

THE DAILY REVEILLE NEWSPAPER
LSUREVEILLE.COM ONLINE
LEGACY MAGAZINE
TIGER TV TELEVISION
GUMBO YEARBOOK
KLSU RADIO



LSU STUDENT MEDIA

LOUISIANA
STATE
UNIVERSITY

UNIVERSITY FACTS

University population

23,017	undergraduate students
4,975	graduate students
5,109	faculty & staff
33,101	total university population

Student demographics

51% female	60% age 21+
49% male	40% under age 21
76% permanent La. residents	21% live on campus
18% out-of-state residents	79% live off campus
6% international	

Information provided by Louisiana State University
Office of Budget & Planning based on Fall 2009

LSU Students' Yearly Spending (in millions)

Food (on top of meal plans)	\$38
Clothing/shoes	\$12.1
Entertainment	\$10.1
Phone service	\$9.8
Personal care	\$7.4 (not cosmetics)
Nightlife	\$7
Technology	\$5.7 (not cell phones)
Cosmetics	\$3.4

Extrapolated from the Alloy Media & Marketing, 2007 College Explorer Study

Louisiana State University is a vibrant university community on the move. On any given day, you can expose your business to more than **33,000 university students, faculty, and staff.**

The University has an **economic impact on 1.3 billion** on the Baton Rouge economy.

LSU students alone have an **annual** buying power of more than **\$160 million.**

- **Despite a slowing economy, college students are still spending.**

College students boast an astounding \$312 billion in spending power including more than \$70 billion in discretionary spending.

- **Students seek out information on products and services.**

Advertising is the second highest resource for students looking for information on brands (62%), topped only by friends and family at 67%.

- **The socially conscious activities of brands remain important to students.**

A full 9 out of 10 students say they would switch to a more socially conscious brand, all other factors being equal.

Information provided by Alloy Media & Marketing, 2008 College Explorer Study

The 2008-2009 Advertising and Marketing Staff won the nation's top honor:

College Newspaper of the Year

awarded by College Newspaper Business and Advertising Managers (CNBAM) for cumulative efforts in the area of ad design, campaign development, sales materials, training programs, marketing promotions and more. Our staff of talented students and professional staff are here to happily help you develop a successful marketing plan and help you reach your business goals.

LSU STUDENT PLANNED PURCHASES

Within the month

86% gas, car services
83% groceries
82% restaurant meal
76% fast food
70% entertainment (movie, concert, cover charge)
54% clothes, shoes, accessories, jewelry
47% beer, liquor, wine from bar or store
46% books, magazines, CDs, DVDs

Within the year

61% computer or computer-related equipment
45% wireless tech gadgets (MP3s, cell phones, PDA, etc.)
43% furniture or home furnishings
42% new apartment
37% TV, DVD players, sound system, cable hook-up
23% new- or used-car
21% insurance or banking services

Information based on a Spring 2008 LSU Reilly Center
random survey of 703 students

LSU STUDENT SOURCES OF INFORMATION

Internet	77.9%
Newspaper (Including The Daily Reveille)	76.9%
Television	76.2%
Word of mouth	76.2%
Magazine	51.4%
Radio	50.5%
Fliers	28.1%
Billboards	25.1%

Information based on a Spring 2005 LSU Reilly Center random survey of 2,485 LSU students

p. 225.578.6090
f. 225.578.0576
www.lsu.edu/studentmedia

Office of Student Media Advertising
Louisiana State University
B34 Hodges Hall
Baton Rouge, La. 70803



LSU

Office of
Student Media

THE DAILY REVEILLE

RATES

RATES

Column inches	Campus	Local billed	National/ agency billed	Summer Local/National	All rates are per column inch.
>35	\$9.00	\$11.35	\$15.50	\$9.50	(Column inches = No. of columns wide x No. of inches high)
8-35	\$9.40	\$11.95	\$17.25	\$10.00	Color is \$2.00 per column inch minimum \$35, maximum \$100.
<8	\$10.25	\$12.70	\$18.50	\$10.50	

SPECIAL RATE PRICING

Pre-pay Save 5 percent by paying for the ad prior to run date. Payment not received on time will be back-billed for the 5 percent (campus organizations are not eligible).

Frequency Run 20 ads, unchanged at 50 percent off (minimum 10 column inches).

Strip Ads FRONT PAGE: Call for sizing. Daily \$375, weekly \$300 a day (\$1,500)
SPORTS FRONT: 5 columns wide x 2". Daily \$275, weekly \$200 a day (\$1,000)
Ads will print on the bottom of the page

Puzzles Available for \$20-\$30 a day. One week minimum.

