

UNIVERSITY OF
SOUTH
CAROLINA

2012
—&—
2013

ADVERTISING
MEDIA
KIT



*Student***MEDIA**

THE DAILY GAMECOCK GARNET & BLACK WUSC-FM

WE'RE STUDENT MEDIA

Student Media at the University of South Carolina houses the four student-run media outlets on campus: The Daily Gamecock, Garnet & Black, SGTV and WUSC. Each offers students real-word know-how in print, broadcast, advertising and graphic design as well as the opportunity to plug-in at the heart of campus and the student body.

All students, regardless of year or major, are invited to join one, or all four, of the media groups. Each student's time in the newsroom, behind the mic, or in design builds the experience and skill set for internships and jobs after graduation.

LET'S TALK

Web: www.sa.sc.edu/studentmedia

Creative: smcreativeservices@sc.edu

Advertising Office: smadsales@sc.edu

Classifieds: saclassi@mailbox.sc.edu

Main Office: 803-777-3888

Display Ads: 803-777-3018

Newsroom: 803-777-7726

Facsimile: 803-777-6482

Student Media
1400 Greene Street
Russell House 343
Columbia, SC 29208

Scott Lindenberg

Director of Student Media

E: sclinden@mailbox.sc.edu

P: 803-777-3915

Sarah Scarborough

Advertising Manager

E: sarahs@mailbox.sc.edu

P: 803-777-5064

Kristine Capps

Business Manager

E: kristine@mailbox.sc.edu

P: 803-777-7866

Edgar Santana

Creative Director

E: santanae@mailbox.sc.edu

P: 803-777-5094

C. Neil Scott

Production Manager

E: scottcn@mailbox.sc.edu

P: 803-777-2833

**WORKING
THAT GRIND**

9 TO 5



THESE ARE THE FACTS

Last year, we had an audience of

36,417

22,556 of those were undergraduates,
8,165 were graduates, and **5,696**
were USC faculty and staff.

Consider this: 45% (or 13,740) of these were guys; another 55% (or 16,981) were girls.

35% of the audience consisted of out-of-state students, and 65% consisted of in-state students.

Oh, and one more thing: 64% of undergrads live off campus, and 20% of undergrads are part of Greek Life.

\$1.27M*

The total spent by USC members eating out during a typical week

\$2.9M*

Total spent a month on stuff like hair styling, shoes and clothing

\$138M*

Total combined disposable income of USC students, faculty and staff.

Back during spring of 2012, The Daily Gamecock took a survey to get a feel for what our readership is like. More than 800 readers responded and the resulting statistics are below for your perusal.

The demographics of the respondents looked like this:

15% Freshmen
23% Sophomores
21% Juniors
25% Seniors
6% Grad Students
5% Faculty/Staff
5% Alumni

The survey respondents ate out this many times each week:

12% 8+ times
04% 7–8 times
17% 5–6 times
37% 3–4 times
29% 1–2 times
02% 0 times

Turns out they're pretty avid readers. They read this print edition often:

25.5% 5x per week
18.9% 4x per week
21.3% 3x per week
16.4% 2x per week
10.2% 1x per week
07.6% 0x per week

DailyGamecock.com is just as popular. Check out these pageview numbers:

22% Daily
30% Several times a week
14% Once a week
34% A few times a month

*Survey conducted Spring 2007 by Newton Marketing and Research, Norman, Oklahoma

THE DAILY GAMECOCK

The Daily Gamecock seeks to inform and entertain students, faculty and staff, as well as the greater Columbia community, with a readership of more than 25,000. Covering everything from the university's administration to athletics to art galleries, The Daily Gamecock publishes 10,000 issues Monday through Friday and is distributed to 130 locations on and around campus. The newspaper was also voted 17th in the nation's best college newspapers by Princeton Review in 2011.

GARNET & BLACK

Garnet & Black, the university's student-produced magazine, brings together the best in fashion, photography, design and student-interest pieces to create a buzz on campus. Whether exploring national issues and their impact on campus or taking a seat with the city's latest local artist, Garnet & Black makes their statement with bold design and lasting impressions. Printed three times a year (and published once online), the longer shelf life keeps your message in the hands and minds of students, faculty and staff.

90.5 WUSC-FM

WUSC-FM is the university's alternative, educational, free-format radio station on 90.5 FM. WUSC is one of a handful of free-format radio stations in the country, where each of the station's DJs have the freedom to handpick their content from WUSC's extensive and diverse music library. And with everything from a concert calendar to ticket giveaways to community news, the station plays to the student body and surrounding city.

