



# 2011/2012 MEDIA KIT



*Student***MEDIA**  
UNIVERSITY OF SOUTH CAROLINA  
**STUDENT LIFE**

WUSC-FM  
GARNET & BLACK  
THE DAILY GAMECOCK



# UNIVERSITY OF SOUTH CAROLINA

## WHO WE ARE

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-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 use their experience to earn internships and jobs following graduation.

## GET IN TOUCH

**Main Office:** 803-777-3888  
**Display Ads:** 803-777-3018  
**Newsroom:** 803-777-7726  
**Fax:** 803-777-6482

**Web:** [www.sa.sc.edu/studentmedia](http://www.sa.sc.edu/studentmedia)  
**Creative Services:** [smcreativeservices@sc.edu](mailto:smcreativeservices@sc.edu)  
**Advertising Office:** [smadsales@sc.edu](mailto:smadsales@sc.edu)  
**Classifieds:** [saclassi@mailbox.sc.edu](mailto:saclassi@mailbox.sc.edu)

## MAIL

Student Media  
1400 Greene Street  
RH 343  
Columbia, SC 29208

### SCOTT LINDENBERG

Director of Student Media  
E: [sc Linden@mailbox.sc.edu](mailto:sc Linden@mailbox.sc.edu)  
P: 803-777-3915

### EDGAR SANTANA

Creative Director  
E: [santanae@mailbox.sc.edu](mailto:santanae@mailbox.sc.edu)  
P: 803-777-5094

### C. NEIL SCOTT

Production Manager  
E: [scottcn@mailbox.sc.edu](mailto:scottcn@mailbox.sc.edu)  
P: 803-777-2833

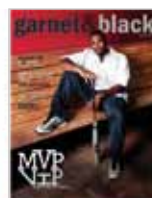
### SARAH SCARBOROUGH

Advertising Manager  
E: [sarahs@mailbox.sc.edu](mailto:sarahs@mailbox.sc.edu)  
P: 803-777-5064

### KRISTINE CAPPS

Business Manager  
E: [kristine@mailbox.sc.edu](mailto:kristine@mailbox.sc.edu)  
P: 803-777-7866

**OFFICE HOURS**  
Monday - Friday  
8:30 AM - 5:00 PM



# THE NUMBERS



## THIS IS OUR AUDIENCE:

65.1%

**69.3%**<sup>1</sup>

of respondents have visited a restaurant or business due to an advertised offer in The Daily Gamecock.

**54.3%**<sup>1</sup>

have told a friend about an ad they saw advertised in The Daily Gamecock.

**51.8%**<sup>1</sup>

have used a coupon or mentioned an advertised offer in The Daily Gamecock.

**94%**<sup>2</sup>

of undergraduates visit a restaurant 3.9 times a week.

Total enrollment for 2010 - 2011  
5,576 USC Faculty & Staff

[ 21,383 Undergrads  
8,214 Graduates ]

**Out of 29,597 students enrolled at USC:**

**72%** are undergraduates

**27%** are graduates/  
professionals

**45%** are male

**55%** are female

**64%** of undergrads live  
off-campus or commute

<http://ipr.sc.edu/factbook/2011/columbia/index.htm>

**\$1,274,188<sup>2</sup>**

is the total spent by USC undergrads, graduate students, faculty and staff eating away from home during a typical week.

**\$2,897,381<sup>2</sup>**

is spent a month on hair styling, shoes and clothing by USC students, faculty and staff reading The Daily Gamecock.

**\$138 million<sup>2</sup>**

is the combined disposable income of USC students, faculty and staff.

<sup>1</sup>Readership survey conducted spring 2010 by the Student Media advertising department. For more information, contact your sales rep.

<sup>2</sup>Survey conducted Spring 2007 by Newton Marketing & Research, Norman, Oklahoma. For more information, contact your sales rep.





# STUDENT MEDIA PUBLICATIONS

## THE DAILY GAMECOCK

With a readership of more than 35,000 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 publishes 12,000 issues Monday through Friday and is distributed to nearly 100 locations on and around campus.

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	\$7.00						
\$20,000	\$6.50						
\$30,000	\$6.00						

**\$** We charge a 20 percent premium for guaranteed positioning if the position requested is available. All rates are per column/inch. For instance, a 3 column by 5 inch ad would be 15 col/in.