Contracts See chart below. Clients not using remaining inches in a contract will be back-billed at the adjusted rate.

Inches	Campus		Local		National	
150+	\$9.00	\$1,350	\$11.15	\$1,672.50	\$15.25	\$2,287.50
251+	\$8.85	\$2,221.35	\$10.90	\$2,735.90	\$15.00	\$3,765
501+	\$8.75	\$4,383.75	\$10.65	\$5,335.65	\$14.75	\$7,389.75
801+	\$8.50	\$6,808.50	\$10.15	\$8,130.15	\$14.50	\$11,614.50
1151+	\$8.25	\$9,495.75	\$9.65	\$11,107.15	\$14.25	\$16,401.75
1551+	\$8.00	\$12,408	\$9.15	\$14,191.65	\$14.00	\$21,714.00
2001+	\$7.75	\$15,507.75	\$8.65	\$17,308.65	\$13.50	\$27,013.50
2501+	\$7.50	\$18,757.50	\$8.15	\$20,383.15	\$13.00	\$32,513
3200+	\$7.25	\$23,200	\$7.65	\$24,480	\$12.50	\$40,000

Pre-printed Insertions A copy must be sent to the Daily Reveille for content approval 3 weeks before insertion date. Inserts must arrive at printer one week before insertion date. Buy three full runs and receive the fourth 75 percent off. One insert allowed per day; first come, first served.

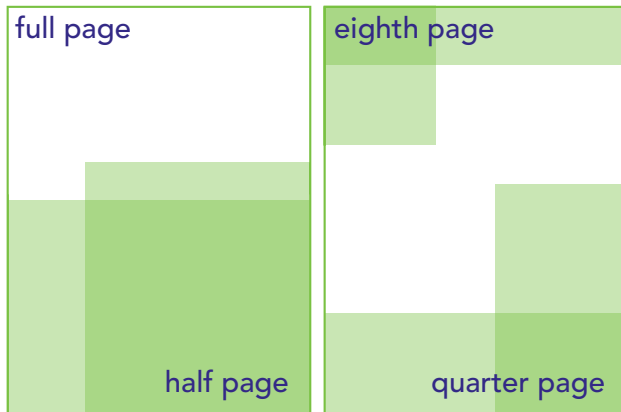
Single sheet (8 ½ x 11)	\$75/thousand
Secondary advertising vehicle	\$140/thousand

86 PERCENT OF LSU STUDENTS READ THE DAILY REVEILLE.
54 PERCENT ARE PROMPTED TO BUY FROM ADS IN THE REVEILLE.

THE DAILY REVEILLE

ADVERTISING SPEC SHEET

SIZES



SAMPLE AD SIZES

Size	Col inches	Example dimensions	Alternate dimensions
Full page	70	10.374" (5 col) x 13.667"	—
Half page	35	10.374" (5 col) x 6.8335"	8.2658" (4 col) x 8.57"
Quarter page	17.5	10.374" (5 col) x 3.41675"	4.0494" (2 col) x 8.75"
Eighth page	8.75	4.0494" (2 col) x 4.3751"	10.374" (5 col) x 1.708375"

COLUMN SIZES

No. of Col.	Inches
1	1.9412
2	4.0494
3	6.1576
4	8.2658
5	10.374

1 column wide x 1 inch deep =
1 column inch

SUBMISSION

Color files in CMYK (black at 100 percent)

Resolution at 300 DPI or higher at reproduction size

All ads submitted in PDF, JPEG, or TIFF format

DEADLINES

Artwork and space reservations are due two business days in advance by noon. Please check for early deadlines near holidays and student breaks. More details available on calendar.

RATES

Column Inches	Local Billed
>35	\$11.35
8-35	\$11.95
<8	\$12.70

Publication day	Deadline (noon)
Monday	Thursday
Tuesday	Friday
Wednesday	Monday
Thursday	Tuesday

