



The Red & Black

Independent student media organization serving the
University of Georgia and Athens communities

2016-2017
Advertising Rates & Information



WE KNOW **OUR AUDIENCE**
BECAUSE WE ARE PART OF IT

\$446 Million

That's what UGA students spend in and around Athens.
How can **YOU** get a bigger piece of the lucrative student market?

| | | |
|---------------------------|----------------------|--------------------|
| 26,278 | 8,258 | 12,827 |
| UNDERGRADUATE STUDENTS | GRADUATE STUDENTS | FACULTY & STAFF |

57%
FEMALES – 19,719

43%
MALES – 14,773

28%
ON CAMPUS – 9,800

57%
OFF CAMPUS – 24,734

26%
GREEK – 6,930

41%
UNDER 21 – 14,151

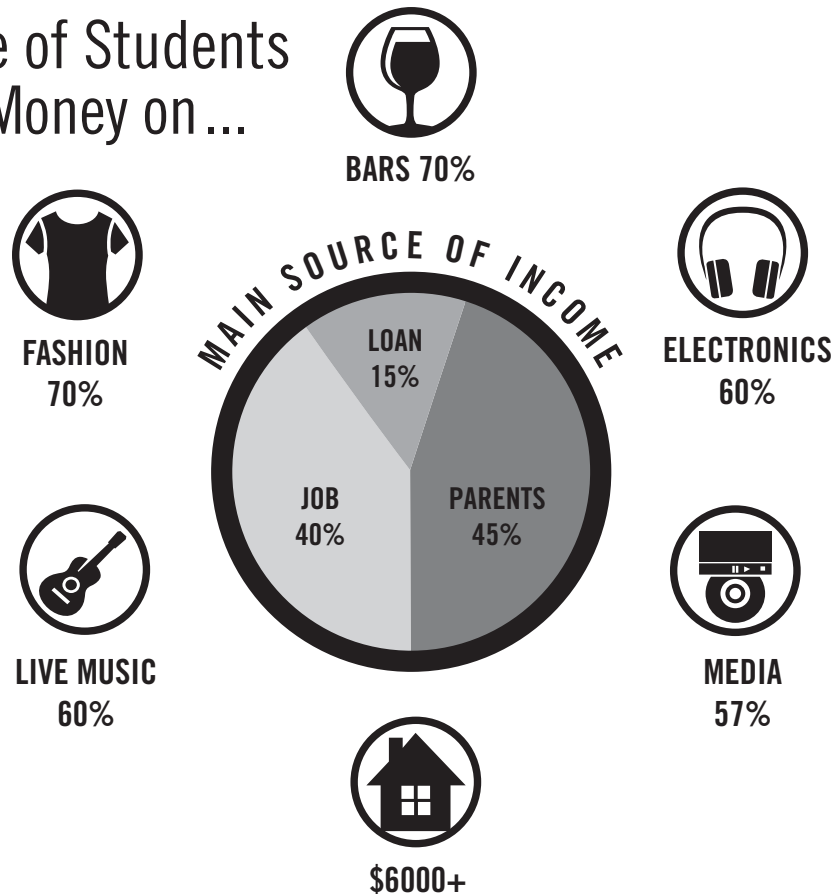
59%
OVER 21 – 14,773

The Red & Black is the answer. As the University of Georgia's independent student news source, we deliver an audience no other local media can. The Red & Black serves the University and Athens communities with our weekly print edition, daily online content, digital edition and a variety of specialty publications. Let us show you how adding The Red & Black to your media plan will help you get a bigger piece of the student market.

SPENDING HABITS

OF COLLEGE STUDENTS

Percentage of Students
Spending Money on...



Amount Spent by **73%** on **BASIC EXPENSES** Each Year

(Source: collegemedia.com, College Students Spending Habits 2014)

Weekly Circulation

10,000 copies printed every Thursday, with all publications offered online.

30,000 online views daily. **70** boxes on campus, **50** off campus.

Hand-to-Hand distribution weekly.

10,000 Total Circulation: 7,000 on campus – 3,000 off campus

Plus... Each week, nearly **3,000** readers read the online version of the print edition through **issuu.com**

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 |
|------------|----------|
| 3 | 10% |
| 10 | 15% |
| 20 | 20% |
| 30 | 30% |
| 50 | 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 52 weeks from the date of your first insertion.