Advertisers choosing to have an ad created by Student Media's creative services department must submit all art and copy by the space deadline. A proof will be emailed or faxed for approval. Clients may email or fax any changes or corrections back to their advertising representative. If notification is not given by the proof deadline, the ad will automatically be released for publication. Due to time constraints, a second proof cannot be provided. Ads cancelled after the space and copy deadline will be charged a 100% spacing fee.

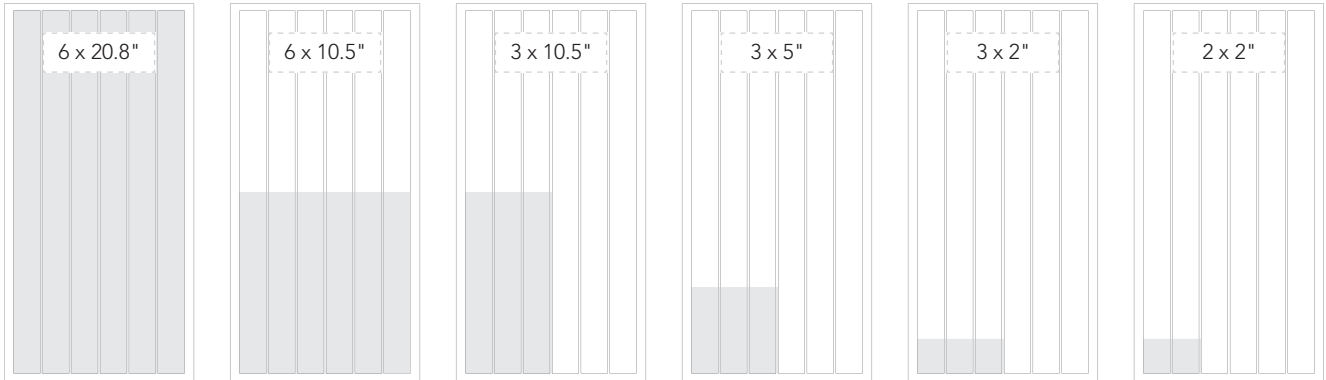
## DEADLINES

ISSUE	SPACE DEADLINE	PROOF DEADLINE
Monday.....	Wednesday, 5PM.....	Friday, 11AM
Tuesday.....	Thursday, 5PM.....	Monday, 11AM
Wednesday.....	Friday, 5PM.....	Tuesday, 11AM
Thursday.....	Monday, 5PM.....	Wednesday, 11AM
Friday.....	Tuesday, 5PM.....	Thursday, 11AM

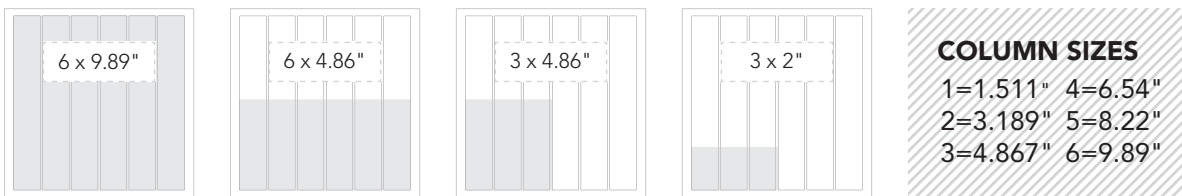
# ADVERTISEMENT SIZES



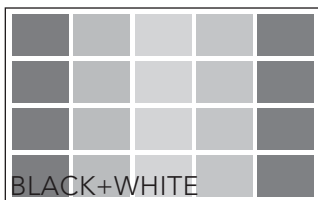
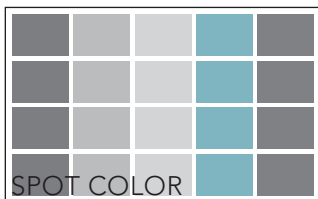
## BROADSHEET ALL SIZES ARE PER COLUMN/INCH



## TABLOID ALL SIZES ARE PER COLUMN/INCH



## LIFE IN COLOR



## COLOR RATES

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 col/in - 126 col/in.....	\$240*
Spot Color (any size).....	\$50**

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 can be found at our advertising web page:

[www.sa.sc.edu/studentmedia/advertising.htm](http://www.sa.sc.edu/studentmedia/advertising.htm)

\*Flat rate. All prices listed are per column/inch.

\*\*Student Media reserves the right to change spot colors to the closest acceptable color formula from the chart. Unacceptable colors include CMYK formulas not listed, any RGB color formulas and Pantone spot colors.

# STUDENT MEDIA PUBLICATIONS

## 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.

## 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.

## PREPRINTED INSERTS

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

Rate is based on four pages or less; there is an extra charge of \$5 for each additional four 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 five working days prior to the publication date.

