



Tuesday, December 28, 2010

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The Red and Black

An independent student newspaper, serving the University of Georgia



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Advertising

Did you know that college students in Athens spend more than \$250 million each academic year?

As the strongest, most trusted brand among UGA students, The Red & Black is an influential part of their daily lives. We publish 14,000 papers daily Monday through Friday and we're recognized by the Princeton Review as a top ten college newspaper. Let us help you create an advertising campaign to reach the UGA market. We've been doing it since 1893.

[Download our current Rate Card/Media Kit \(pdf\)](#)

Special Sections

CONTACT US

Address: 540 Baxter St.
Athens, GA 30605

By phone: 706-433-3001

Classifieds: 706-433-3003

By fax: 706-433-3033

By email: advertising@randb.com

Classifieds: classifieds@randb.com

Classifieds – Daily – Do you have a place to rent, a job opening, or stuff to sell? Our classifieds are a smart way to advertise. [View our rates](#), [place an ad](#) or [browse today's classifieds](#).

Crossword & Sudoku – Daily – Ever wonder what students do during class? Our popular puzzles liven up boring lectures and syllabus reviews. Get your business spotted in one of the special sponsorship placements available above and below our puzzles! The crossword runs on page two and the Sudoku runs on the second to last page. Conveniently located on the edge of the paper, our puzzles and puzzle sponsors are frequently clipped out and kept close at hand all day. Ads measure three column inches (3 x 1"). [Download Puzzle Rates \(pdf\)](#).

Coupon Corner – Weekly (Tuesdays during the fall and spring and Thursdays during the summer), Do you offer student discounts or specials? The Coupon Corner is a prime placement feature that sits in the top right corner of page three. It's designed for students to easily tear out coupons and cash in on deals. Each placement measures three column inches (2 x 1.5"). These small ads get big results! [Download Coupon Corner Rates \(pdf\)](#).

The Week – Thursdays – Keeping track of all the cool things happening in a given week is a big task. Thankfully, The Red & Black's got you covered. The Week is a guide for entertainment, shows, and events going on in Athens. Publishing on Thursdays, this feature lists an entire week's worth of events taking place on and off campus. Want your event or hot-spot to get noticed? The Week is your premier advertising showcase. [Download The Week Rates \(pdf\)](#).

Worship Guide – Fridays – Welcome students to your place of worship while they're away from home. Every Friday, our Worship Guide highlights local places of worship, service times, and locations. Ads measure one column inch. Please call 706-433-3011 for Worship Guide Rates.

First & Goal – Football Weekends – Fall in Athens means one thing: it's time for Georgia football! To celebrate the Bulldogs, each Friday before the game, we offer a special section devoted to the team and to the SEC. First & Goal includes gameday predictions, news stories, interviews, opinions, and stats from around the league. This feature is perfect for targeting University students, visitors, and tailgaters. Show the Bulldog Nation your support of the Dawgs. [Download First & Goal Rates \(pdf\)](#).

Niche Publications

UGA 101 – Want to reach new students and their parents? Here's your chance! UGA 101 is our premier orientation booklet for students and parents. This book is distributed at all orientation sessions during the summer. Full of tips on dorm and apartment living, entertainment, shopping, safety, and sports, UGA 101 is the essential manual for the University's newcomers. Half of the publication targets parents, who usually pay the bills, and the other half specifically targets students. You can tailor your ad to target one or both audiences. [Download UGA 101 Rate Card/Media Kit \(pdf\)](#).

Career Guide – August, 2010 – Looking for employees and career minded students? In partnership with the UGA Career Center, this special magazine is the premier resource for students on the job hunt. The Career Guide features career resources, job search strategies, resume examples, career assessment information, sample interview questions, career fair preparation tools, graduate school considerations, and more! Stand out during the

job hunt and be seen by career seeking students! [Download Career Guide Rate Card/Media Kit \(pdf\)](#).

