



The Red & Black

MEDIA KIT 2026

The Red & Black® AUDIENCE BY THE NUMBERS

348k+

AVERAGE MONTHLY IMPRESSIONS TO REDANDBLACK.COM

1.6M

FIRST USERS FIND OUR WEBSITE BY ORGANIC
SEARCH GLOBALLY

SOCIAL MEDIA



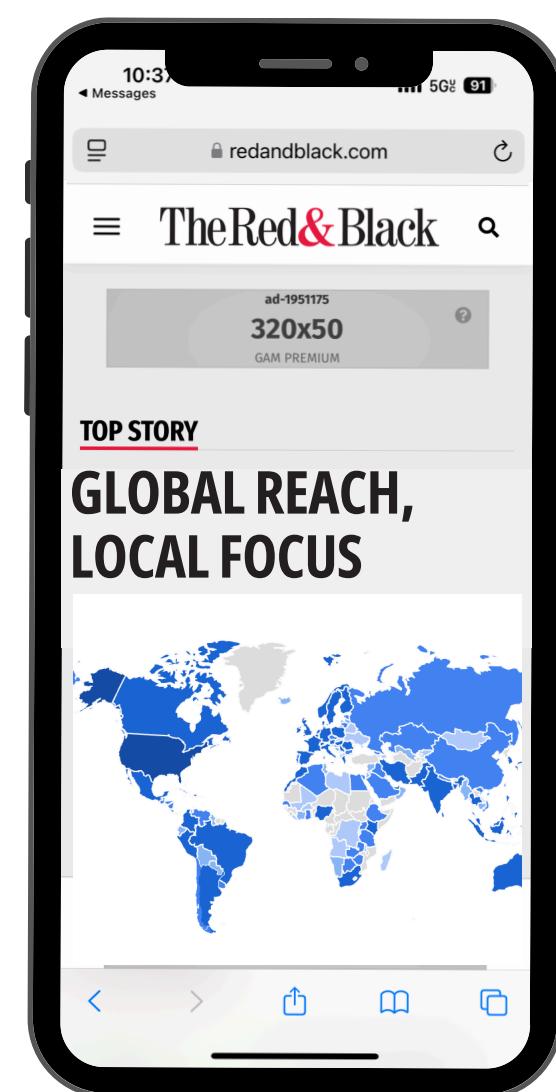
27k+ The Red & Black



34k+ @redandblackga



41K+ @redandblack



85%

Newspaper pickup rate
5,000 circulation



98%

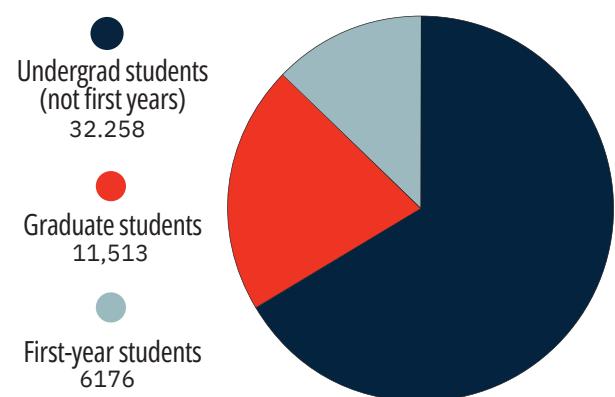
Guides pickup rate
10-15,000 circulation



25,000+

Newsletter subscribers
25% open rate

UGA 2025 ENROLLMENT STATS



Total student enrollment: **43,887**

January 2025 - December 2025 Google Analytics

WHO VISITS REDANDBLACK.COM?

1.4

Million
Users

5.1

Million
Pageviews

20.6M

Advertising
Impressions

The Red&Black®

Our mission and legacy

Who is The Red & Black?

- We are a **130+ year** old 501c3 nonprofit media organization with dual missions of providing free, reliable news to our audience while training future career professionals.
- We are your **best connection** to the University of Georgia and Athens community.
- We print a **regular paper** and a variety of special editions throughout the year.
- We are **digital first**. We were the first major college newspaper to switch to a non-daily print format that's driven by online, 24/7 coverage on redandblack.com, which attracts over 37k+ users weekly.
- Beyond the website, our extensive **social media** presence includes more than 102k+ followers across multiple platforms.
- Our varied **special publications** allow you to target focused audiences. They include UGA 101, Tailgate Guide, Eat & Drink Athens, GA, Student Housing Guide Athens GA, and Visitors Guide.
- We have a legacy of **journalism excellence** dating back to 1893. Our student journalists have gone on to work for a variety of national, state and local news publications.
- When you advertise with us, you're doing more than promoting your service or business: You're supporting the **future of journalism**. We're a nonprofit, independent student-led news organization that serves as the training ground for student journalists, photographers, videographers, graphic designers and advertising sales representatives.



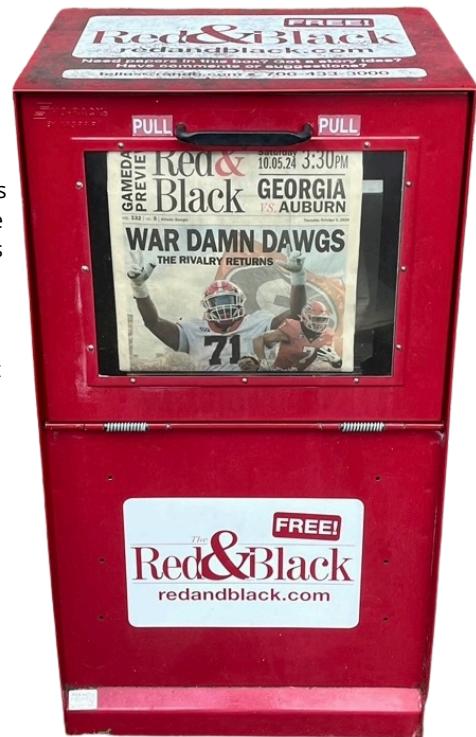
Our students have a tradition of taking our staff pictures on the front steps of the Red & Black building at 540 Baxter Street.