The station transmits at 2,500 watts with a range of 30 miles and serves an international audience with a webcast at wusc.sc.edu.

2012 Readership Survey

What others are saying about The Daily Gamecock:

"I like the effective use of social media to bring the news to students whether they have a print copy or not."

"Easily accessible."

"It's informative and interesting."



"My involvement with Student Media is what makes my college experience. The hands-on opportunities and community involvement is my USC."

Josh Rainwater, WUSC Music Director

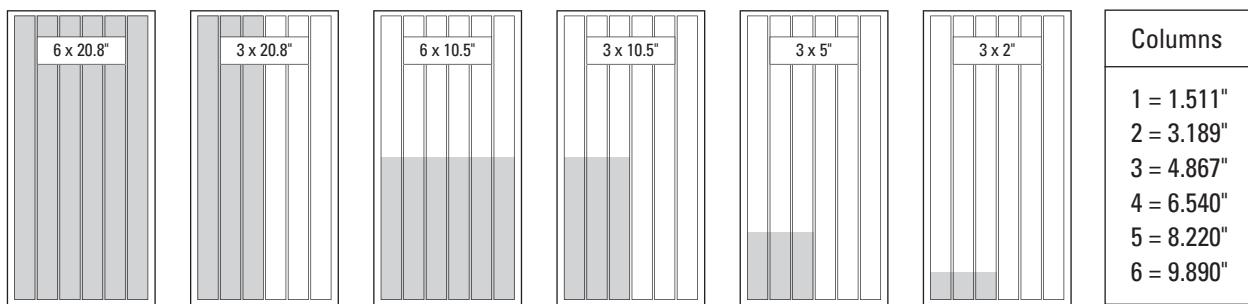
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THE DAILY GAMECOCK

We offer a 20 percent discount on the second ad of schedule and 30 percent for all remaining ads. To receive the discount, no changes are allowed. Any time 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. The discounted rates listed below are offered in exchange for a commitment to a specified amount. A contract must be signed in order for the rate to apply. All advertising charges (color, online, special sections, etc.) will count toward achieving the contract.

Local	Univ./Nonprofit	Student Org.	National
Open \$9.00	Open \$8.00	Open \$7.00	Open \$11.30
\$2,000 \$8.80	\$2,000 \$7.50	\$1,000 \$6.80	\$2,000 \$11.00
\$3,000 \$8.60	\$4,000 \$7.00	\$2,000 \$6.60	\$5,000 \$10.70
\$4,000 \$8.40	\$6,000 \$6.50	\$5,000 \$6.00	\$10,000 \$10.20
\$5,000 \$8.20	\$10,000 \$6.00	\$10,000 \$5.50	\$15,000 \$9.70
\$7,000 \$7.90	\$15,000 \$5.50	\$15,000 \$5.00	\$25,000 \$9.20
\$10,000 \$7.60	\$20,000 \$5.00	\$25,000 \$4.50	\$35,000 \$9.00
\$15,000			
\$20,000			
\$30,000 \$6.00			

We charge a 20 percent premium for guaranteed positioning if the space requested is available. All rates listed are per column-inch.



Deadlines: Get it done, son!	<p style="margin: 0;">To run an ad on: → Reserve space by: → And approve artwork by:</p> <p style="margin: 0;">Monday → Wednesday, 5PM → Friday, 11AM</p> <p style="margin: 0;">Tuesday → Thursday, 5PM → Monday, 11AM</p> <p style="margin: 0;">Wednesday → Friday, 5PM → Tuesday, 11AM</p> <p style="margin: 0;">Thursday → Monday, 5PM → Wednesday, 11AM</p> <p style="margin: 0;">Friday → Tuesday, 5PM → Thursday, 11AM</p>
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THE DAILY GAMECOCK

Classifieds

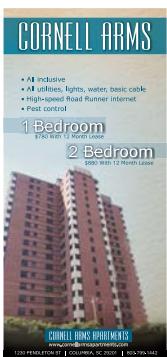
The Daily Gamecock's classifieds page offers advertisers great exposure to a key demographic in the Midlands. Students, faculty and staff turn to the classifieds for job opportunities, tutoring, merchandise, apartments, automobiles, and more. Visit dailygamecock.com/classifieds to create your account and place your ad.

Puzzles

The sudoku and crossword puzzles are very popular features in The Daily Gamecock. Students, faculty and staff 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. This sponsorship offers 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-serve basis. Puzzle ads can be purchased for \$50 apiece, or \$40 apiece for a block of 10 per semester.