Ship preprinted inserts to:

The State-Record Company | 1401 Shop Road | Columbia, SC 29202

Attn: Charles Brunson

**CROSSWORD** edited by Zaphod Beeblebrox

Mention this ad & get a **FREE QUESO** when you spend \$20 or more  
11-2 Lunch 5-10 Dinner  
Thru August 4, 2010  
809 Holden Street • Columbia, SC 29205-3602 • (803) 251-3185

**ACROSS**

- Country bumpkin
- 8-m rail
- When doubled, a dance
- Tangals' relative
- Baun's good witch
- Lily's "I Love"
- Hoop from the legends
- Gun
- Sends again, as a postage
- WallPost competitor
- Computer list
- Statue
- Like a case before the court
- Twain
- B covers the post
- Man
- Toughest Broke
- Steve Forbus proposed a 17% one
- Lyrical poem
- Fruit covering
- Madona Butterfly
- Hil, cardiatherapist
- Place to get tickets
- Devines
- Brand food
- Safe warning
- Movie books
- Certifies under oath
- Diary
- 1994 Denis Leary comedy
- Flamboyant Dame
- Hil
- Songwriters' org.
- Harp
- "Pigliacci" baritone
- When the 2009 World Series was won
- Word after East or West
- Obese and c-hetres
- Up in the air
- Bush Ross's beer
- Miraculous St. Francis
- Stadium topper
- Light cigarette ad
- Infante
- Slope a lake
- Knucklehead
- Apple with an electronic core
- 20th
- Place to get tickets
- Level book

**DOWN**

- 8 follows
- Game show winner's destination, maybe
- Market offering
- Service finale
- Right star
- 18 1994 Denis Leary comedy
- Flamboyant Dame
- Hil
- Songwriters' org.
- Harp
- "Pigliacci" baritone
- When the 2009 World Series was won
- Word after East or West
- Obese and c-hetres
- Up in the air
- Bush Ross's beer
- Miraculous St. Francis
- Stadium topper
- Light cigarette ad
- Infante
- Slope a lake
- Knucklehead
- Apple with an electronic core
- 20th
- Place to get tickets
- Level book

58 Aqua Velva alternative  
59 Ripped off  
60 Tom in a kissing game  
61 Tom lead  
62 Newt, at one time  
63 Made a bip

**SUDOKU** by Arthur Dent

**SakiTumi** grill & sushi bar  
807 Gervais St in the Vista

**15% Discount for Students & Alumni**  
SakiTumi.com • 803.931.0200

Level 1

3	5			6			9
	8					2	4
		4		2			3
9			8	5			
				4	1		8
1			3			4	
6	3						9
5			5			3	8

How to Play  
Complete the grid so each row, column, AND 3-by-3 box (in bold borders) contains every digit from 1 to 9.

Today's Solution

3	5	4	2	6	7	1	9
8	1	9	3	7	5	2	4
9	2	1	8	5	3	4	6
6	7	3	4	1	2	8	5
1	8	9	6	7	5	3	2
2	4	6	3	8	9	7	1
5	3	7	1	2	4	6	8
4	6	8	5	3	2	1	7
7	9	2	1	4	6	8	3

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# ONLINE ADVERTISING



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.

DailyGamecock.com averages over 3,500 daily page views 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 5,000 page views. For every 25,000 page views purchased, 5,000 page views will be added for free.

Please note that more than one ad may rotate in each ad space.

- 1 TOP BANNER**  
728 x 90 pixels  
\$40
- 2 LARGE BOX**  
300 x 250 pixels  
\$30
- 3 TOWER**  
120 x 250 pixels  
\$20



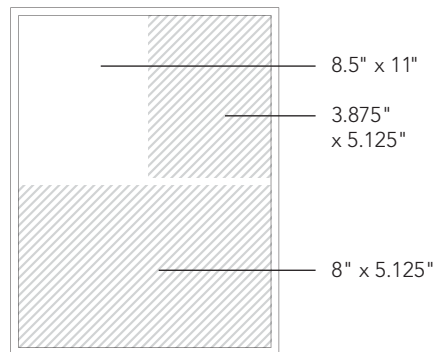
# GARNET & BLACK

## WWW.GANDBMAGAZINE.COM

Chronicling 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 minds of USC students, faculty and staff.

