

*Student***MEDIA**

UNIVERSITY OF SOUTH CAROLINA STUDENT LIFE

Rate Card 2009-2010





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web www.sa.sc.edu/studentmedia
Creative Services: sacsads@mailbox.sc.edu
Advertising Office: smadsales@sc.edu

office hours:
monday-friday
8:30am-5:00pm

Mailing Address

University of South Carolina
Student Media
1400 Greene Street
Russell House, Room 343
Columbia, SC 29208

About Us

Student Media at the University of South Carolina offers students the opportunity to gain experience in print, broadcast, online media, advertising sales and graphic design.

Student Media consists of The Daily Gamecock newspaper, Garnet & Black magazine, SGTv and WUSC-90.5 FM.

All students are invited to participate in one or more media groups regardless of major, year in school or previous experience. In addition to obtaining specialized skills, many students have used their experience to earn internships and jobs following graduation.

75% of undergraduates read The Daily Gamecock at least once a week – average 3.5x a week



DID YOU KNOW?

- USC students, faculty and staff have a combined disposable income of **\$138 million** annually.
- Total spent by USC undergrads, graduate students, faculty and staff eating away from home during a typical week: **\$1,274,188**.
- Average amount spent in a typical month for auto repair/maintenance by USC students, faculty and staff is **\$908,885**.
- Of 32,750 USC students, faculty and staff **84%** have a local checking account, **24%** have a car loan and **25%** have a mortgage loan.
- USC students, faculty and staff that read The Daily Gamecock spend **\$2,897,381** a month on hair styling, shoes and clothing.
- **94%** of undergraduate students visit a restaurant **3.9** times a week.
- **95%** of graduate students visit a restaurant **4** times a week
- **93%** of faculty/staff visit a restaurant **3.7** times a week.

Survey conducted spring 2007 by Newton Marketing & Research, Norman, Oklahoma. For more information, contact your sales representative.

Enrollment:

Undergrads: **19,765**

Graduate/Professionals: **7,723**

Faculty/Staff: **5,701**



USC Fall 2008 Statistical Summary • www.ipr.sc.edu/factbook/2009/Columbia

Our Awards

Over the years, Student Media has had the honor of receiving numerous awards for excellence in journalism, editorial and advertising design and multimedia production. For the 2008-2009 academic year, students working for Student Media earned a total of 37 awards for their editorial and creative work. Following is a list of the awards:

American Advertising Federation of the Midlands Student ADDY 2009, 8 awards including:

- (4) Gold Student ADDY
- (4) Silver Student ADDY

South Carolina Press Association (SCPA) 2009, 17 awards

- Best Overall collegiate newspaper and Web site
- (8) First Place
- (3) Second Place
- (4) Third Place

Southern University Newspapers (SUN) 2008, 11 awards including:

- SUNNY AWARD (SUN Newspaper of the Year)
- (6) First Place
- (4) Second Place

College Newspaper Business & Advertising Managers (CNBAM) 2009:

Second Place Newspaper Promotion Ad

Out of 27,488 students enrolled at USC:

68% are undergrads

31% are graduate/professional

42% are male

57% are female

64% are employed

73% are over 21

60% of undergrads live off campus

The Daily Gamecock



Nobody covers USC better. With a readership of more than 30,000 students, faculty and staff and more than 100 years of tradition, The Daily Gamecock is the perfect medium to reach one of the largest and most sought after markets in Columbia. The Daily Gamecock is published Monday through Friday and is distributed to nearly 100 locations on and around campus.



(per column/inch)

local	university department	student organization	national
open.....\$8.82	open.....\$7.77	open.....\$6.62	open.....\$11.30
300.....\$7.92	500.....\$7.29	300.....\$6.30	300.....\$10.76
500.....\$7.50	1000.....\$6.35	1000.....\$5.96	500.....\$10.19
800.....\$7.09		4000.....\$4.96	1000.....\$9.62
1000.....\$6.64			4000.....\$9.05

We charge a 20% premium for guaranteed positioning if the position requested is available.

*All rates are per column/inch. Example: 3 col. x 5" ad = 15 col./in.

Frequency is the key to successful advertising. We offer a 20% discount on the second ad of schedule and 30% for all remaining ads. To receive the discount, no changes are allowed. Anytime you start a new ad schedule you will pay full price for the first ad and receive discounts on all other ads on that schedule.