Preprinted Inserts

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 five working days prior to the publication date. For information on rates and our shipping address, visit dailygamecock.com and click on the advertising tab.



FULL

SPOT

B&W

HOUSING
LAWRENCEVILLE HOUSE
 Description: Spectacular apartment. Located in the heart of the University area. Open to students, faculty, staff and the general public.
 Price: \$1,000-\$1,200
 Contact: 803-540-1234

EMPLOYMENT
THE Y
 Description: Make this summer different!
 Price: \$100-\$200
 Contact: 803-540-1234

EMPLOYMENT
LIFEGUARD - AM starts Feb 4
 Description: Lifeguard - AM starts Feb 4. Sun-Sat & M-W evenings. E-mail: thebestlifeguardever@outlook.com
 Price: \$10-\$20
 Contact: 803-540-1234

EMPLOYMENT
PLAY SPORTS VOLUNTEER
 Description: Come help us with our youth sports programs! We are looking for volunteers to help with basketball, baseball, football, soccer, and track and field.
 Price: \$10-\$20
 Contact: 803-540-1234

EMPLOYMENT
M-F 9am-4pm Work
 Description: Come help us with our youth sports programs! We are looking for volunteers to help with basketball, baseball, football, soccer, and track and field.
 Price: \$10-\$20
 Contact: 803-540-1234

EMPLOYMENT
PHD - JORGE CHAM

EMPLOYMENT
HOROSCOPES
Aries
 Description: You've got tons of energy and are taking big strides toward final outcomes. Don't let your details right now about your job lets you down.

EMPLOYMENT
Taurus
 Description: A slow morning leads to a broad outlook. Take a break from work to open up for greater leadership.

EMPLOYMENT
Gemini
 Description: Continue developing your skills in impossible places. In case of doubt, review the mission and your personal goals.

EMPLOYMENT
Cancer
 Description: You're not enough to move most of the time. Someone shows you how to use technology to increase productivity. Your heads are better than others.

EMPLOYMENT
Leo
 Description: Don't wait until the last minute to finish projects. It's about time to make it to the top of the list. Ask friends after a job well done.

EMPLOYMENT
Virgo
 Description: You have a family together with your capacity to see both sides. Don't get too competitive.

EMPLOYMENT
Capricorn
 Description: Enjoy the sun if you can. A partner's support empowers you. Focus on your goals.

EMPLOYMENT
Aquarius
 Description: You can really make it happen. Surround yourself with people who truly support your dreams for growth, especially now.

EMPLOYMENT
Pisces
 Description: See yourself as a person with enthusiasm and determination. You're more appreciated than one.

EMPLOYMENT
LIBRA
 Description: You can pass it on. There are many ways to do things. Don't let your fears stop you.

EMPLOYMENT
SAGITTARIUS
 Description: Put the pieces together. There's nothing like a team effort. You can always get help from your friends.

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DAILYGAMECOCK.COM



The Daily Gamecock's online edition serves parents, alumni and thousands more with content from the day's paper as well as supplemental photo slideshows, videos and exclusively online features and news content. The site is updated each night with the newspaper's print production, as well as throughout the day as news breaks and features unfold. Both The Gamecock's Twitter and Facebook followings, which number around 15,000, are directed to the site.

2011/12	474,448 unique visitors 1,327,058 page views	4162 Facebook likes 13,497 Twitter followers
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1 Top Banner (728 x 90):
\$40/day; \$250/week