Print Newspaper

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

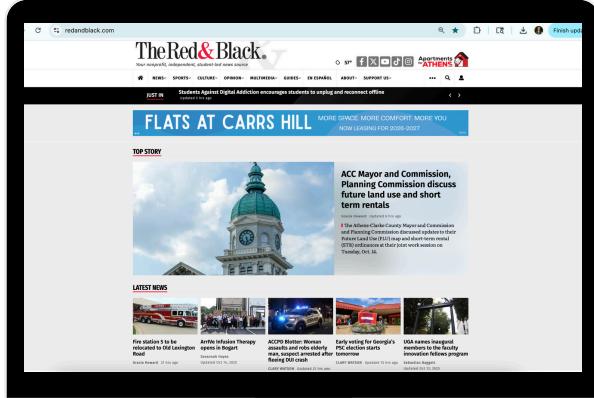
Our print issue emphasizes the latest big stories, complementing our daily online breaking news, culture and sports coverage. The print edition is distributed at more than 60 locations around Athens and on campus. Throughout the year, we publish special editions with bonus circulation. These include:

- **Athenscape**, our big August back-to-school issue
- **Football Home-Game Issues**, on stands for gamedays
- **Graduation Issue**, congratulating the newest UGA alumni
- **PLUS**: Classic City Kickoff & Rivalry issue



The Red&Black.®

Product descriptions, cont'd



redandblack.com

Connect with more than 37k readers weekly through our comprehensive coverage of news, sports, events, and more.

We've invested in breaking news coverage and have the only sports desk that covers every varsity team at UGA. At 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.

Newsletters

Reach an engaged core audience with more than 25,000 subscribers

Daily Headlines Newsletter

Sent Monday - Friday to 25k+ subscribers. This newsletter highlights news, photos and videos at redandblack.com.

Two spots available:

Top Sponsorship Banner 600 x 120 pixels, \$225/week

Center Square Ad 600 x 120 pixels, \$175/week

Bottom Banner Ad 600 x 120 pixels, \$125/week

Eat & Drink Athens GA Newsletter

Our Thursday newsletter complements our special publication, with the lowdown on news in the city's dining scene, interviews, recipes, promotions and more.

Available to one exclusive sponsor for \$100 per week

Featured Ad \$125 per week

Football Updates Newsletter

During the fall football season, this newsletter includes a Friday pre-game and Monday post-game edition.

Available to one exclusive sponsor for \$125

Featured ad for \$150

Weekend Preview Newsletter

This Friday newsletter highlights culture and upcoming events in Athens & UGA.

Available to one exclusive sponsor for \$125



Special Publications

Our award-winning magazine-style guides reach more than 100,000 visitors to Athens and UGA each year.

Visitors Guide

Our biggest publication of the year. We print two issues, one for Spring/Summer and one for Fall/Winter, with 15,000 copies of each. It covers UGA, Athens, dining, attractions, hotels and more.

Distributed: February and September, 15,000 copies per year

Eat & Drink Athens, GA

Our guide to the Athens restaurant and bar scene also covers breweries, markets, specialty stores and more. It is distributed throughout Athens at hotels, restaurants and retailers.

Distributed: April and November, 10,000 copies per year

UGA 101

The essential guide for freshmen, transfers and parents, this guide has recommendations for dorm life, food, entertainment, safety and more. It is distributed at every orientation session in the summer as well as throughout the campus and Athens community.

Distributed: June through August, 5,000 copies per year

Tailgate Guide

This essential guide to gameday traditions includes: recipes, tips, maps, tailgating style and more. We distribute 10,000 copies in hotels, visitors centers, on campus and businesses in Athens.

Distributed: August, 10,000 copies per year

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, 10,000 copies per year

Housing Fair Digest

Produced for the Housing Fair event The Red & Black holds on campus in January. It includes fair exhibitor ads and more.

Distributed: October, 2,500 copies per year

FREQUENCY IS THE KEY

All successful ad campaigns, regardless of the money invested in them, have one thing in common – FREQUENCY. The more times your ad appears, the more impressions it makes.

THE MORE YOU RUN, THE MORE YOU SAVE.

Combine Print and Digital Ads to
Earn Generous Frequency
Discounts*.

NO. OF ADS	DISCOUNT
10	10%
20	20%
30	30%
40+	40%

Let us show you how The Red & Black is the most effective and affordable way to capture the UGA market by designing a plan that works for you.

* All frequency contracts last 1 year from the date of your first insertion.

2026 ROP Print Schedule

The Red & Black publishes a regular edition throughout the regular academic year. The ad deadline for each issue is the Thursday prior to the publication date at noon EST.