Advertisers choosing to have an ad produced by Student Media's Creative Services Department must submit a request and all information necessary to produce the ad at least **five (5)** working days before the deadline.

To ensure The Daily Gamecock is distributed at the designated time, the following deadlines are strictly followed:

Deadlines

3 days prior to publication:

Publication Date

Deadline

Monday.....	Wednesday 5p.m.
Tuesday.....	Thursday 5p.m.
Wednesday.....	Friday 5p.m.
Thursday.....	Monday 5p.m.
Friday.....	Tuesday 5p.m.



The Sizes

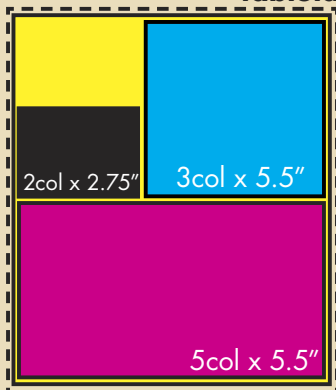
tabloid//broadsheet

1 column inch
(actual size)

1"

5col x 11.5"

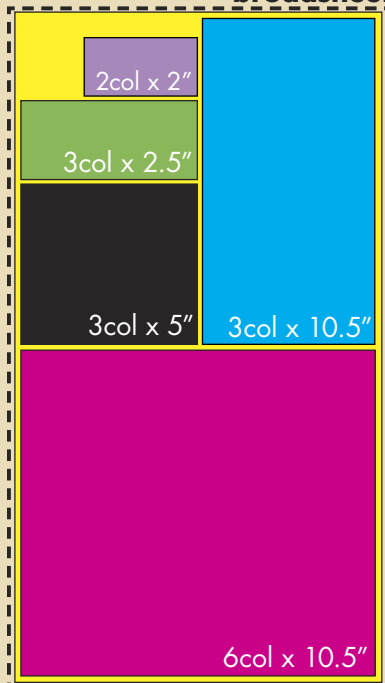
tabloid



1 column = 1.778"
2 column = 3.723"
3 column = 5.668"
4 column = 7.611"
5 column = 9.556"
6 column = 11.5"

6col x 21"

broadsheet



Preprinted Inserts

Circulation: 12,000
Minimum insert: 3,000
Rate: \$78/1000

Rate is based on 4 pages or less; \$5 extra for each additional 4 pages. A sample insert must be submitted to the Student Media Advertising office at the time the insertion reservation is made. After receiving approval and completing all placement requirements, inserts must arrive at the printer 5 working days prior to the publication date.

Shipments are acceptable in boxes or on pallets. Please do not ship inserts without first contacting the Student Media Advertising office. Any multi-advertiser insert, add \$10 to rate.

Shipping Address:

The State-Record Company
1401 Shop Road
Columbia, SC 29202
Attn: Charles Brunson

The Puzzles

crossword//sudoku

The Sudoku and Crossword puzzles are very popular features in The Daily Gamecock. Students, staff and faculty can be seen throughout campus passing time solving these entertaining puzzles. Advertisers can take advantage of this "captive" audience by placing ads within the puzzle areas. These offer a great value since the ad will be in front of a potential customer for a long period of time. Puzzles are sold on a first come, first served basis.



(per column/inch)

one time
(select days)

week

month

\$35.00

\$150.00

\$500.00

All Sudoku/Crossword ads are 3 col. x 1"

Actual Size

Actual size All Sudoku/Crossword ads are 3 col. x 1"



The Classifieds

The Daily Gamecock's Classifieds page offers advertisers great exposure to a key demographic in the Midlands. Students, faculty and staff turn to the classifieds for job opportunities, tutoring, merchandise, apartments, automobiles and more. As an additional value, all classified liner ads are uploaded to our Web site www.dailygamecock.com.