2 Large Box (300 x 250)
\$30/day; \$200/week

3 Tower (120 x 250):
\$20/day; \$100/week

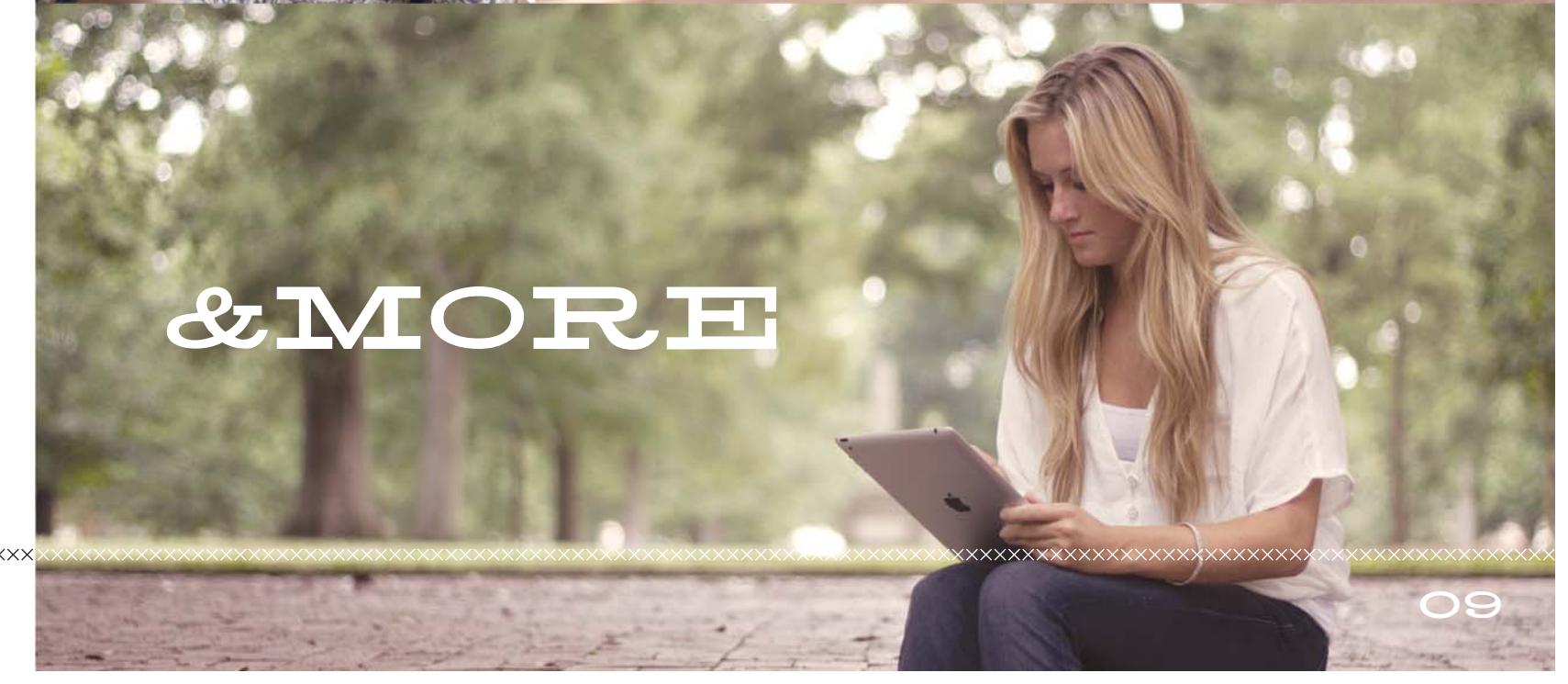
4 Poll (300 x 100)
\$150 per week



PRINT



MOBILE

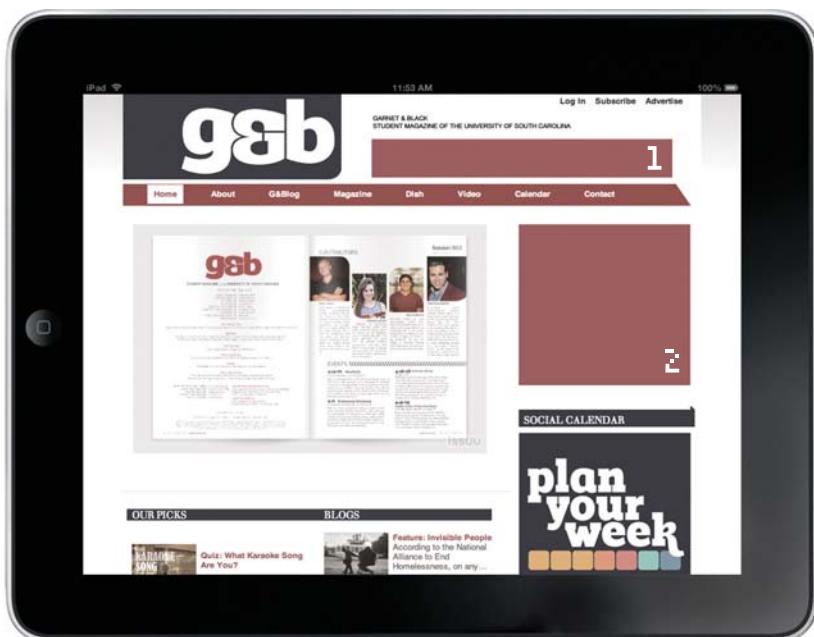


& MORE

GARNET & BLACK

Garnet & Black, the university's student magazine since 1994, brings national style and interest to the collegiate and community level. The staff works with local boutiques, hotels and businesses to dress models, set up photo shoots and spark interest in the publication. The magazine's roots are in the community, and G&B finds its way into the hands of some of the city's most-followed shop owners, stylists and fashion junkies.