Spring

1. Thursday, January 29
2. Thursday, February 29
3. Thursday, March 26
4. Thursday, April 9 (G-Day preview)
5. Thursday, May 7

Fall

6. Thursday, August 6 (Athenscape)
7. Thursday, August 27 (CCKO)
8. Thursday, September 3 (Football Preview)
9. Thursday, September 10 (Football Preview)
10. Thursday, September 24 (Football Preview)
11. Thursday, October 1 (Football Preview)
12. Thursday, October 15 (Football Preview)
13. Thursday, October 29 (Rivalry)
14. Thursday November 5
15. Thursday November 12 (Football Preview)
16. Thursday, December 10 (Graduation Issue)

Spring Special Publications

Visitors Guide, Spring/Summer 2025

Ad Deadline: Feb. 4, 2026
Distribution: Feb. 27, 2026

Eat & Drink Athens, GA

Ad Deadline: Mar. 11, 2026
Distribution: Apr. 10, 2026

UGA 101

Ad Deadline: Apr. 8, 2026
Distribution: June 5, 2026

Fall Special Publications

Tailgate Guide

Ad Deadline: Aug. 12, 2026
Distribution: Sept. 4, 2026

Visitors Guide, Fall/Winter 2026

Ad Deadline: Sept 9, 2026
Distribution: Oct 2, 2026

Student Housing Magazine

Ad Deadline: Sept. 30, 2026
Distribution: Oct. 23, 2026

Eat & Drink Athens, GA

Ad Deadline: Oct. 28, 2026
Distribution: Nov. 20, 2026



The Red&Black.®

Special Positions

SPECIAL POSITIONS & RATES

Small Business Special

Buy 3 quarter-page ads in Eat & Drink, UGA 101, Student Housing Guide and Tailgate Guide for just \$495

New Advertiser Package

Print & Online Combo: 3 weeks at 50% off (\$900 total)

3 Instagram Story Ads, 3 Newsletter Lower Banner Ads, 3 Center Square Digital Ads, 1 FB Ad

Hand-to-Hand Distribution

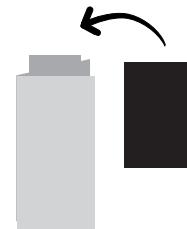
\$250 per paper / single sheet (11"x11" max)

Our team will distribute your flyers along with our papers at your request. 500 flyers need to be mailed or dropped off at our Baxter Street office at least one day prior to the distribution of the paper.

Pre-Printed Inserts

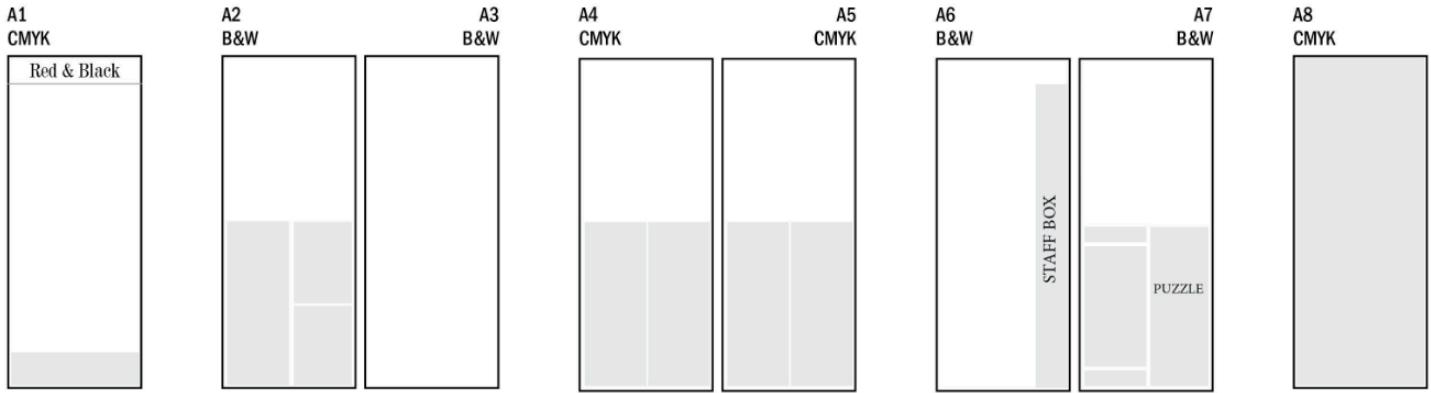
\$800 per paper single sheet (11"x11" max)

Inserts will be placed into the selected paper of your choice. Inserts will need to be printed and shipped to our printer nine days prior to the run date by the advertiser. The maximum number of inserts per paper is three. Contact your ad rep for information on where to send inserts.



The Red&Black®

Newspaper Layout



A1	A2	A3	A4	A5	A6	A7	A8
-Front Page Banner Color	-1/4 page -1/8 page -1/8 page B&W	B&W	-1/4 page -1/4 page Color	-Puzzle Strip -Puzzle Display Color	-1/4 page -1/4 page B&W	B&W	-Full page Color

Newspaper Ads

Specifications



Puzzle Strip 5x1

Puzzle Display
5x8

Full page
10x21

Front Banner
10x2

All print ads - PDF
300 dpi

Guides

Specifications

UGA 101, Tailgate Guide, Eat & Drink, Student Housing Guide

Inside Cover 5x10	Full Page 4.5x9.75	Half Page 4.5x4.75
1/4 Page 4.5x2.25		

Visitors Guide

Inside Cover 8.625x11.125	Full Page 7.25x9.75	Half Page 7.25x4.75
1/4 Page 2.24 x 4.5		

Housing Fair Digest

Full Page 5.5 x 8.5	Half Page 5.5 x 6	1/4 Page 2.25 x 4
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Special Issues

