



UNIVERSITY OF SOUTH CAROLINA

# GARNET MEDIA GROUP

MEDIA KIT

2023 – 2024



# OVERVIEW

## ABOUT

**Garnet Media Group** represents the collective partnership between the student media organizations at the University of South Carolina — The Daily Gamecock, SGTV, Garnet & Black and WUSC. It serves as the umbrella brand for those organizations, as well as an additional outlet for students' collaborative efforts.

Garnet Media Group aims to **empower its partner organizations** to work together and connect with new readers, viewers and listeners while providing additional in-depth training for students on emerging media and industry practices.

## HOW WE CAN HELP

Our advertising team is made up of student representatives who both embody and understand the sought-after college student demographic. Each representative is trained in a consultative approach, with the goal of helping you reach the wide-ranging university community using a mix of traditional and new media.

**Do you need creative work done or a promotional video produced?** Our award-winning designers and videographers can help. Work with our talented students as they prepare for a post-graduate career in the media industry, and one day, you can say you knew them when.

## CONTACT US

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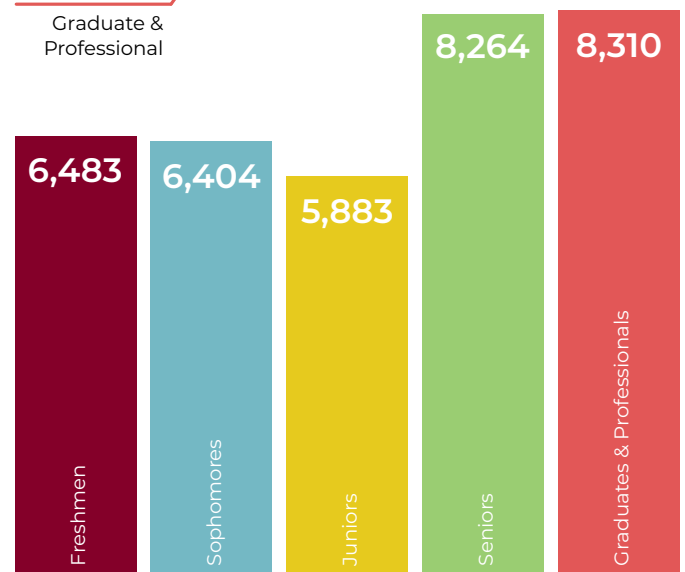
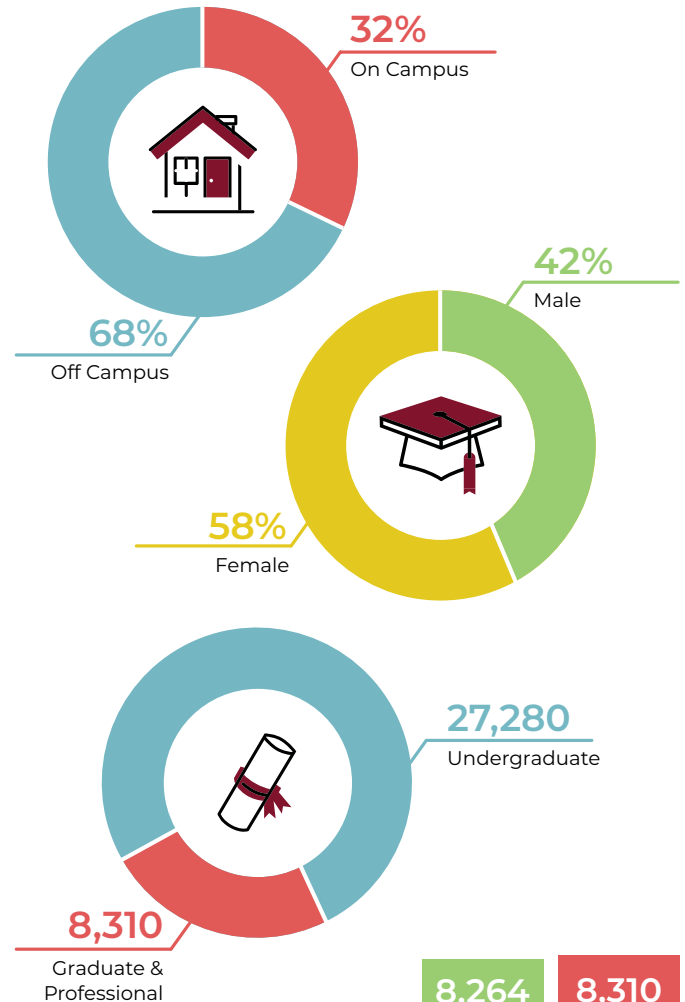
## USC POPULATION: 43,189