DISTRIBUTION

Fall and Spring:
12,000 - 14,000

Summer:
6,000-7,000

PRICE PER COLUMN INCH

LOCAL BILLED ACCOUNTS

BLACK & WHITE

12.70 pci

11.95 pci

11.35 pci

Inches	1 col	2 col	3 col	4 col	5 col
1	\$12.70	\$25.40	\$38.10	\$5.80	\$63.50
2	\$25.40	\$50.80	\$76.20	\$95.60	\$119.50
3	\$38.10	\$76.20	\$107.55	\$143.40	\$179.25
4	\$50.80	\$95.60	\$143.40	\$191.20	\$239.00
5	\$63.50	\$119.50	\$179.25	\$239.00	\$298.75
6	\$76.20	\$146.40	\$215.10	\$286.80	\$358.50
7	\$88.90	\$167.30	\$250.95	\$334.60	\$418.25
8	\$95.60	\$191.20	\$286.80	\$382.40	\$454.00
9	\$107.55	\$215.10	\$322.65	\$408.60	\$510.75
10	\$119.50	\$239.00	\$358.50	\$454.00	\$567.50
11	\$131.45	\$262.90	\$394.35	\$499.40	\$624.25
12	\$143.40	\$286.80	\$430.20	\$544.80	\$681.00
13	\$167.30	\$334.60	\$501.90	\$635.60	\$794.50
14	\$167.30	\$334.60	\$501.90	\$635.60	\$794.50

COLOR

Color charge maxed out

Includes min. color charge of \$35

Inches	1 col	2 col	3 col	4 col	5 col
1	\$47.70	\$60.40	\$73.10	\$85.80	\$98.50
2	\$60.40	\$85.80	\$111.20	\$130.60	\$154.50
3	\$73.10	\$111.20	\$142.55	\$178.40	\$214.25
4	\$85.80	\$130.60	\$178.40	\$226.20	\$274.00
5	\$98.50	\$154.50	\$214.25	\$274.00	\$348.75
6	\$111.20	\$178.40	\$250.10	\$321.80	\$418.50
7	\$123.90	\$202.30	\$292.95	\$390.60	\$488.25
8	\$130.60	\$226.20	\$321.80	\$446.40	\$534.00
9	\$142.55	\$250.10	\$376.65	\$480.60	\$600.75
10	\$154.50	\$274.00	\$418.50	\$534.00	\$667.50
11	\$166.45	\$297.90	\$460.35	\$587.40	\$724.25
12	\$178.40	\$321.80	\$502.20	\$640.80	\$781.00
13	\$202.30	\$369.60	\$585.90	\$735.60	\$894.50
14	\$202.30	\$369.60	\$585.90	\$735.60	\$894.50

\$2.00 pci (min. \$35, max. \$100)

ONLY 25% OF STUDENTS READ THE "WEEKLY" NEWSPAPER.
LSU STUDENT MEDIA | 225.578.6090

THE DAILY REVEILLE

SPECIAL PUBLICATIONS

DATES FOR GUIDE PUBLICATIONS

- JULY: Freshman Orientation Guide (mail home*)
 - AUGUST: Dining & Entertainment Guide
 - SEPTEMBER: Football Guide
 - NOVEMBER: Holiday Preview Guide
 - FEBRUARY: Fashion, Health & Beauty Guide
 - MARCH: Best of LSU Living
 - APRIL: Career Guide
 - MAY: Graduation Stress Busters Guide (hand out at graduation)
- Discount: Buy all eight for 25 percent off
Buy any four at 10 percent off

Ask your rep for guidelines

*\$25 shipping surcharge per advertiser

RATES & SIZES

Full-page	
(7.007" x 9.167")	\$600
Half-page	
(7.007" x 4.6641")	\$320
Quarter-page	
(3.4239" x 4.5361")	\$175



OTHER PUBLICATIONS TO ASK YOUR REP ABOUT

- First Edition of the Year
- Football Fridays
- Semester in Review
- First Edition of Spring
- Valentine's edition
- March Madness Tournament Brackets
- Spring Testing Editions
- Year in Review
- Parent's Survival Guide

STUDENTS SEEK OUT INFORMATION ON PRODUCTS & SERVICES FROM ADVERTISING (62%), TOPPED ONLY BY FRIENDS AND FAMILY AS THE TOP SOURCE (67%)

This site offers additional unique text, video and graphic content to complement our print production.

Website advertising is also available on our other media websites, ask your rep for details.

RATES

Run of Site	Week	Month	Semester	Year
Vertical	n/a	\$100	\$450	\$925
Horizontal	n/a	\$175	\$785	\$1615
Rectangle	n/a	\$250	\$1125	\$2315
E-mail updates	\$75	\$375	\$1600	\$3290
Text Links	n/a	\$60	\$275	\$670

**Add flash to any ad for a \$50 charge per screen*

**Video intro ads also available, call for pricing*

Horizontal ads appear below the fold of our site.

Vertical ads appear on the left side.

Rectangle ads appear on the right side. All placements are run-of-site (placement on all site pages) and run in rotation with other ads of the same size.

Top Header half banner ads run in the lsureveille.com header.

E-mail updates are sent out to all subscribers with each issue's top news stories and any time there is breaking news.