Specifications

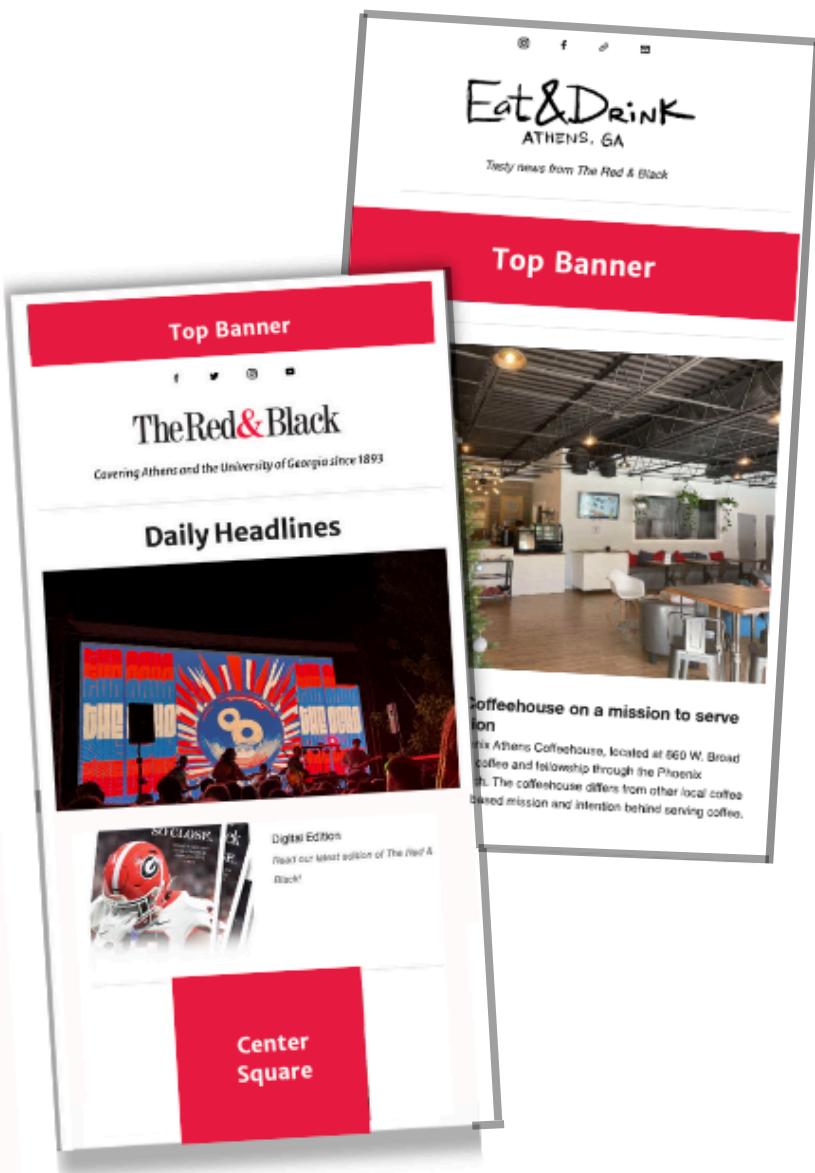
Rivalry Issue

Full Page 10x10	Half Page 10x5	1/4 Page 5x5
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All print ads - PDF
300 dpi

The Red&Black.[®]

Newsletters



Our email newsletters give you a great way to connect with readers daily. Include your message with the content they care about — and have signed up for.

We offer **four** email options:

Daily Headlines

Sent out Monday – Friday (and when there is major breaking news) to **25K+** students, parents, faculty, alumni and Athens residents.

Eat & Drink Athens, GA

Sent on Thursdays with the lowdown on news in the city's dining scene & more.

Football Updates

During the fall season, this includes a Friday pre-game and Monday post-game edition.

Weekend Preview Newsletter

This Friday newsletter highlights culture in Athens and UGA.