Deadline is 12 noon day prior to publication

Business Spotlight

Advertise your: business, vacancies, and special events *every Wednesday*. Ads in the Business Spotlight include full color for your logo! Limited spots available.

x1: \$45.00
x2: \$36.00
x3: \$31.50
x4: \$31.50

size:
1 col x 5 in

first insertion	subsequent	box	logo	display
\$2.50/line	\$1.50/line	\$1.25	based on size	9.00/column/in

Two (2) line minimum (lines average 30 characters • Font size: 7-10pt. Larger font sizes upon request. All Classified line ads are published in The Daily Gamecock and at www.dailygamecock.com. We offer online **ONLY** classified ads at the same rate as print edition. Submit online at www.dailygamecock.com



SPECIAL RATES

	semester (71/70 issues)	academic year (141 issues)
2 lines	\$157.50	\$292.50
3 lines	\$235.90	\$438.75
4 lines	\$315.00	\$585.00

The Web site



<http://www.dailygamecock.com/>



The online version of The Daily Gamecock will put your business a click away from visitors, parents, alumni and Gamecock fans in addition to USC students, faculty and staff. With more than 41,000 registered users that subscribe to our daily email edition and an average of 7,000 visitors every day, your advertisement will be seen by potential customers 24/7.



(per 10,000 page views)

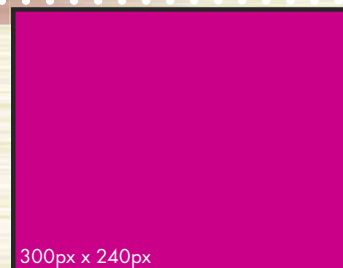
top banner (468 x 60 px)	bottom banner (468x60px)	large box (300 x 240px)	tower (125 x 240px)
\$40	\$30	\$30	\$20

The Sizes

468px x 60px



125px x 240px



300px x 240px

Dailygamecock.com averages over 7,000 daily impressions when school is in session. Ads are priced by page views (the number of times each ad is displayed online) and are sold in blocks of 10,000 page views. For every 50,000 page views purchased, 10,000 page views will be added for free.

Special Publications



Welcome Back Issue

Publication dates: August 14th and January 11th 2010
Deadline: August 7th and January 4th 2010

The Welcome Back issues are typically larger than normal issues. It gives advertisers an opportunity to introduce their business, product or service to a new batch of incoming first-year students as well as returning students, faculty and staff.

The Welcome Back Spring publication is the first of the spring semester and welcomes the return of students from Winter break.



Career Fair Blitz

Publication date: September 23rd
Deadline: September 16th

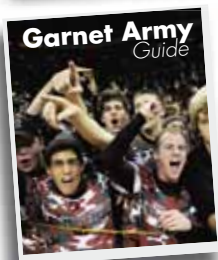
Produced in conjunction with the Career Center, the Career Fair Blitz is the perfect guide to the year's biggest career fair. Published the week before the event, the Career Fair Blitz is a great way to reach our students.



Parents Weekend

Publication date: October 2nd
Deadline: September 25th

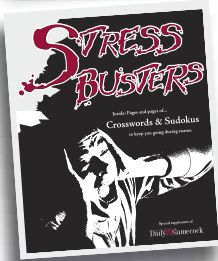
This section is tailored directly to the parents and families who will be in Columbia visiting for Parents Weekend. Reach over 3,000 visiting family members in addition to our regular readers. Many readers use this as a guide of where to eat and shop while in Columbia.



Garnet Army Guide

Publication date: TBA
Deadline: TBA

The Basketball Preview will give advertisers an opportunity to get the word out to Carolina men's and women's basketball fans.



Stress Busters

Publication dates: December 7th and April 27th 2010
Deadline: November 30th and April 19th 2010

The Stress Busters contains a collection of sudoku and crossword puzzles and is distributed before final exams each semester. Ad space in the Stress Busters tab is limited. With a strong readership and long shelf life, the Stressbusters is a great advertising value!



Off Campus Housing Guide

Publication date: March 17th 2010
Deadline: March 10th 2010

Off-Campus housing is BIG business at Carolina. This special publication will target the more than 70% of USC-Columbia students that live off campus. It is a great vehicle to reach those students seeking information about apartments and anything they need to become more independent.

NEW PUBLICATIONS



Football Preview

Publication date: August 31st
Deadline: August 17th

The Football Preview will give advertisers an opportunity to get the word out to Carolina football fans. Gamecock fans can't get enough of football news and advertising in this publication. Get your message sent to the Gamecock faithful.