HALF HEADER
270 px x 62 px

HORIZONTAL
468 px x 60 px

RECTANGLE
300 px x 250 px

VERTICAL
160 px x 600 px

PAGE SPONSORSHIP

FRONT PAGE	Month	Semester	Year
Vertical	\$250	\$1,125	\$2,375
Horizontal	\$300	\$1,350	\$2,850
Rectangle	\$400	\$1,800	\$3,800
Top Header Half Banner	\$600	\$2,700	\$5,700
SPORTS/ PUZZLE PAGE			
Vertical	\$200	\$900	\$1,900
Horizontal	\$275	\$1,240	\$2,615
Rectangle	\$350	\$1,575	\$3,325
NEWS/OPINION/ENT.			
Vertical	\$50	\$225	\$475
Horizontal	\$125	\$550	\$1,175
Rectangle	\$200	\$900	\$1,900

*each spot will only rotate between 3 sponsors, first come, first served.

77.9 PERCENT OF LSU STUDENTS USE THE INTERNET AS THEIR MAIN SOURCE OF INFORMATION.

LSU STUDENT MEDIA | 225.578.6090

LEGACY & GUMBO

MAGAZINE AND YEARBOOK

LEGACY RATES

Full-page	9" x 12"	\$350
Inside front cover	9" x 12"	\$450
Page one	9" x 12"	\$450
Inside back cover	9" x 12"	\$425
Back cover	9" x 12"	\$500
Half page	9" x 6"	\$225
Quarter page	4.5" x 6"	\$125

Buy three issues at regular price, get the last issue HALF PRICE with a signed insertion for all four issues. First-time new client may purchase a second full-page ad in the following edition at \$100-off the regular price.

GUMBO

STUDENT ORGANIZATION RATES

Full-page	\$350
Additional full page	\$250
Half-page	\$225

All ads will run full-color.

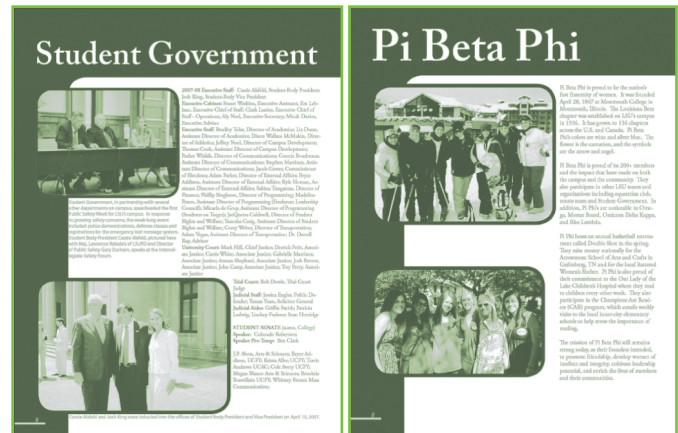
This publication will be distributed in the fall.

*For Retail rates, please contact the sales office at 225-578-6090.

DATES

Issue published	Deadline
Sept 27	Aug 31
Nov 8	Oct 11
Feb 21	Jan 24
Apr 11	Mar 14

Ask your rep for sizing specifications



SOCIETY OF PROFESSIONAL JOURNALISTS NAMED LEGACY THE BEST STUDENT MAGAZINE TWO TIME IN THE PAST EIGHT YEARS.

LIVING EXPO

ANNUAL HOUSING AND MERCHANT FAIR

EVENT DESCRIPTION

The eighth annual Living Expo event will be hosted in March 2011 by Student Media in the Union Ballroom. The Living Expo features apartment complexes, condominium communities, gyms, restaurants, banks and any vendor that fits into a student's lifestyle and needs. This year's event will have a universal theme and will also feature other aspects of student life to attract more student attendance and interaction.



STUDENT RESPONSES

"Everything accessible in one place. Free Stuff!"

"I had a blast!"

"I found it very convenient; I usually don't have time to research all my housing options."

"I really appreciate you guys doing this for us."

"I've died and gone to heaven."

"I like free stuff; it's like Mardi Gras!"

"This makes looking for an apartment really easy. It is not so overwhelming or intimidating."