8.5" x 11"	8" x 5.125"	3.875" x 5.125"	Pricing Info	Back Cover (8.5 x 11): \$700 Inside Cover (8.5 x 11): \$600 Full Page (8 x 10.5): \$500 Half Page (8 x 5.125): \$300 Quarter Page (3.875 x 5.125): \$200
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With three printed editions a year and one online, Garnet & Black draws in readers year-round with weekly blogs, online-only features and event coverage. Each of the magazine's full editions are also available online, putting your business in front of visitors seeking high impact content and cutting-edge design.

1 Top Banner (468 x 60):
\$200 per semester

2 Large Box (300 x 250):
\$150 per semester

90.5 WUSC-FM

WUSC-FM is USC's non-commercial, educational, free-format radio station on the frequency 90.5-FM. The station transmits at 2500 watts with a range of approximately 30 miles and serves an international audience with its webcast at wusc.sc.edu. WUSC has been providing diverse and unique programming to the Columbia area since 1947.

WUSC is one of only a handful of free-format radio stations in the country. Free-format radio programming allows the DJs to determine the content of their shows by choosing music from WUSC's extensive and diverse music library. WUSC offers a concert calendar, ticket giveaways, community news, remote broadcasts, a station web page and more. Through underwriting, local businesses have the opportunity to be recognized for supporting quality programming. We can customize a schedule just for you! For more information, call the Public Affairs Director at 803-777-7172, or visit wusc.sc.edu.

Pricing Info	Semester	Academic Year		
	One Hour (24 Spots)	\$260	One Hour (48 Spots)	\$470
	Two Hours (48 Spots)	\$415	Two Hours (96 Spots)	\$730
	Three Hours (72 Spots)	\$570	Three Hours (144 Spots)	\$980
	Each Additional Hour (24 Spots)	+\$150	Each Additional Hour (48 Spots)	+\$250



THE SUMMER DAILY GAMECOCK

Reach thousands of students, faculty and staff, as well as visitors to the campus with our weekly summer edition of The Daily Gamecock. With many students and their parents on campus for orientation (more than 10,000) and summer campus tours (more than 5000), advertising in the summer issues of The Daily Gamecock is an affordable and effective way to create a new client base with incoming students and renew your connections among returning students. The summer paper publishes every Wednesday during summer sessions with a circulation of 6000.

Pricing Info	Local: \$5.00 Univ. Dept.: \$4.00 National: \$7.00 Student Org.: \$3.00	Spot color rates are \$50 per ad, regardless of size. Regular, full-color rates apply to the summer paper.
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SPECIAL PUBLICATIONS

Welcome Back

The Welcome Back issues are larger than normal issues. They give 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 first issue of the fall semester publishes the day before move-in and stays on the shelves until the first day of class (a shelf life of five days). *Publishes 08.17.2012 and 01.14.2013.*

Football Season Preview

Football is king at Carolina and the countdown for next season begins at the bowl game. Student Media's tabloid previews the top rivalries, players to watch and the season ahead, serving as the go-to guide for students, faculty and staff at the university. Get your message out to the Gamecock faithful! *Publishes 08.24.2012.*

Parents Weekend

Parents are in town and students are scrambling to schedule a weekend full of dinners, city shopping and nights on the town. Reach out to students with special deals and events fit for a family weekend, with an extra readership of 6,000 visiting family members. *Publishes 09.21.2012.*

Fall Graduation 2012

Students finishing up their last semester at Carolina are gearing up for their big walk across the Colonial Life stage, and family is flying in from the far reaches of the country. With just a few finals left in the queue, students are sure to be keeping Student Media's graduation edition in hand. *Publishes 12.07.2012.*

Best of Carolina

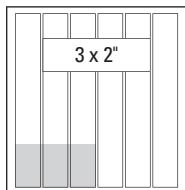
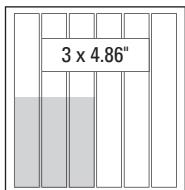
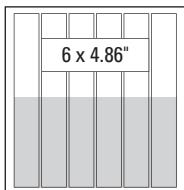
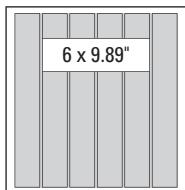
Now in our fourth year, we expect even more students to vote for their favorite Columbia establishments. Winners are announced in this highly anticipated special issue. *Publishes 02.20.2013.*