**35,590**  
students



**7,599**  
faculty & staff



## STUDENT BREAKDOWN



# THE DAILY GAMECOCK

Placement	Specs	Weekly Rate
Top	560 x 100 px	\$600
Middle	600 x 300 px	\$500
Bottom	560 x 100 px	\$350
Impression	180 x 120 px	\$125

## EMAIL NEWSLETTER

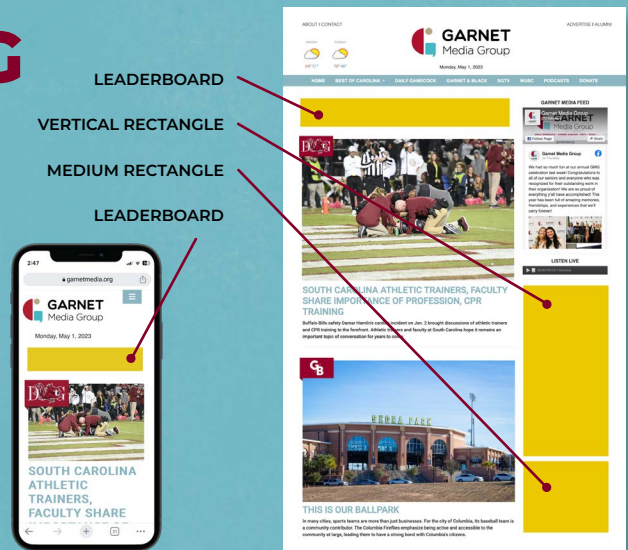
The Daily Gamecock email edition is sent Monday through Friday to **over 63,000 subscribers**. Monday's edition is delivered to all registered student email addresses plus our additional subscribers that include faculty, staff, parents and alumni. The Tuesday-Friday editions go to our organically grown group of approximately 4,500 subscribers. Inventory is limited, so reserve your spot soon!

Subscribe to The Daily Gamecock's email edition at [dailygamecock.com/subscribe](http://dailygamecock.com/subscribe).

## ONLINE ADVERTISING

Garnet Media Group and all four of its partner organizations maintain robust websites featuring exclusive content focusing on the USC and Columbia communities.

When you purchase an online ad, your messaging is automatically amplified with placement on multiple websites for maximum exposure.

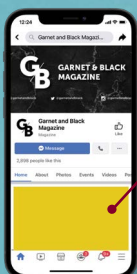


Placement	Specs	Weekly Rate
Leaderboard	728 x 90 px & 320 x 50 px 72 ppi	\$350
Medium Rectangle	300 x 250 px 72 ppi	\$250
Vertical Rectangle	300 x 600 px 72 ppi	\$200

## SOCIAL MEDIA

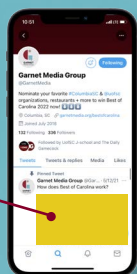
Between Facebook, Twitter and Instagram, Garnet Media Group and its four content partners are constantly disseminating information and engaging with a combined social media audience of more than 106,000.

See our rates and specs page for Facebook and Twitter pricing.



FACEBOOK  
1200 x 630 px

TWITTER  
1024 x 576 px

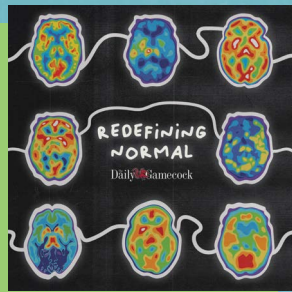
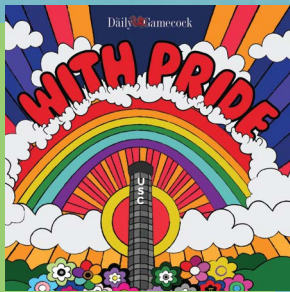


# TDG SPECIAL ISSUES

While The Daily Gamecock has joined the majority of media organizations in shifting to focus more heavily on digital publishing platforms, print issues are still an important part of the organization's portfolio. This year, TDG will publish three news magazines each semester. The longer shelf life of The Daily Gamecock's print publications means just one well-placed advertisement can reach thousands of engaged readers.