Visitor's Guide – Summer, 2010 – Be the first to influence the over 40,000 visitors who pass through the UGA Visitor Center each year. Targeting both parents and prospective students, this magazine contains important information for visitors new to the Athens area. Besides the A-Z of UGA, it includes info on Athens area shopping, dining, and entertainment. [Download Visitor's Guide Rate Card/Media Kit \(pdf\)](#).

Athens Living – Each Semester – Publishing once a semester, Athens Living is the official Collegiate Guide to The Classic City. Apartment living, dining, shopping, community involvement, sports, and entertainment, are just a few key themes that show students how to live the high life in Athens. As our exclusive guide to shaping student lifestyles, students hold onto Athens Living and refer back to it all semester long! [Download Athens Living Rate Card/Media Kit \(pdf\)](#).

Online

Reach students, parents, and alumni through our home on the Internet.

Our website contains the full editorial content of each day's paper as well as featured articles, puzzles, classifieds, special sections, opinions, searchable archives, and electronic copies of the print edition. With over 4 million page views a year, RedAndBlack.com is a top resource for everyone in the Bulldog Nation, regardless of whether they're in Athens or not. [Online Rate Card/Media Kit \(pdf\)](#).

Special Editions

Athenscape – Monday, August 9, 2010 – As the first paper of the new school year, Athenscape is the best way to reach new and returning UGA students. Along with normal distribution, Athenscape is mailed to over 13,000 dorms and apartments and 5,500 are delivered to racks and Greek houses. This edition reaches students at the most opportune time; while they're setting up their living quarters and establishing buying patterns. Invite them to do business with you! [Download Athenscape Rates \(pdf\)](#).

UGA Housing Fair – Wednesday, January 12, 2011 – The second annual Red & Black Housing Fair in conjunction with UGA Housing is scheduled on Wednesday, January 12th, 2011 from 1pm-5pm on campus in The Grand Hall Tate 2 Expansion. Our mutual objective is to provide a service to students looking for housing options both on and off campus. Currently, no off campus housing resources are made available for students to turn to when the residence halls reach capacity. This event will mark the second time Athens area apartments will be available all at once in an on campus facility where students can make informed decisions on what living options they have around town.

On January 11th, the day before the fair, The Red & Black will publish a special section which will provide tips for first time renters as well as feature listings and display ads from the apartments attending the fair the following Monday. The special section will also be distributed at the Housing Fair as students arrive. [Download the Housing Fair informational flyer \(pdf\)](#).

Fall and Spring Career Fairs – September and January – Each year, The Red & Black collaborates with the UGA Career Center to produce our spring and fall Career Fair sections. Containing articles on how-to navigate a successful job search, interview, and networking event, the Career Fair section aids students preparing for the event. Inserted into The Red & Black paper prior to the Career Fair, this section can make your business pop and your table at the Career Fair a top destination among students.

Graduate School Fair – October – In partnership with the UGA Career Center, this section contains articles about investigating and applying to graduate schools. Advertise in this section to let students know you will be

attending the Graduate School Fair.

Summer Employment Day Fair – Spring – In partnership with the UGA Career Center, this section contains articles about securing a summer job. Advertise in this section to let students know you're recruiting for summer positions.

Teacher and Administration Day Fair – Spring – In partnership with the UGA Career Center, this section contains articles about working in education. Advertise in this section to let students know you will be attending the Teacher and Administration Day Fair.

Study Abroad Fair – In partnership with the UGA Office of International Education, we produce an annual fall Study, Work, and Travel section for students interested in studying abroad. Advertise your program and make your table a top destination at the Study Abroad Fair.

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December 2010

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A vertical advertisement for Papa John's. At the top is the Papa John's logo with "PIZZA" above it. Below the logo, it says "OFFICIAL PIZZA SPONSOR OF SUPER BOWL XLV". The main text reads "ANY LARGE PIZZA \$10" in large, bold, white letters. Below this is a red button with a white play icon and the text "ORDER NOW". Under the button, it says "NOW THROUGH SUPER BOWL XLV". In the center is the Vince Lombardi Trophy with "SUPER BOWL XLV" written below it. At the bottom is a close-up image of a large pizza with toppings.

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PAPA JOHN'S
OFFICIAL PIZZA
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**ANY
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