Off Campus Housing Guide

Our annual Off Campus Housing Guide is a wealth of information to give students everything they need to know about moving off campus. Distributed at the Off Campus Housing Fair, this is a great take away for anyone considering a move. *Publication date to be announced.*

Spring Graduation 2013

It's the end of another school year and graduates and soon-to-be sophomores alike are looking longingly to the finish line. Spring graduation's issue, carefully crafted by Student Media, offer a little library break from the books and keep students sane during the last couple of weeks of the semester. *Publishes 04.29.2013.*



Wait, what were those column sizes again? Go back to page six for the specific numbers.





The Daily Gamecock is an essential part of our marketing plan each semester. We rely on it to help us get USC students out of town and onto Lake Murray!

Capt. Brian Adams, Lanier Sailing Academy

SUBMITTING YOUR AD

Q: Hey, what's a camera-ready ad?

A: A camera-ready ad is one that is created to the size that will appear in the newspaper. It meets all of The Daily Gamecock's technical requirements, and includes all support documents and fonts needed to print.

Q: What's the preferred file format for ad submittals?

A: Glad you asked. We prefer PDFs. Be sure to embed all the 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 power users.

Q: Does that mean I can submit native files?

A: Sure does! But first you need to know that native files have to be accompanied by all support documents (.tif, .eps, etc.) used within your 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, get in touch with your sales representative. That being said, the following formats are the only kind accepted by The Daily Gamecock:

	Adobe Illustrator (.ai) Adobe InDesign (.indd)
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There are also some file formats we don't accept. We like you, you like us, and we've got a pretty good thing—so let's keep it that way. Never send us these:

	Microsoft Word, PowerPoint, Excel, JPEGs, GIFs, PNGs, and Quark Xpress
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Q: How should I save pictures?

A: To make sure your photos look as good as they can within ads, all photographs should be at least 180 DPI at the final size (dimension) they'll appear as in the newspaper. Don't save photos as RGB images; they should be created in either CMYK or grayscale.

Q: How do I create a spot color advertisement?

A: Spot color ads have to 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 it as desired. Color formulas are available from your sales rep and at our website.

Q: Alright, I've gone through the checklist, and I think I'm good to go. How do I deliver my camera-ready ad?

A: Email it to smcreativeservices@sc.edu. Please include the client name and run date in the subject line so your message doesn't get lost in the ether. You can also save your ad on a CD-ROM or USB flash drive and give it to your sales representative.

We've got standards, too

We have a thorough list of policies regarding deadlines, general standards of ad acceptance, our alcohol policy, positioning, errors and placement available on The Daily Gamecock's website under the "advertising" tab. (Look for "policies.")

So, worried you might scandalize us? Then check there first, and if you still have questions, talk to your account representative for a detailed rundown.

Distribution Locations

100 on campus
30 off campus
130 total



● Newsstand Location

● Student Media HQ

2012 & 2013 PUBLICATION DATES

xxxxxx AUGUST xxxxxx

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
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xxxxxx SEPTEMBER xxxxxx

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xxxxxx OCTOBER xxxxxx

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xxxxxx MARCH xxxxxx

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xxxxxx APRIL xxxxxx

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xxxxxx MAY xxxxxx

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xxxxxx JUNE xxxxxx

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xxxxxx JULY xxxxxx

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Fall 2012

Welcome Back
Football Preview
Parents Weekend
Graduation Issue

August 17
August 24
September 21
December 7

Spring 2013

Welcome Back
Best of Carolina
Housing Guide
Graduation Issue

January 14
February 20
TBA
April 29

Notable Dates

Classes Begin August 23
Fall Break October 18–19
Thanksgiving November 21–25
Classes End December 7

Final Exams December 10–17
Commencement December 17
Classes Begin January 14

Spring Break March 10–17
Classes End April 29
Final Exams May 1–8
Commencement May 10–11

Football Schedule

@ Vanderbilt August 30
v. E. Carolina September 8
v. UAB September 15
v. Missouri September 22

@ Kentucky September 29
v. Georgia October 6
@ LSU October 13
@ Florida October 20

v. Tennessee 10.27.2012
v. Arkansas 11.10.2012
v. Wofford 11.17.2012
@ Clemson 11.24.2012