Publication date: February 3rd, 2010
Deadline: January 22nd 2010

The Best of Carolina is a new special publication. In the fall, we will ask the Carolina community to pick their favorite business, restaurant, entertainment venue, etc. We will print the results in the spring.

garnet&black

www.gandbmagazine.com

Chronicle student life on campus since 1994, Garnet & Black is USC's student-produced magazine. Whether exploring national issues and their impact on USC's campus or covering the latest in arts and entertainment, G&B creates a buzz on campus. The longer shelf life of this publication keeps advertising in the hands and in the minds of USC students, faculty and staff.



publication schedule

issue	publication date	deadline
fall issue #1 Print	October 2009	August 29
fall issue #2 Online	November 2009	
spring issue #1 Print	February 2010	December 19
spring issue #2 Online	March 2010	

The 2009-2010 year will be an exciting time at the Garnet & Black magazine. We are converting our educational site to a commercial site. For the spring and fall semesters, advertisers whom reserve space in the print edition will receive complimentary banner ads in the online edition – while space is available!

RATES



(inches)

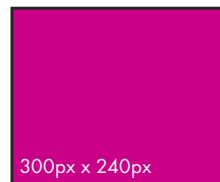
back cover (8.5" x 11")	inside cover (8.5" x 11")	full page (8" x 10.5")	half page (8" x 5.125")	quarter page (3.875" x 5.125")
\$660	\$550	\$475	\$275	\$150

All prices include full color • Ad bleed sizes available upon request • Reserve space in both issues and save 20%

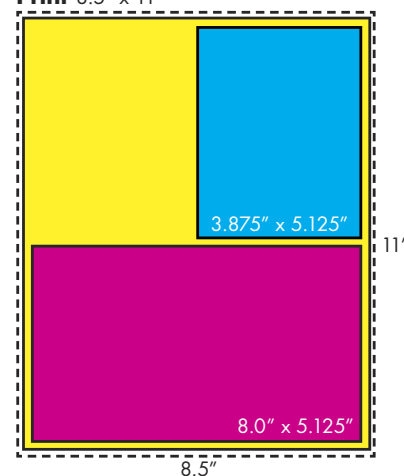
SIZES

Online Banner Ad Sizes:

468px x 60px



Print 8.5" x 11"



discover Carolina



Discover Carolina serves as Student Media's informational guide to everything at USC and adjusting to life as a new college student. Discover Carolina introduces first-year students to pertinent information like student organizations, athletics, Greek Life, Carolina Traditions, academic opportunities and much more.

RATES



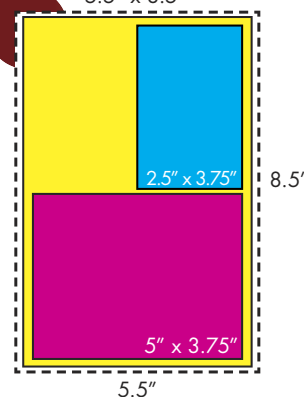
(inches)

back cover (5.5" x 8.5")	inside cover (5.5" x 8.5")	full page (5.5" x 8.5")	half page (5" x 3.75")	quarter page (2.25" x 3.75")
\$1200	\$750	\$550	\$300	\$175

All prices include full color • Ad bleed sizes available upon request

SIZES

5.5" x 8.5"



COLOR rates



full color



spot color



black & white

Using color maximizes an ad's effectiveness by garnering more attention from readers and making your ad more memorable.

We are now happy to provide affordable Full Color or Spot Color sold by the column inch.

Color Column/Inch Contracts:

	per col/in
4 col/in–15 col/in	\$4.00
16 col/in–31.5 col/in	\$3.50
32 col/in–63 col/in	\$3.00
64 col/in–80 col/in	\$2.75
81–126 col/in	\$240 flat rate

{SPOT color}

When creating a spot color ad to run in *The Daily Gamecock* newspaper, use one of the acceptable spot color formulas to build the color. These color formulas have been tested by our printer and provide fairly consistent color reproduction. If your spot color ad uses a color mixture not found here, *The Daily Gamecock* reserves the right to change it to the closest acceptable color formula from the chart. Unacceptable colors include CMYK formulas not listed, any RGB color formulas and Pantone© spot colors.

