

Eagle News

63 Members

- 12 Editors
- 30 Reporters/Writers
- 3-5 Copy Editors
- 3-5 Production Assistants
- 11 Photographers
- 15-20 Contributors
- 3-4 Ad Representatives
- 2 Distributors
- 1 Business Manager

All FGCU Colleges Represented
Staff are Undergraduate students



Advertisements

Average 11 ads per issue
14 issues in Fall 08
154 ads

Rates

National \$15.12/c.i.
Local \$9.72/c.i.
FGCU \$5.90/c.i.

Budget

Eagle News operates on a fiscal yearly budget of \$100,000
\$40,000 from Activities and Services Account with Student Government
\$60,000 from advertisements held in a University Auxiliary Account

Personnel expenditures totaling:
\$59,000 from the Auxiliary Account generated through ad revenue

Cost per issue:
Eagle News is charged \$196.65 for every thousand papers printed.
The average cost per week is \$786.00

Distribution

16 on campus locations
2 off campus locations
All issues available by noon

Pick up
Average 1/4 recollection rate
Last sell-out in Fall 2008
"Copper Oaks Issue"

Out reach
Several personal deliveries
Personalizing the News
Word-of-Mouth Promotions

Circulation

| | | |
|--------|--------------|-------------|
| 07-08 | 3,500 copies | Weekly |
| SM 08 | 4,000 copies | Monthly |
| 08-09 | 4,000 copies | Weekly |
| Aug 08 | 6,000 copies | Orientation |



Eagle News

Wednesday, October 29, 2008

Confusion reigns in Amendment 2 sign snafu

With the general election less than a week away, the university has seen an upsurge in...
The election is expected to...
The sign-up process...
The sign-up process...
The sign-up process...

How will you vote?

Eagle News polls

43% 47%

Eagle News poll results

Major breakthroughs

BY THE NUMBERS

43% of voters plan to vote

47% of voters plan to vote

Missing student found 6 days later

A missing student was found 6 days after being reported missing...
The student was found in a wooded area...
The student was found in a wooded area...

Readership

Estimates 9200 readers, including pass-around