Online Banner Ads

1170x90 px 72 dpi

Top Leaderboard / \$500 wk

300x50 px 72 dpi

Mobile Banner

300x250 px 72 dpi

Premium Square / \$425 wk

In-Article Square / \$325 wk

Center Square / \$225 wk

Photo Gallery / \$225

Photo Gallery Sports / \$150 wk

Newsletter Ads

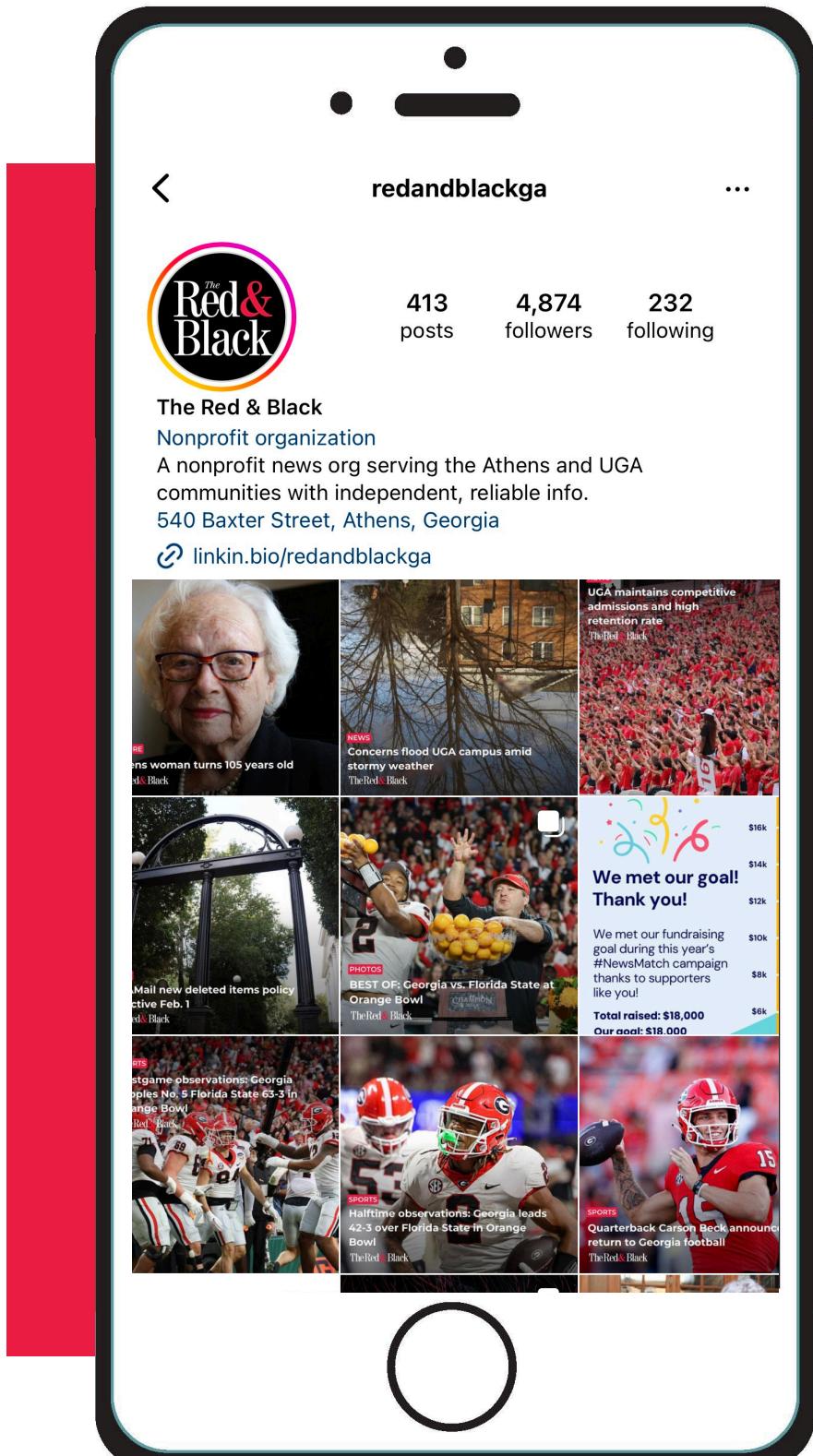
600x120 px 72 dpi

Daily Headlines / \$225 wk
Top Banner

300x250 px 72 dpi

Daily Headlines / \$175 wk
Center Square / \$125 wk

Social Media Posts



SOCIAL OPTION

Instagram Stories:
\$300/day | 1080x1920
8.5k+ followers

Instagram Posts:
\$250/day | 1080x1080 or
1080x1440

Facebook:
\$250/day | 1440x1440
33k Facebook followers

X Posts:
\$250/day | 800x860
43k X followers

Social Media Bundle:
\$600 | Instagram,
Facebook, and X Post

IG: @redandblackga
FB: theredandblack
X: @redandblack

What We Get From You



The
**Red &
Black.**®

How you can get the best results with the assets you send us



PRINT

Resolution

300 DPI

Color Mode

CMYK

File Types

PDF



DIGITAL

75 DPI

RGB

**PNG
JPEG**

DESIGNER CHECKLIST

The Red & Black has an award-winning team of student designers waiting to help you with your creative. At your choosing, you may design your own ad. When submitting any artwork, please follow the criteria below.



Accepted Formats – Print:
Adobe PDF (.pdf)

Accepted Formats – Web:
PNG
JPEG



Formats We Do Not Accept:
Microsoft Word (.doc, .docx)
Microsoft PowerPoint (.ppt, .pptx)
Microsoft Excel (.xls, .xlsx)
Apple Pages (.pages)

Settings –

Print:
Color Mode: CMYK
Resolution: 300 dpi/ppi
Fonts: Embedded
(converted to outlines)
Images: Embedded

Web:
Color Mode: RGB
Resolution: 145 dpi/ppi
Fonts: Embedded
(converted to outlines)
Images: Embedded



Deadlines –

Ad Copy For Print & Digital In-House Assembly:
8 Business Days Prior to Run Date at 12:00 pm
Complete Print & Digital Ads Provided By Client:
Thursday Prior to Run Date at 12:00 pm

The Red&Black.®

Policies

- The Red & Black reserves the right to regulate typographical tone, subject matter, form, size, wording and illustrations of all advertisements, and to reject or revise copy which it considers objectionable. The Red & Black reserves the right to print "Advertisement" above any advertisement that closely resembles editorial matter.
- Snow day / Act of God / or any cause not subject to the control of The Red & Black. If the issue is already in distribution when school is canceled, no adjustments will be made. The Red & Black assumes no responsibility for these advertisements, or any problem arising from their publication. If school is canceled prior to printing and the distribution of an issue, The Red & Black will attempt to contact all advertisers scheduled to advertise in that issue. In the event that the advertiser cannot be reached all advertisements will be run in the next distributed issue at the same size and price as the originally scheduled ad.
- The Red & Black will not be liable for errors in advertisements, including typographical errors, incorrect publication (insertions or omissions) and resulting losses, but if at fault, will make adjustments on that part of the advertisement in which such error occurred. It is the advertiser's responsibility to make claims for adjustment within 5 days of publication. No adjustment will be made for errors that do not materially affect the value of the advertisement. The Red & Black cannot bear any liability for copy that changes or corrections made after deadline or by telephone.
- The Red & Black reserves the right to border all ads less than a full page.
- The Red & Black may revise its advertising rate schedule at any time upon 30 days' written notice to the Advertiser.
- Local advertisers are dealt with individually by The Red & Black. We do not accept brokered advertising.
- Agencies placing advertising on behalf of their clients are jointly and severally liable for the full cost of advertising placed.
- Any cards for payment on file can and will be used in the case of late payments.