SPONSORSHIP LEVELS

One Table \$440

- 1 table
- 1 ad in pull-out special section
- inclusion in 8 large ads promoting event, TTV infographics & Gumbo ad

Two Tables \$625

- 2 tables
- 1 ad in pull-out special section
- inclusion in 8 large ads promoting event, TTV infographics & Gumbo ad

Bronze Partner \$1250

- 2 tables
- 1 ad in pull-out special section
- 5 individual ads leading up to event
- inclusion in 8 large ads promoting event, TTV infographics, Gumbo ad & KLSU remote

Silver Partner

\$2275

- 2 tables
- 1 ad in pull-out special section
- 5 individual ads leading up to event
- inclusion in 8 large ads promoting event, TTV infographics, Gumbo ad, KLSU remote inclusion & inclusion in 6 ads promoting event prizes
- KLSU spots

Gold Partner

\$4500

- 3 tables
- 1 ad in pull-out special section
- 5 individual ads leading up to event
- Inclusion in 8 large ads promoting event, TTV info graphics, Gumbo ad, KLSU remote & inclusion in 6 ads promoting event prizes
- KLSU spots
- Electricity at booth

FOUR OUT OF FIVE LSU STUDENTS LIVE OFF CAMPUS.

100 PERCENT OF ATTENDEES POLLED SAID THE EXPO WAS ENJOYABLE.

LSU STUDENT MEDIA | 225.578.6090

POLICIES & PROCEDURES

THE FINE PRINT

TERMS OF PAYMENT

Terms of payment are net 30 days.

Student Media accepts cash, checks, Visa, MasterCard, American Express and Discover.

A \$25 fee will be charged for all returned checks.

Advertisers whose accounts are unpaid after 30 days will be charged a late fee of 1 percent per month on a compound basis until payment is received and balances are current. At 90 days, all advertising and underwriting with Student Media will be put on hold until the account is brought current. Failure to pay within 120 days will result in the account being turned over to collections.

Advertisers must have been in business 3 years and submit an application for credit before receiving an approved credit account.

Student Media does not extend credit to some types of businesses.

LSU departments should provide an I.T. number for advertisements.

MAKE-GOODS

In spite of our best efforts, copy errors occasionally occur in material we typeset or broadcast for our advertisers. If your ad has an error in it, report it immediately. Student Media's liability will not exceed the actual cost of the ad in question and liability for an omitted ad will be limited to publishing the advertisement in a subsequent issue, or airing on a subsequent date.

Make-goods will be made for the portion of the advertisement in error when it is an error by Student Media. The decision of a make-good ad is at the discretion of the particular medium's Sales Manager.

Allowances will be made only for errors that materially affect the value of the advertisement. Student Media will not be responsible for copy changes by phone or made after deadline.

Any problems with an advertisement or commercial must be addressed within 10 business days to be eligible for a make-good.

CREDIT ADJUSTMENT

All questions relative to charges should be directed to either the particular medium's Sales Manager or the Business Manager. Only those individuals are authorized to make adjustments to charges for advertisements. Student Media does not grant refunds.

Address all billing questions to Student Media's Business Manager at (225)578-7473.

We accept



CLASSIFIEDS ARE PLACED ONLINE AT LSUREVEILLE.COM FOR 35¢ PER WORD.

POLICIES & PROCEDURES

THE FINE PRINT

GENERAL POLICIES

Student Media reserves the right to reject any advertisement.

Advertisements that discriminate on the basis of race, ethnicity, creed, color, disability, sexual orientation or gender will not be accepted. Advertisements that Student Media deems false or misleading will be rejected.

Advertisements for products, services or promotions that are illegal in the state of Louisiana will be rejected.

The advertiser and/or advertising agency assumes liability for all content (including text and illustrations) of advertisements printed in Student Media and also assumes any claims made against Student Media.

Student Media is not responsible for errors in advertising copy accepted after deadlines or when proof has been approved by the advertiser.

Placement is never guaranteed unless it is specifically mentioned on insertion orders at an extra charge.

Advertising and editorial copy or station programming are independent of one another.

Student Media assumes no liability for failure to publish an advertisement or for the financial loss of business due to that failure.

Any ad placed in The Daily Reveille exceeding 12 inches in depth will be billed at 14 inches.

Rates are subject to change.

Credit can be revoked at any time at the discretion of the Business Manager.

The Daily Reveille does not grant refunds for any classified ad.

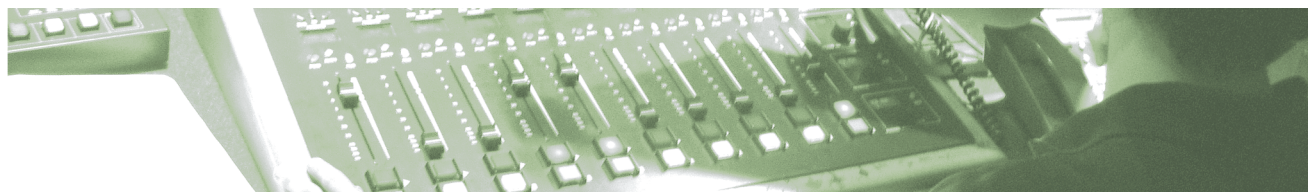
ANNUAL CONTRACTS

Annual contracts expire on August 1st unless otherwise stated. The contract becomes effective on the date it is signed and is not retroactive to any date prior to signing. It is the advertiser's responsibility to use all advertising within the agreement. Advertisers will be charged for the difference in rates should the annual agreement not be met.

