

FOUNDED IN

1893

SPECIAL
PUBLICATIONS
CIRCULATION

100K

DISTRIBUTION
POINTS

42.5

187

8.4

K



million
PAGEVIEWS

51

#1

The
Red & Black
2019-2020
Media Kit

WEEKLY EMAIL
NEWSLETTERS

STAFF REPORTERS

COLLEGE
NEWSPAPER
IN GEORGIA

19.9

f K

30%

WEB TRAFFIC
GROWTH

10.7

Instagram icon K

Here's why you should advertise with The Red & Black

- We are your **best connection** to the University of Georgia and Athens community.
- We print a **weekly paper** and a variety of special editions throughout the year.
- We are **digital first**. As the first major college daily to switch to a weekly print format, we're driven by online, 24/7 coverage, which attracts more than 50,000 users weekly.
- Our extensive **social media** presence includes more than 80,000 followers across multiple platforms.
- Our varied **special publications** allow you to target focused audiences. They include UGA 101, Tailgate Guide, Eat & Drink Athens, GA and the University of Georgia Visitors Guide.
- We have a legacy of **journalism excellence** dating back to 1893. We've been named the top student newspaper in Georgia — and one of the top three in the nation.
- When you advertise with us, you're supporting the **future of journalism**. We're a nonprofit, independent student news organization that serves as the training ground for student journalists, photographers, videographers, graphic designers and advertising sales representatives.

The
Red & Black

540 Baxter Street
Athens GA 30605
706-433-3001
redandblack.com/advertise
advertising@randb.com



Weekly Newspaper

The Red & Black print editions offer in-depth coverage and analysis of the week's top stories, along with compelling photography, vibrant graphics and special reports.

One of the largest community newspapers in the state, our print issue emphasizes the week's big stories, complementing our daily online breaking news, culture and sports coverage. The print edition is distributed at more than 130 locations around Athens and on campus. Throughout the year, we publish special editions with bonus circulation. These include:

- Athenscape, our big August back-to-school issue
- Gameday Preview Issues, distributed before Saturday home games
- Graduation Issue, congratulating the newest UGA alumni
- AthFest, a preview of the June music and arts festival
- PLUS: Ampersand Magazine, the award winning quarterly

redandblack.com

Connect with more than 50,000 readers weekly through our comprehensive coverage of news, sports, culture and events.

We've invested in breaking news coverage and have the only sports desk that covers every varsity team at UGA. Through redandblack.com we offer must-read news for a growing audience. Ads on our site allow you to connect with tens of thousands of readers, including current students and a vast, passionate alumni network.

Our web traffic increased by 30% between 2018 and 2019, and we're on track to surpass that growth in 2020.



Special Publications

Our award-winning magazine-style guides reach more than 100,000 visitors to Athens and UGA each year. They are distributed in businesses, restaurants and hotels throughout Athens, on UGA campus and in Georgia Welcome Centers.

Visitors Guide

Our biggest publication of the year. We print two issues, one for Spring/Summer and one for Fall/Winter, with 20,000 copies of each. It covers UGA, Athens, dining, attractions, hotels and more.

Distributed: August and March

Eat & Drink Athens, GA

Our guide to the Athens restaurant and bar scene also covers breweries, bakeries, markets and specialty stores. The guide is popular with Athens residents and UGA staff and faculty as well as visitors. We produce two issues a year, 10,000 copies each.

Distributed: April and September

UGA 101

The essential guide for freshmen, UGA 101 has recommendations for dorm life, food, entertainment and exploring Athens. It is hand-distributed at every orientation session in the summer and includes a bonus section for parents.

Distributed: June through August

Tailgate Guide

This essential guide to gameday traditions includes: recipes, maps, tailgating style and other tips. We distribute 10,000 copies throughout football season.

Distributed: September through November

Housing Fair Digest

Produced for the Housing Fair event The Red & Black holds on campus in January. It includes ads for fair exhibitors as well as housing vendors and services.

Distributed: January

Student Housing Athens, GA

This guide covers all aspects of student housing, from how to read a lease to where to get great deals on furniture.

Distributed: October through February



Each publication helps you reach a focused audience, from incoming freshmen to Athenians with an interest in dining and culture.



Email Newsletters

Reach up to 55,000 people weekly through our email newsletters, a particularly effective way to connect with university staff and faculty, Athens residents and UGA parents.

Daily Headlines

Sent Monday through Friday to 6,500+ subscribers, this newsletter highlights news, photos and videos at redandblack.com.

Two sponsorship spots available: Top banner and center square

Eat & Drink Athens, GA

This Thursday newsletter complements our special publication, with the lowdown the city's dining scene along with interviews, recipes and promotions.

Available to one exclusive weekly sponsor

Sports Update

In spring, a Monday newsletter provides a recap of what's happened across all Georgia sports. During the fall football season, the newsletter includes a Friday pregame edition and Monday postgame coverage.