S1 C=100 M=0 Y=0 K=0	S2 C=0 M=100 Y=0 K=0	S3 C=0 M=0 Y=100 K=0	S4 C=0 M=0 Y=0 K=100
S5 C=50 M=25 Y=0 K=0	S6 C=20 M=100 Y=20 K=0	S7 C=0 M=10 Y=100 K=0	S8 C=65 M=0 Y=25 K=0
S9 C=70 M=20 Y=0 K=0	S10 C=20 M=100 Y=100 K=0	S11 C=0 M=20 Y=100 K=0	S12 C=100 M=0 Y=50 K=0
S13 C=100 M=5 Y=20 K=0	S14 garnet C=0 M=100 Y=65 K=43	S15 C=0 M=35 Y=100 K=0	S16 C=50 M=0 Y=100 K=0
S17 C=100 M=5 Y=6 K=0	S18 C=40 M=100 Y=40 K=0	S19 C=0 M=30 Y=30 K=0	S20 C=75 M=0 Y=100 K=0
S21 C=100 M=50 Y=0 K=0	S22 C=20 M=50 Y=50 K=0	S23 C=0 M=60 Y=100 K=0	S24 C=100 M=0 Y=100 K=0
S25 C=100 M=70 Y=0 K=0	S26 C=10 M=40 Y=0 K=0	S27 C=30 M=50 Y=100 K=0	S28 C=50 M=30 Y=100 K=0
S29 C=100 M=100 Y=0 K=0	S30 C=30 M=100 Y=0 K=0	S31 C=20 M=30 Y=80 K=0	S32 C=10 M=20 Y=65 K=0
S33 C=50 M=100 Y=0 K=0	S34 C=0 M=100 Y=100 K=0	S35 C=30 M=100 Y=100 K=0	S36 C=? M=? Y=? K=?

Camera-Ready Ad Submission

Guidelines

Accepted **PDF** files created from the following software include:

Illustrator CS4
Photoshop CS4
InDesign CS4
QuarkXpress 6.5

ACCEPTED



Native files must be accompanied by all support documents and fonts. All camera-ready artwork must be created to size; fonts embedded; and images must be high resolution GRAYSCALE, SPOT COLOR or CMYK files at least 180 dpi. If you have any questions, would like our spot color formula chart, or Acrobat Distiller settings, please e-mail sacsads@mailbox.sc.edu or call 803-777-2833.

Q: What is a Camera-Ready ad?

A: A Camera-Ready ad is one that is created to the correct size that it will appear in the newspaper; meets all of The Daily Gamecock's technical requirements; and includes all support documents and fonts needed to print.

Q: What is the preferred file format for ad submittal?

A: Preferred file format: PDF.

The Daily Gamecock prefers that Camera-Ready ads be submitted as **PDF** files. Be sure you **EMBED ALL FONTS** used within your ad and select the **LEAVE COLOR UNCHANGED** setting under the COLOR tab. Adobe Distiller settings for The Daily Gamecock

newspaper are available for advanced users. Ask your sales rep.

Q: Can I submit native files?

A: ONLY files created in the following formats are supported by The Daily Gamecock as Camera-Ready artwork:

Adobe Illustrator CS4 or earlier (.ai)
Adobe InDesign CS4 or earlier (.indd)
QuarkXpress 6.5 or earlier (.qxd)

Native files must be accompanied by all support documents (.tif, .eps, etc.) used within artwork; screen, TrueType and printer fonts; and a hard copy of the ad. **ONLY** ads created in professional layout software are considered Camera-Ready. If you have questions about your artwork, contact your sales rep.

File formats **NOT ACCEPTED** as Camera-Ready artwork include:

Microsoft Word
Microsoft Publisher
Microsoft PowerPoint
Microsoft Excel
JPEG
GIF

**NOT
ACCEPTED
As Camera-Ready**

Q: How should I save my pictures?

A: To ensure high quality reproduction of photographs within ads, all photographs should be at minimum 180 dpi at the FINAL SIZE (dimension) they will appear in the newspaper.

DO NOT save photos as RGB images, they should either be CMYK or Grayscale.

Q: How do I create a spot color ad?

A: Spot color ads must be created using one of The Daily Gamecock's Acceptable Spot Color Formulas. Create a custom spot color swatch in your layout software and apply spot color as desired. Color formulas are available from your sales rep or at our Web site:
www.sa.sc.edu/studentmedia/advertising.htm

Q: How do I deliver my Camera-Ready ad?

A: E-mail camera-ready ads to: sacsads@mailbox.sc.edu Please include client name and run date in subject line.