Clients who don't fulfill their contracts will also be put on a three-year probation, and will not be allowed to sign any contracts for column inches during that time.

CLASSIFIEDS ARE PLACED ONLINE AT LSUREVEILLE.COM FOR 35¢ PER WORD.
LSU STUDENT MEDIA | 225.578.6090

KLSU UNDERWRITING IS 100% TAX-DEDUCTIBLE



RATES

All rates are for spots to run on a rotating basis 6 a.m.–11 p.m.
Prices are per 30-second spot.

20–50 spots	\$6/spot
51–100 spots	\$5/spot
101+ spots	\$4/spot
On-campus*	\$4/spot

*I.T. or pre-paid campus organization

Minimum purchase is 20 spots

Purchase less than 20 spots = \$15/spot

BREAK UNDERWRITERS Traffic

Plays at :10, :30 and :50 past the hour

A.M. (6–9 a.m.) or P.M. (3–6 p.m.) available

Three 15-second spots/hour

\$150 per week for A.M. or P.M.

Sports or News

News update plays at :20 past the hour

Sports update plays at :40 past the hour

A.M. (6–9 a.m.) or P.M. (3–6 p.m.) available

One 30-second spot/hour

\$95 per week for A.M. or P.M.

\$25 per day for A.M. or P.M.

REMOTES

\$250 per two-hour remote

\$350 per three-hour remote

Includes:

- Twenty spots promoting the remote during the prior week
- Talent, production, table cover and give-aways
- Five promotional t-shirts or KLSU premiums

SPECIALTY SHOW RATES

- Fifteen underwriting announcements per week
- Three in-show underwriting announcements per hour
 - One hour show - \$100 per week
 - Two hour show - \$110 per week
 - Three hour show - \$120 per week
 - Four hour show - \$130 per week
- One 2 x 3 ad in The Daily Reveille to promote your show with your logo

SPECIAL PRICING

Underwrite a specialty show, news break, sports break or traffic break for multiple weeks or months and receive the following volume discounts:

- **Buy four shows**, get the fifth week 25 percent off
- **Buy eight shows**, get the ninth and tenth weeks 30 percent off
- **Buy four months (16 weeks/ one semester)**, get two additional weeks 50 percent off
- **Buy two semesters (32 weeks)** get two weeks free

DEADLINES

Final script for underwriting announcements must be received and approved two full business days prior to broadcast.



KLSU UNDERWRITING IS 100% TAX-DEDUCTIBLE

UNDERWRITING

Underwriting differs from advertising with a commercial radio stations. Licensed through LSU, KLSU adheres to underwriting rules and regulations set by the FCC (Federal Communications Commission). KLSU promotes slogans, locations and neutral descriptions of products or services. KLSU does not make quantitative, partisan or qualitative statements or make calls to action.

WHAT YOU CAN'T SAY

Stay away from any action verbs like: "call, go, come, log-on, make, buy, join, try or stop by."

Cannot use price points, interest rates or "free."

No inducements to buy, sell, rent or lease like "six month free," "a bonus gift available this week" or "special gift for first 50 visitors."

No use of words like "best."

Keep your spot limited to:

- Business name
- Location or address
- Hours of operation
- Service provided
- Contact information



UNDERWRITING EXAMPLES

The Tiger District

Tired of paying high prices for LSU t-shirts? Want LSU apparel that stands out from the rest? Well, here is your chance. Tiger District is the place to find unique LSU t-shirt designs at affordable prices, ideal for the college budget. They also offer a variety of gear for all your game day needs. The Tiger District is located right off campus at the intersection of Highland Road and Chimes Street, across from the Chimes. More information is available at 346-4790 and online at www.thetigerdistrict.com.

Chimes Textbook

Chimes Textbook Exchange is located just off campus at 268 W. Chimes St., across from the Student Health Center and at 4250 Burbank. The first two weeks of class, Chimes Textbook Exchange has extended their normal business hours. Chimes Textbook Exchange offers a variety of supplies and textbooks for class. Eighty percent of Chimes Textbook Exchange's textbook inventory is used, and if you need some extra cash to start the semester off, Chimes Textbook Exchange buys back books every day. For tiger fans, Chimes carries LSU merchandise. Online book orders are possible at www.chimestext.com and more information is available at 383-5161.