	Issue 1	Issue 2	Issue 3	Issue 4	Issue 5	Issue 6
On Stands	Sept. 18	Oct. 16	Nov. 13	Feb. 12	March 11	April 15
Space Deadline	Aug. 30	Sept. 27	Oct. 25	Jan. 24	Feb. 21	March 27
Art Deadline	Sept. 4	Oct. 2	Oct. 30	Jan. 29	Feb. 26	April 1

The Daily Gamecock



Ad Size	Specs	Business Rate	Campus Rate
Full Page	10" x 10.125"	\$850	\$680
Half Page	10" x 5"	\$550	\$440
Quarter Page	5" x 5"	\$450	\$360
Back Cover	10" x 10.125"	\$1,500	\$1,200
Inside Covers	10" x 10.125"	\$1,000	\$800

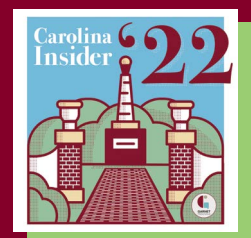
# GMG SPECIAL ISSUES

Garnet Media Group's special publications are circulated widely throughout the Carolina community, as well as to visitors and prospective students. Each year, we produce two special publications designed to better connect our audience to campus-based and community-centered resources and opportunities.

Issue	On Stands	Space Deadline	Art Deadline
Best of Carolina	Feb. 28	Feb. 5	Feb. 12
Carolina Insider	May 22	April 29	May 6

**Best of Carolina**, which features audience-voted "bests" in 50 categories, informs new and returning students, as well as visitors and locals, on the best places to eat, explore, shop and be entertained in Columbia.

**Carolina Insider** gives readers an in-depth look at the student experience at UofSC and stays on stands throughout new student orientation in the summer.





# GARNET & BLACK

Since 1994, Garnet & Black magazine has been a leader for thoughtful discussion and inclusive storytelling. The magazine is known for its award-winning visuals and long-form articles intended to encourage meaningful discussion on campus. Issues are also known to feature high-quality fashion design and style photography.

Published at the midpoint of each semester, Garnet & Black is a great way for advertisers to position their businesses in front of thousands of readers.



Ad Size	Specs	Business Rates	Campus Rates
Full Page	8.375" x 10.875"	\$750	\$600
Half Page	8" x 5.05"	\$450	\$360
Quarter Page	3.875" x 5.05"	\$350	\$280
Back Cover	8.625" x 11.125"	\$1,000	\$800
Inside Cover	8.5" x 11.125"	\$850	\$680

Check out G&B's online content at [gandbmagazine.com](http://gandbmagazine.com)

	Fall Issue	Spring Issue
On Stands	October	March
Space Deadline	Sept. 12	Feb. 6
Art Deadline	Sept. 22	Feb. 16



# GARNET LIVING

The screenshot shows the Garnet Living website interface. At the top, there's a navigation bar with 'POST YOUR PROPERTY', 'RESOURCES', and 'PROPERTY MANAGER LOGIN'. Below this is a search bar with filters for 'Apartment', 'House', 'Room', 'Distance from USC', 'Bed', 'Bath', 'Max Rent', and a 'Keyword Search' field. The main content area displays a featured property listing for 'Rivers Edge at Carolina Stadium' with a photo of a modern living room. Below the listing is a map of Columbia, SC, with red pins indicating various property locations. To the right of the map is a smaller photo of a furnished room.

Reach students looking for housing by posting on [garnetliving.org](http://garnetliving.org).

Individual listings are \$25 for two months, and six-month and annual unlimited packages are also available.

Email [sasmhome@mailbox.sc.edu](mailto:sasmhome@mailbox.sc.edu) for more information.



Garnet Living

# SGTV

Whether you need video for a website, commercial, or YouTube, Student Gamecock Television (SGTV) can produce high-quality work that meets or exceeds your expectations. SGTV also offers live streaming and video editing services.

For more information, please contact your account representative or reach out to SGTV's public relations director at [sasgtvdpd@mailbox.sc.edu](mailto:sasgtvdpd@mailbox.sc.edu).

See your representative for pricing and more information.

Check out SGTV's online content at [sgtvatusc.com](http://sgtvatusc.com)

**SGTV**  
student gamecock television\*



# WUSC



WUSC is USC's non-commercial, HD, non-Top 40 radio station broadcasting at 90.5 FM. The station transmits with a range of 30 miles and serves an international audience with a webcast at [wusc.fm](http://wusc.fm). Through underwriting, local businesses have the opportunity to be recognized as supporters of the station. For more information, call 803.576.9871, or visit [wusc.fm](http://wusc.fm).

See your representative for pricing and more information.



# DISCOVER COLUMBIA

Discover Columbia is the perfect way to connect USC students to your business and the greater Columbia area. This event is a local business showcase on Greene Street designed to help students discover all of the unique shops, restaurants, communities and activities Columbia has to offer.

**3-Hour Event = \$200**

Individual tabling is also available throughout the year. Contact your advertising representative for more information.





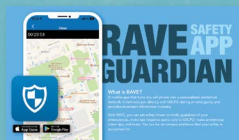
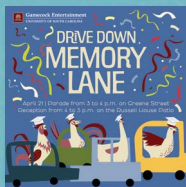
# CREATIVE SERVICES

## ABOUT

Creative Services is the award-winning, in-house design team for Garnet Media Group. Our team of student designers produces creative content and advertisements for businesses and organizations both on and off campus.