### PUBLICATION SCHEDULE

ISSUE	PUBLICATION	DEADLINE
Fall Issue #1 Print	October 2011	September 7
Fall Issue #2 Online	November 2011	October 31
Spring Issue #1 Print	February 2012	January 23
Spring Issue #2 Online	April 2012	March 19



**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



### WEB ADS

The online version of Garnet & Black will put your business in front of visitors seeking high impact content and cutting-edge design. With weekly blogs and online-only electronic publications, visitors are treated to new content that will keep them coming back throughout the year.

**1 TOP BANNER**  
 468 x 60 pixels  
 \$50\*

**2 LARGE BOX**  
 300 x 250 pixels  
 \$40\*

\*Prices given are per semester online.

# 90.5 WUSC-FM



## FREE-FORMAT SHOWS, 24/7

WUSC-FM is the USC's non-commercial, educational, free-format radio station on the frequency 90.5-FM. The station transmits at 2,500 watts with a range of approximately 30 miles and serves an international audience with its webcast at wusc.sc.edu. WUSC relies on listener contributions to help support station operations. 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. For more information, call the Public Affairs Director at 803-777-7172, or visit [wusc.sc.edu](http://wusc.sc.edu).

### SEMESTER

<b>ONE HOUR (24 Spots)</b> .....	\$260
<b>TWO HOURS (48 Spots)</b> .....	\$415
<b>THREE HOURS (72 Spots)</b> .....	\$570
<b>EACH ADDITIONAL HOUR (24 Spots)</b> .....	+\$150

### ACADEMIC YEAR

<b>ONE HOUR (48 Spots)</b> .....	\$470
<b>TWO HOURS (96 Spots)</b> .....	\$730
<b>THREE HOURS (144 Spots)</b> .....	\$980
<b>EACH ADDITIONAL HOUR (48 Spots)</b> .....	+\$250



# SUMMER PAPER

## GOING STRONG, ALL YEAR LONG

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 (over 10,000) and summer campus tours (over 5,000), 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 6,000.

<b>LOCAL</b> .....	\$5.00	<b>NATIONAL</b> .....	\$7.00
<b>UNIVERSITY DEPARTMENT</b> .....	\$4.00	<b>STUDENT ORGANIZATION</b> .....	\$3.00

Spot color rates are \$50 per ad, regardless of size. All prices listed are per column/inch.



# AD SUBMISSION GUIDELINES

## CREATING CAMERA-READY ADS

**Q: 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:** The preferred file format is a PDF. Be sure to 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.

**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 (.ai)  
-Adobe InDesign (.indd)  
-QuarkXpress (.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, please contact your sales representative. File formats not accepted as camera-ready artwork include:

-Microsoft Word, Publisher,  
PowerPoint and Excel  
-JPEG/GIF

**Q: How should I save pictures?**

**A:** To ensure high quality reproduction of photographs within ads, all photographs should be at least 180 dpi at the final size (dimension) they will appear as in the newspaper. Do not 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 spot color as desired. Color formulas are available from your sales rep or at our website.

**Q: How do I deliver my camera-ready advertisement?**

**A:** Email camera-ready ads to:

sacsads@mailbox.sc.edu.

Please include the client name and run date in the subject line. You can also save your ad on a CD-ROM or USB flash drive and give it to your sales representative.

# ADVERTISEMENT POLICIES



## 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 deemed 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, phrasing, or layout.

## ALCOHOL POLICY

Advertisements for beer and wine may be accepted but must conform with the 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 and 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.

## CANCELING/RESCHEDULING

Canceling 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 the 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 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 SCHEDULE 2011/2012

AUGUST 2011

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 2011

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 2011

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 2011

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 2011

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 2012

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 2012

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			

MARCH 2012

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 2012

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 2012

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 2012

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

JULY 2012

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				

## SPECIAL PUBLICATIONS

### WELCOME BACK ISSUE

Publishes: August 12, 2011, and January 9, 2012  
 Deadline: August 3, 2011, and January 3, 2012

### STRESS BUSTERS

Publishes: December 2, 2011, and April 23, 2012  
 Deadline: November 22, 2011, and April 19, 2012

### USC FOOTBALL SEASON PREVIEW

Publishes: August 31, 2011  
 Deadline: August 24, 2011

### BEST OF CAROLINA 2012



Publishes: February 16, 2012  
 Deadline: February 3, 2012

### PARENTS WEEKEND 2011

Publishes: September 23, 2011  
 Deadline: September 16, 2011

### USC OFF-CAMPUS LIVING GUIDE

Publishes: TBA  
 Deadline: TBA

-  Daily publication dates
-  Special publication dates