CONTACT US

ADVERTISING

Main: 706.433.3012
advertising@randb.com
redandblack.com/advertising
redandblack.com/classifieds
classifieds@randb.com

PUBLISHING

Executive Director
publisher@randb.com

NEWS

Main: 706.433.3027
Email:
news@randb.com
Web: [@redandblackga](http://redandblack.com)
tellus@randb.com

The Red & Black

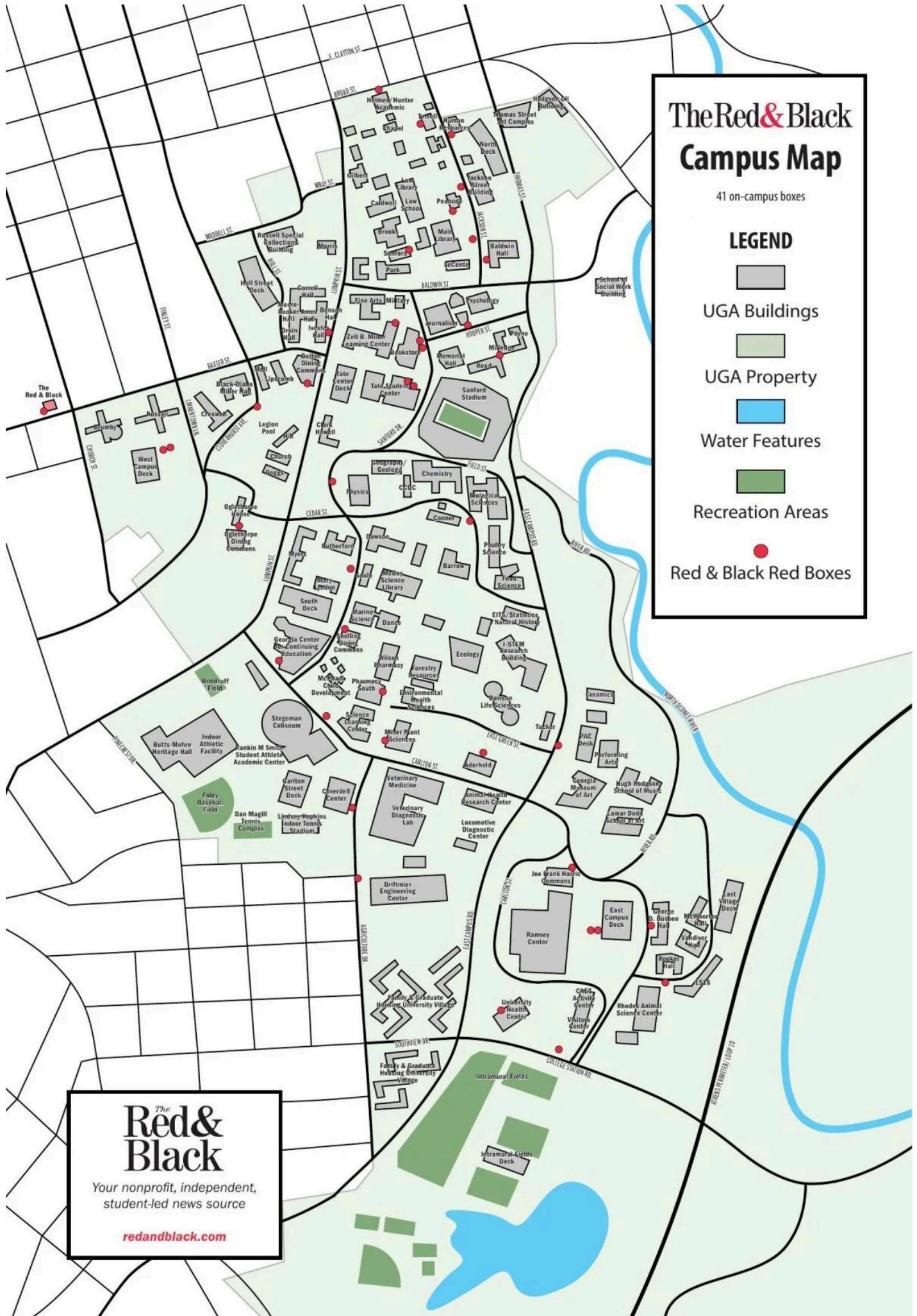
540 Baxter Street
Athens, GA 30605
Main: 706.433.3000