Or, save your ad on a CD-ROM or USB flash drive and give it to your sales rep. Also, ask your rep about FTP transfers.

main office 803.777.3888
display advertising 803.777.3018
classified advertising 803.777.3888
newsroom 803.777.7726

.....
fax 803.777.6482
web www.sa.sc.edu/studentmedia
email: sacsads@mailbox.sc.edu
sales email: smadsales@sc.edu
.....

office hours:
monday-friday
8:30am-5pm

general standards

Advertising is not acceptable that tends, in the opinion of the Director of Student Media, to destroy the confidence of the consumer. This includes advertising that is misleading, inaccurate, fraudulent, deceptive or ambiguous.

The Director of Student Media, in consultation with the editor-in-chief, reserves the right to reject advertising that makes misleading claims or uses art or words that impugn or degrade sex, sexual orientation, race, national origin, creed, color, disability or age.

The Director of Student Media reserves the right to reject advertising that promotes illegal activity or activity detrimental or damaging to the University and its educational mission. The Director further reserves the right to reject any advertising which is deemed objectionable due to subject matter, illustration, phraseology or layout.

alcohol policy

Advertisements for beer and wine may be accepted but must conform with South Carolina law and The University of South Carolina Alcohol Policy and Guidelines. Advertising for beer and wine must include the following statement: "If you are under the age of 21, it is against the law to buy alcoholic beverages. All South Carolina regulations enforced." Advertising of other alcoholic beverages is not acceptable. Advertising for beer and wine will not be accepted if it portrays individuals in a discriminatory manner, encourages high-risk consumption or places an emphasis on quantity or frequency of use. Beer or wine should not be the only or central themes of such advertisements.

changes

A charge may apply to ads which require changes after the published deadline.

canceled/rescheduling

Canceled or rescheduling an ad can be done at no charge when complying with the published deadline. Cancellation of an advertisement after the deadline cannot be guaranteed. **ADVERTISERS WHO CANCEL AFTER DEADLINE WILL BE RESPONSIBLE FOR THE RESERVED AD SPACE.**

errors

Student Media Advertising shall not be liable for slight changes or errors which do not lessen the value of an advertisement. In the event

of an error in which Student Media Advertising is liable as herein defined, its liability shall be limited to an adjustment in the charge on the first insertion based upon the portion of the advertising space in which the error occurred. Student Media Advertising will not be liable for any other errors unless notified (with the correction) before the deadline of the next issue in which the ad will run. Under no circumstances shall Student Media Advertising, its employees, officers or the University of South Carolina be held liable for any costs or damages in connection with advertisement(s) beyond the cost of the advertisement.

political advertisements

Political ads are accepted on a prepay basis only. The name and address of the advertiser, and the words "Paid Political Advertisement" must appear prominently within the ad.

positioning

Student Media Advertising cannot guarantee positioning, but will honor requests when possible.

ad size

Advertisements 18 inches in height or more will be considered a full column (21 inches) and charged accordingly.

format

Student Media Advertising reserves the right to refuse or edit customer provided ads which are of improper size, contain grammatical mistakes or are not formatted for newspaper reproduction. Student Media Advertising is not responsible for errors which are the result of customer provided ads not meeting the criteria under Mechanical Specifications.

payment

All advertising must be pre-paid by the deadline, unless credit arrangements are made in advance. Failure to pre-pay by this time will result in a canceled ad. All balances must be paid within 30 days of publication.

**PLEASE MAKE ALL CHECKS PAYABLE TO:
THE DAILY GAMECOCK**

For a complete list of policies, please speak with your advertising representative.

Publication Calendar

2009-2010

■ Publication Date

■ Special Issue

July 2009

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	

August 2009

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 2009

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		

October 2009

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

November 2009

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					

December 2009

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	

January 2010

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						

February 2010

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						

March 2010

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			

April 2010

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	

May 2010

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					

June 2010

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		

Special sections & Issues

*indicates tabloid size publication

Issues	Publication Date	Deadline
Welcome Back.....	August 14.....	August 7
Football Preview.....	August 31.....	August 17
Career Blitz*.....	September 23.....	September 16
Parents Weekend*.....	October 2.....	September 25
Garnet Army Guide*.....	TBA.....	TBA
Stressbusters*.....	December 7.....	November 30
Welcome Back.....	January 11.....	January 4
Best of Carolina.....	February 3.....	January 22
Off Campus Housing*.....	March 17.....	March 10
Stressbusters*.....	April 27.....	April 19

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