Print or digital advertisements purchased with any Garnet Media Group outlet will be designed by this team at no additional charge. Design work for campaigns and promotional items not tied to an advertisement are charged by the hour.

Please email Art Director Krista Larson at [larsonkg@email.sc.edu](mailto:larsonkg@email.sc.edu) for more information or visit [garnetmedia.org/creativerequest](http://garnetmedia.org/creativerequest) to order your work now!



## DESIGNER CHECKLIST

- Email artwork to your ad representative or to [smcreativeservices@sc.edu](mailto:smcreativeservices@sc.edu).
- Artwork for online and email ads is due **Monday at 5 p.m. prior to the week the ad is running.**
- Artwork for web ads can be submitted as JPEGs, GIFs or PNGs and must be 72 PPI.

**If artwork is not emailed by the deadline, you risk your advertisement not running at your cost.**

### Accepted formats:

- ✓ Adobe PDF (.pdf)
- ✓ Adobe InDesign (.indd)
- ✓ Adobe Illustrator (.ai)
- ✓ High resolution tiff (.tif) or JPEG (.jpg)

\* If you choose to use Canva, please be sure to save your file as one of the accepted formats mentioned above.

### Settings:

- ✓ CMYK Color Mode
- ✓ 300 DPI Resolution for print publications
- ✓ All fonts outlined
- ✓ Images embedded

### Unacceptable formats:

- ✗ Word, Publisher, PowerPoint, Excel, Corel

# SCHEDULE

## FALL 2023

**Classes Begin:** Aug. 24

**Fall Break:** Oct. 19 – 20

**Thanksgiving Break:** Nov. 22 – 26

**Classes End:** Dec. 8

**Final Exams:** Dec. 11 – 18

**Commencement:** Dec. 18

## SPRING 2024

**Classes Begin:** Jan. 8

**Spring Break:** March 3 – 10

**Classes End:** April 22

**Final Exams:** April 24 – May 1

**Commencement:** May 3 – 4

### 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	19	20	21	22	23
24	25	26	27	28	29	30

### October

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

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		

### February

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

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

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				

### GMG Special Issues Publication Dates:

Best of Carolina: Feb. 28, 2024 | Carolina Insider: May 22, 2024

■ The Daily Gamecock Publication Dates

■ Garnet & Black Publication Dates

# RATES & SPECS

## ONLINE

Placement	Specs	Weekly Rates
Leaderboard	728 x 90 px and 320 x 50 px 72 ppi	\$350
Medium Rectangle	300 x 250 px 72 ppi	\$250
Vertical Rectangle	300 x 600 px 72 ppi	\$200

## SGTV

Services	Price
Livestream Services	\$150/hr
Fully Produced Video	\$150/hr
Filming Services	\$100/hr
Video Editing Services	\$100/hr
Commercial Spots	\$75

## TDG EMAIL NEWSLETTER

Placement	Specs	Weekly Rates
Top	560 x 100 px	\$600
Middle	600 x 300 px	\$500
Bottom	560 x 100 px	\$350
Impression	180 x 120 px	\$125

## FACEBOOK

# of Posts	Price	Price Breakdown
3 posts	\$210	\$70/post
5 posts	\$325	\$65/post
10 posts	\$600	\$60/posts
20 posts	\$1,100	\$55/post
Open Rate	—	\$75/post

## TDG & GMG SPECIAL ISSUES

Placement	Specs	Buesiness Rate	Campus Rate
Full Page	10" x 10.125"	\$850	\$680
Half Page	10" x 5"	\$550	\$440
Quarter Page	5" x 5"	\$450	\$360
Back Cover	10" x 10.125"	\$1,500	\$1,000
Inside Cover	10" x 10.125"	\$1,000	\$800

## TWITTER

# of Posts	Price	Price Breakdown
3 posts	\$135	\$45/tweet
5 posts	\$200	\$40/tweet
10 posts	\$350	\$35/tweet
20 posts	\$600	\$30/tweet
Open Rate	—	\$50/tweet

## GARNET & BLACK

Placement	Specs	Business Rate	Campus Rate
Full Page	8.375" x 10.875"	\$750	\$600
Half Page	8" x 5.05"	\$450	\$360
Quarter Page	3.875" x 5.05"	\$350	\$280
Back Cover	8.625" x 11.125"	\$1,000	\$800
Inside Cover	8.5" x 11.125"	\$850	\$680

## WUSC UNDERWRITING

# of Spots	Total Rate
10	\$120
25	\$250
50	\$400
75	\$525