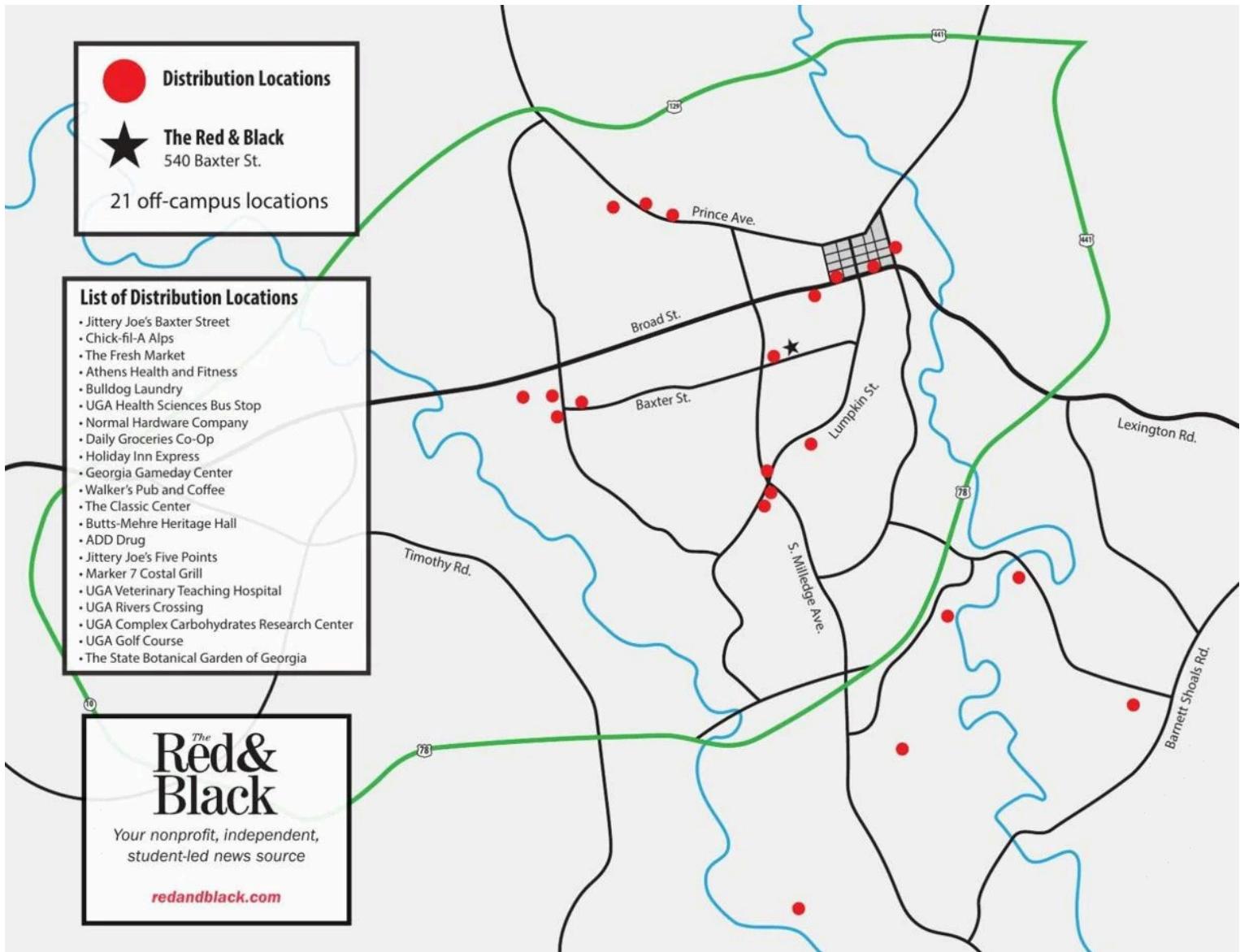
The Red&Black Campus Map

41 on-campus boxes

LEGEND

- UGA Buildings
- UGA Property
- Water Features
- Recreation Areas
- Red & Black Red Boxes







The Red & Black
Newspapers

Local Rates

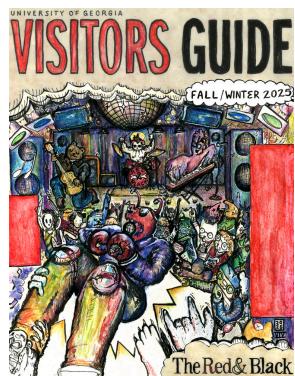
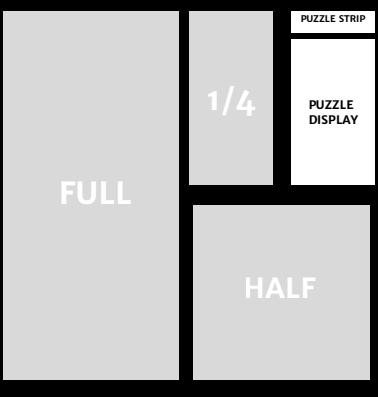
\$1,600 FULL PAGE (10x21")
\$1,100 HALF PAGE (10x10")
\$650 QUARTER PAGE (5x10")
\$350 EIGHTH PAGE (5x5")
\$500 FRONT BANNER (10x2")
\$400 PUZZLE DISPLAY (5x8")
\$100 PUZZLE STRIP (5x1")

Campus/Nonprofit Rates

\$1,280 FULL PAGE (10x21")
\$880 HALF PAGE (10x10")
\$520 QUARTER PAGE (5x10")
\$280 EIGHTH PAGE (5x5")
\$400 FRONT BANNER (10x2")
\$320 PUZZLE DISPLAY (5x8")
\$80 PUZZLE STRIP (5x1")

National Rates

\$2,050 FULL PAGE (10x21")
\$1,400 HALF PAGE (10x10")
\$850 QUARTER PAGE (5x10")
\$650 FRONT BANNER (10x2")
\$500 PUZZLE DISPLAY (5x8")
\$950 INSERTS