Sample for your company

[Your company] is a proud supporter of KLSU 91.1-FM. A portion of today's programming is underwritten by [your company] to support this all-student radio station. [Your company] has been in business for over _ years, located on the corner of Perkins and College drive, serving up sandwiches and frosty treats. Open every day from 10 a.m. until 10 p.m., [your company] is currently hiring and looking for part-time LSU student help. More information is available at 555-1212 or on the web at www.yourcompany.com.

ORIGINAL PROGRAMS

Show options on Tiger TV:

- Sports showtime
- Newsbeat
- Specialty shows

Each show airs twice a week on Tiger TV. All residential halls, Greek houses and campus facilities receive these broadcasts. Additionally, they are rebroadcast on cable to general audiences. This includes four in-show 30-second spots.

SPECIAL PRICING

- Buy four shows, the fifth is \$85
- Buy eight shows, the ninth and tenth are \$72 each
- Buy a semester sponsorship, the last two weeks are \$64 each
- Buy two semesters (28 weeks) at \$85/week

INFOGRAPHICS

Infographics resemble a print ad or slide and are shown on-air for 10 seconds.

Minimum purchase of 20 (less than 20 = \$10 each).

Times aired	Cost (each)
<100	\$4
100+	\$3
300+	\$2

SUBMISSION REQUIREMENTS

All television commercials must be submitted on DV tape.



CHANNELS AIRING TIGER TV

Campus Channel 75
complete Tiger TV line-up including movies, original programs, and MTVu

Cox Cable Channel 4
original program rebroadcasts

Cable channel 19
original program rebroadcasts

COMMERCIALS

\$350/standard 30-second commercial production

- Up to 4 hours of taping
- One camera with light
- Production review with one-time revision
- Final product delivered on DV tape, DVD, or VHS (client's choice)

Additional services:

- Revisions—\$50/hour
- Additional taping—\$60/hour
- Studio use—\$100/hour
- Extra copies of commercial—\$5/each

Ask for pricing of informational video production.

INFOMERCIALS

Tiger TV may air your pre-recorded infomercials based on station manager approval.

Sponsorships are available for 3–5 minute topical videos (that Tiger TV provides). Ask your rep for a list and more detailed information.

Length (mins.)	Cost (per airing)
60	\$200
30	\$150
15 (or less)	\$125

CINEMA PACKAGES

Just Cinema

- Production of one 30-second commercial
- One commercial to air before and after each Tiger TV movie (six commercials daily)
- Logo inclusion on a daily ad listing movie times in The Daily Reveille
- Logo inclusion on four half-page ads in each issue of Legacy
- Logo inclusion on one half-page color ad in the Gumbo
- Logo inclusion on the “Movies” page of Tiger TV’s Web site, tigertv.tv

\$6,500 per year
(total value of \$50,520)

Ask your rep for semester package pricing

Cinema Maxima

- Production of one 30-second commercial
- One commercial to air before and after each Tiger TV movie (six commercials daily)
- Logo inclusion on a daily ad listing movie times in The Daily Reveille
- Thirty individual 3 col x 5.5” ads running once a week
- Three individual half-page ads in selected Daily Reveille Special Section Guides
- Logo inclusion on four half-page ads in each issue of Legacy
- Logo inclusion on one half-page color ad in the Gumbo
- Logo inclusion on the “Movies” page of Tiger TV’s Web site, tigertv.tv

\$9,000 per year
(total value of \$60,075)

Ask your rep for semester package pricing



ONLINE & MOBILE

BROADCAST ADVERTISING OPTIONS

KLSU.FM OR TIGERTV.TV

Rectangle Ads 300 px X 250 px

Premium (above the fold) placement, 2 rotater
Run of site placement, 3 rotater

\$50/month, \$225/semester
\$30/month, \$135/semester

Banner Ads KLSU - 600 px X 70 px, TTV - 468 px X 60 px

Run of site placement, 3 rotater

\$40/month, \$180/semester

Video Intro Sponsor

:10- :15 second video intro or 10 second static intro

\$50/month, \$225/semester

Mobile Advertising

iPod/iPhone KLSU "Listen Live" App, 2 rotater

\$30/month, \$135/semester

Custom Video Production

Available upon request

Call for pricing.



KLSU IS ONE OF THE TOP 3 COLLEGE RADIO IPOD/IPHONE APPS IN THE COUNTRY!