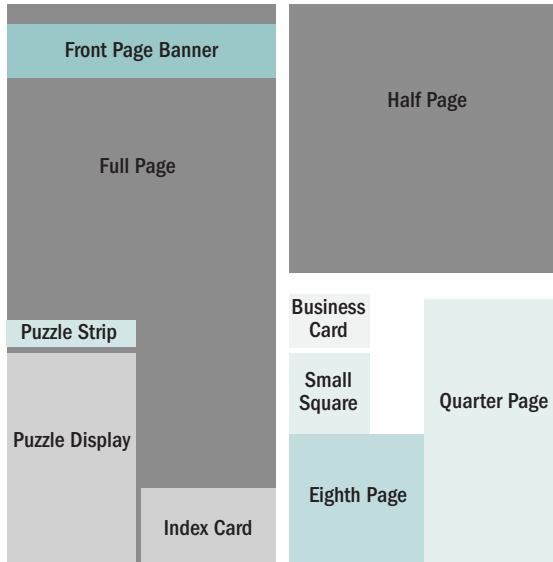
Available to one exclusive sponsor

2020 ALL RATES AND SIZES

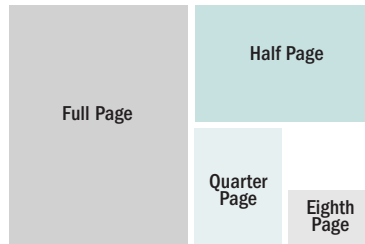
Newspaper

THE RED & BLACK, ATHENScape, GRADUATION ISSUE, EXTRA EDITIONS						
AD UNIT	SIZE	OPEN RATE	10X	20X	30X	40X
			10%	20%	30%	40%
Full Page	10" x 21"	\$1,600	\$1,440	\$1,280	\$1,120	\$960
Half Page	10" x 10"	\$1,100	\$990	\$880	\$770	\$660
Quarter Page	5" x 10"	\$650	\$585	\$520	\$455	\$390
Eighth Page	5" x 5"	\$350	\$315	\$280	\$245	\$210
Index Card	5" x 3"	\$210	\$189	\$168	\$147	\$126
Small Square	3" x 3"	\$125	\$112	\$100	\$87	\$75
Business Card (black and white only)	3" x 2"	\$75	\$67	\$60	\$52	\$45
SPECIAL POSITIONS						
Front Page Banner	10" x 2"	\$500	\$450	\$400	\$350	\$300
Puzzle Display	5" x 8"	\$400	\$360	\$320	\$280	\$240
Puzzle Strip	5" x 1"	\$100	\$90	\$80	\$70	\$60

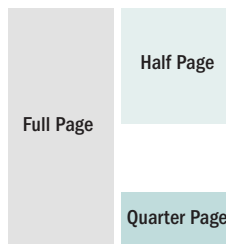
NEWSPAPER AD SIZES



MAGAZINE AD SIZES



"SLIM JIM" GUIDE AD SIZES



Special Publications

MAGAZINE THE UNIVERSITY OF GEORGIA VISITORS GUIDE				
FULL PAGE	HALF PAGE	QUARTER PAGE	EIGHTH PAGE	COVER POSITIONS (full bleed)
\$1,500 7.25" x 9.75"	\$1,045 7.25" x 4.75"	\$595 3.5" x 4.75"	\$315 3.5" x 2.25"	Back Cover \$3,500 Inside Front \$2,000 Inside Back \$2,000 8.625" x 11.125"

'SLIM JIM' GUIDES UGA 101, EAT & DRINK, TAILGATE GUIDE, STUDENT HOUSING				
FULL PAGE	HALF PAGE	QUARTER PAGE	COVER POSITIONS (full bleed)	
\$820 4.5" x 9.75"	\$480 4.5" x 4.75"	\$315 4.5" x 2.25"	Back Cover \$1,500 Inside Front/Inside Back \$1,000 5.625" x 10.75"	

DIGEST HOUSING FAIR DIGEST		
FULL PAGE	HALF PAGE	COVER POSITIONS (full bleed)
\$500 5 x 6" w/ space below for notes	\$250 5 x 4"	Back Cover \$1,200 Inside Front/Inside Back \$900 5.5 x 8.5"

View digital editions of all publications at
redandblack.com/digital-editions

Digital

ONLINE BANNER ADS	
Top Leaderboard/Mobile Banner 728 x 90; 300 x 50 pixels	\$500/week
Premium Square 300 x 250 pixels	\$400/week
In-Article Square 300 x 250 pixels	\$300/week
Center Square 300 x 250 pixels	\$200/week
Photo Gallery 300 x 250 pixels	\$150/week

NEWSLETTER SPONSORSHIPS

Daily Headlines Top Banner 600 x 120 pixels	\$200/week
Daily Headlines Center Square 300 x 250 pixels	\$100/week
Sports Update Banner 600 x 120 pixels	\$100/week
Eat & Drink Banner 600 x 120 pixels	\$75/week
Special Offer custom email blast	\$250/blast

SOCIAL MEDIA CAMPAIGNS

Campaigns can be customized for client needs, and start at just \$100. Ask your account executive for details.

Inserts & Flyers

TYPE	NO.	SIZE	PRICE
Insert In weekly newspaper or special edition Deliver to printing plant Monday prior to publication	8,000	11" x 11" max 4" x 6" min	\$900
Hand-to-Hand Flyer In papers distributed on campus Deliver to R&B Tuesday before distribution	500	8.5" x 11" max 4" x 6" min	\$250

REGULAR DEADLINES

WEEKLY PRINT ADS

Insertion Orders: 4 p.m. Monday prior to Thursday issue

Ad Creative: 4 p.m. Tuesday prior to Thursday issue

WEEKLY DIGITAL ADS

Insertion Orders and all Materials: Friday at 2 p.m. prior to ad start date (digital ads run Monday-Sunday)

FORMATS FOR CREATIVE MATERIALS

PRINT — The ideal camera-ready format is 300 dpi print-quality PDF. For ads we create, we prefer editable PDFs or AI or EPS logo files and high-res JPGs.

DIGITAL — All files should be 72 dpi and meet pixel dimensions noted above. PNG, GIF or JPG files.