Magazine
Visitors Guide

Local Rates

\$1,500 FULL PAGE (7.25x9.75")
\$1,045 HALF PAGE (7.25x4.75")
\$595 QUARTER PAGE (3.5x4.75")
\$315 EIGHTH PAGE (3.5x2.25")
\$3,500 BACK COVER (8.625x11.125")
\$2,000 INSIDE FRONT/BACK COVER (8.625x11.125")

Campus/Nonprofit Rates

\$1,200 FULL PAGE (7.25x9.75")
\$850 HALF PAGE (7.25x4.75")
\$480 QUARTER PAGE (3.5x4.75")
\$250 EIGHTH PAGE (3.5x2.25")
\$2,800 BACK COVER (8.625x11.125")
\$1,600 INSIDE FRONT/BACK COVER (8.625x11.125")

National Rates

\$1,950 FULL PAGE (7.25x9.75")
\$1,350 HALF PAGE (7.25x4.75")
\$800 QUARTER PAGE (3.5x4.75")
\$4,400 BACK COVER (8.625x11.125")
\$2,550 INSIDE FRONT/BACK COVER (8.625x11.125")



Slim Jim / Digest

UGA 101, Tailgate Guide,
Student Housing, Eat & Drink

Local Rates

\$820 FULL PAGE (4.5x9.75")
\$480 HALF PAGE (4.5x4.75")
\$315 QUARTER PAGE (4.5x2.25")
\$1,500 BACK COVER (5.625x10.75")
\$1,000 INSIDE FRONT/BACK COVER (5.625x10.75")

Campus/Nonprofit Rates

\$660 FULL PAGE (4.5x9.75")
\$385 HALF PAGE (4.5x4.75")
\$255 QUARTER PAGE (4.5x2.25")
\$1,200 BACK COVER (5.625x10.75")
\$800 INSIDE FRONT/BACK COVER (5.625x10.75")

National Rates

\$1,050 FULL PAGE (4.5x9.75")
\$650 HALF PAGE (4.5x4.75")
\$400 QUARTER PAGE (4.5x2.25")
\$1,950 BACK COVER (5.625x10.75")
\$1,250 INSIDE FRONT/BACK COVER (5.625x10.75")

B&W ads - ask rep about details

Inserts

In monthly
newspaper or
special edition

5,000 count

11"x 11" max
4"x6" min

\$800

Needed at our printer 9 days prior to the run date

Hand-to- Hand Flyers

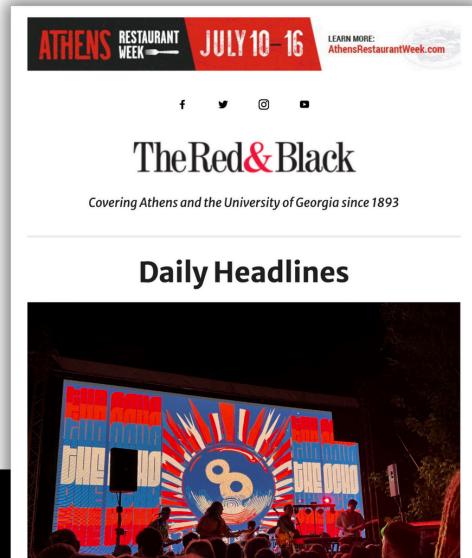
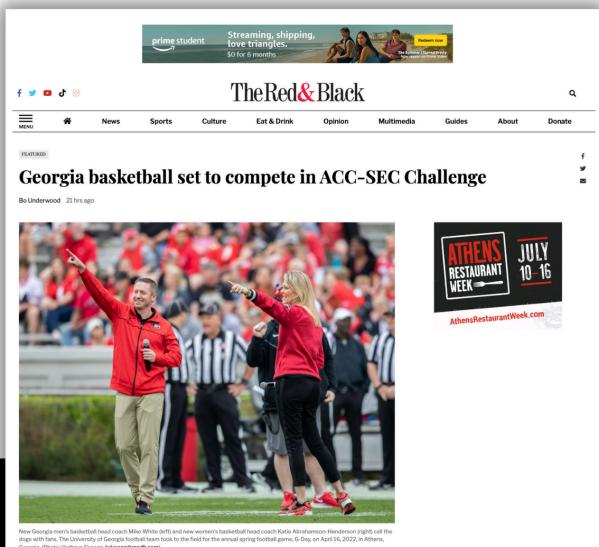
Distributed on
campus in
accordance with
newspaper
schedule

500 count

8.5"x 11" max
4"x6" min

\$250

Needed at our office 1 day prior to the run date



redandblack.com



Secure your Share of Voice in the following portions:

20% 60%
25% 80%
40%

FOR 4 FULL WEEKS

2025 Monthly Impressions: 346k+

Ask us about our Share of Voice Program!

Priced per month

20% - \$1,590
 25% - \$1,986
 40% - \$3,180
 60% - \$4,770
 80% - \$6,360

Social Media Campaigns



**Collective Reach:
100k+ organic followers**

Newsletter Sponsorships

**Reach:
25,000+ active subscribers**

Daily Headlines Top Banner

600x120 px \$225/weekly

Daily Headlines Center Square

300x250 px
 \$175/weekly

Daily Headlines Lower Banner

600x120 px
 \$125/weekly

Sports Update Banner

600x120 px \$125/weekly

Eat & Drink Banner

600x120 px \$100/weekly

Weekend Preview Banner

600x120 px \$100/weekly

- X Post \$250 - 800x800px
- Facebook Post \$250 - 1080x1440 px
- Instagram Post \$250 - 1080x1080 px or 1080x1440 px
- Instagram Story \$300 - 1080x1920 px