LIVING EXPO

ANNUAL HOUSING AND MERCHANT FAIR

EVENT DESCRIPTION

The eighth annual Living Expo event will be hosted in March 2011 by Student Media in the Union Ballroom. The Living Expo features apartment complexes, condominium communities, gyms, restaurants, banks and any vendor that fits into a student's lifestyle and needs. This year's event will have a universal theme and will also feature other aspects of student life to attract more student attendance and interaction.



STUDENT RESPONSES

"Everything accessible in one place. Free Stuff!"

"I had a blast!"

"I found it very convenient; I usually don't have time to research all my housing options."

"I really appreciate you guys doing this for us."

"I've died and gone to heaven."

"I like free stuff; it's like Mardi Gras!"

"This makes looking for an apartment really easy. It is not so overwhelming or intimidating."

SPONSORSHIP LEVELS

One Table \$440

- 1 table
- 1 ad in pull-out special section
- inclusion in 8 large ads promoting event, TTV infographics & Gumbo ad

Two Tables \$625

- 2 tables
- 1 ad in pull-out special section
- inclusion in 8 large ads promoting event, TTV infographics & Gumbo ad

Bronze Partner \$1250

- 2 tables
- 1 ad in pull-out special section
- 5 individual ads leading up to event
- inclusion in 8 large ads promoting event, TTV infographics, Gumbo ad & KLSU remote

Silver Partner

\$2275

- 2 tables
- 1 ad in pull-out special section
- 5 individual ads leading up to event
- inclusion in 8 large ads promoting event, TTV infographics, Gumbo ad, KLSU remote inclusion & inclusion in 6 ads promoting event prizes
- KLSU spots

Gold Partner

\$4500

- 3 tables
- 1 ad in pull-out special section
- 5 individual ads leading up to event
- Inclusion in 8 large ads promoting event, TTV info graphics, Gumbo ad, KLSU remote & inclusion in 6 ads promoting event prizes
- KLSU spots
- Electricity at booth

FOUR OUT OF FIVE LSU STUDENTS LIVE OFF CAMPUS.

100 PERCENT OF ATTENDEES POLLED SAID THE EXPO WAS ENJOYABLE.

LSU STUDENT MEDIA | 225.578.6090

2010-2011 LSU STUDENT MEDIA CALENDAR

PRINT MEDIA

AUGUST

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

SEPTEMBER

S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
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OCTOBER

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17	18	19	20	21	22	23
²⁴ 31	25	26	27	28	29	30

NOVEMBER

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DECEMBER

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JANUARY

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²³ 30	²⁴ 31	25	26	27	28	29

FEBRUARY

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MARCH

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APRIL

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MAY

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JUNE

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JULY

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- 1 green-shaded box indicates Reveille run date
- 1 tan-shaded box indicates Reveille and Legacy run date

For dates of Reveille Special Section Guide publication, see p. 1

AUGUST

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BROADCAST MEDIA

AUGUST

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SEPTEMBER

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OCTOBER

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NOVEMBER

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DECEMBER

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JANUARY

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FEBRUARY

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27	28					

MARCH

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APRIL

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24	25	26	27	28	29	30

MAY

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JUNE

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JULY

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3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
²⁴ 31	25	26	27	28	29	30

- 1 green-shaded box indicates Tiger TV Movies, MTVu, & Tiger TV original programming
- 1 tan-shaded box indicates TigerTV movies and MTVu
- 1 strikethrough indicates KLSU automation

AUGUST

S	M	T	W	T	F	S
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21	22	23	24	25	26	27
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ACADEMIC CALENDAR

Aug. 23 Fall classes begin
 Sept. 6 Labor Day holiday
 Oct. 11-16 Fall midterms
 Oct. 21-24 Fall break
 Nov. 24-28 Thanksgiving holiday
 Dec. 6-11 Fall final exams
 Dec. 17 Fall commencement
 Dec. 12-Jan. 17 Holiday Break

Jan. 18 Spring classes begin
 March 6-8 Mardi Gras holiday
 March 14-19 Spring midterms
 April 18-24 Spring Break
 May 9-14 Spring final exams
 May 20 Spring commencement
 June 6 Summer classes begin
 July 4 Independence Day holiday

FOOTBALL CALENDAR

Sept. 4 North Carolina*
 Sept. 11 Vanderbilt*
 Sept. 18 Mississippi St.
 Sept. 25 West Virginia

Oct. 2 Tennessee
 Oct. 9 Florida*
 Oct. 16 McNeese St.
 Oct. 23 Auburn*

Nov. 6 Alabama
 Nov. 13 UL-Monroe
 Nov. 20 Ole Miss
 Nov. 27 Arkansas*

* Away games