschultz@crossroadscampaigns.com](mailto:cschultz@crossroadscampaigns.com)

2674956234

---

**NC STATE UNIVERSITY****Zanna Swann**

Business and Marketing Adviser and Manager

NC State Student Media

Campus Box 7318

306 Witherspoon Student Center

Raleigh, NC 27695

Phone: 919.513.0362

[zswann@ncsu.edu](mailto:zswann@ncsu.edu)**Serving:***Technician ~ WKNC 88.1 FM ~ Nubian Message ~ Agromeck ~ Windhover ~ Student Magazines***2020 NC State Student Media Rate Card 2019-2020.pdf**

5629K