The Red & Black Ad Rates/Specs

NATIONAL RATE..... \$28.00 per column inch

OPEN RATE \$21.00 per column inch

Educational / non- profit rates available:
Consult your ad rep

1 Column = 1.5" wide

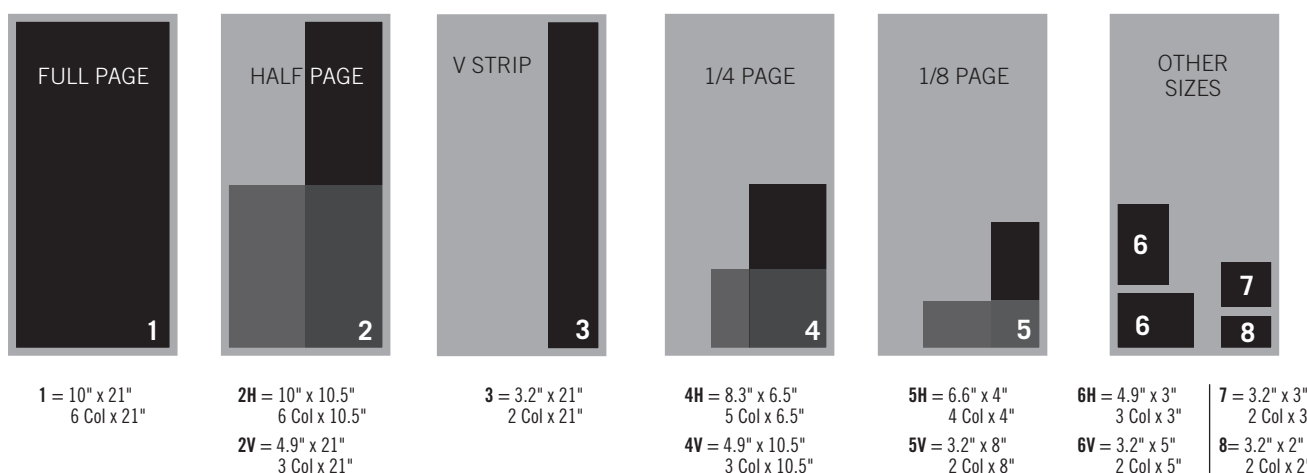
2 Columns = 3.2" wide

3 Columns = 4.9" wide

4 Columns = 6.6" wide

5 Columns = 8.3" wide

6 Columns = 10" wide



OPEN RATE FREQUENCY DISCOUNTS

| | 1x | 3x | 10x | 20x | 30x | 50x |
|-------------------------|---------|---------|---------|---------|---------|---------|
| | OPEN | 10% | 15% | 20% | 30% | 40% |
| Full Page (1) | \$2,645 | \$2,381 | \$2,248 | \$2,116 | \$1,852 | \$1,587 |
| Half Page (2H, 2V) | \$1,325 | \$1,193 | \$1,126 | \$1,060 | \$928 | \$795 |
| V Strip (3) | \$895 | \$806 | \$761 | \$716 | \$627 | \$537 |
| Quarter Page (4H, 4V) | \$675 | \$608 | \$574 | \$540 | \$473 | \$405 |
| Eighth Page (5H, 5V) | \$340 | \$306 | \$289 | \$272 | \$238 | \$204 |
| Sixteenth Page (6H, 6V) | \$210 | \$189 | \$179 | \$168 | \$147 | \$126 |
| Small Square (7) | \$125 | \$113 | \$106 | \$100 | \$88 | \$75 |
| Business Card (8) | \$85 | \$77 | \$72 | \$68 | \$60 | \$51 |

ADD COLOR TO ANY WEEK: SPOT COLOR \$95 • FULL PROCESS COLOR \$295

Increase Frequency by Combining Products: SPECIALTY PUBLICATIONS page 7 • DIGITAL page 8

The Red & Black Newspaper

SPECIAL RATES

Grand

Opening Rate **50% Off** first 5 ads in any media for first 3 months of opening business.

New Advertiser Package Print & Online Combo: **\$200/week**
5 week minimum – 3.2"x3" Print Ad – Top Rectangle 300x250px Online

Puzzle Sponsor **\$75/week**

Post-Its **\$1,750/week** (3" x 3")
Post-Its are the only above-the-fold advertising option available on The Red & Black and are a unique way to get your advertising message noticed. Pricing based on 10,000 copies.



Pre-Printed Inserts **\$950/week** single sheet (11"x11" max)
Rates are non-commissionable. No partial runs are accepted. There is a 20% surcharge per advertiser for inserts containing multiple advertisers. All inserts require acceptance of sample copy by The Red & Black before scheduling. For multi-sheets, please call for quote. Pricing based on 10,000 copies.



Front Page Banner Rate **\$500/week**
Place your ad on our front page. We are now offering premium placement at the bottom of our front page. This 10" x 2" full color ad is sold on a first come, first served basis.

Classified Rates Submit, create and pay for your classified in one easy step online. Free with Frequency. Go to redandblack.com/classifieds and click "Place your ad."

Stand Out: Add Color

One Spot Color\$95
Full Color.....\$295



Spot Color



Full Color

AMPERSAND Magazine

AWARD-WINNING LIFESTYLE COVERAGE

Produced by student journalists, photographers and designers, Ampersand Magazine complements the daily news coverage of The Red & Black and redandblack.com with in-depth lifestyle and trend stories and rich design.

Ampersand is published quarterly and distributed with The Red & Black. Advertising in Ampersand allows you to reach the full 10,000 circulation of The Red & Black. In addition, 2,500 bonus copies are distributed in Athens shops, hotels, and restaurants throughout the quarter.

Publication Schedule

- » **Fall** (the music issue) DISTRIBUTED WITH SEPTEMBER 22, 2016 ISSUE
- » **Winter** (the food issue) DISTRIBUTED WITH NOVEMBER 17, 2016 ISSUE
- » **Spring** (the style issue) DISTRIBUTED WITH FEBRUARY 23, 2017 ISSUE
- » **Summer** (the graduation issue) DISTRIBUTED WITH MAY 4, 2017 GRADUATION ISSUE

Ad Sizes & Rates: For your convenience, Ampersand ads have the same dimensions as ads in the paper. With free full-color and a bonus reach, Ampersand offers great value.

- » **Full page** \$1,325.....10" x 10.5"
- » **Half page** \$675.....8.3" x 6.5" H
4.9" x 10.5" V
- » **Quarter page** \$340.....6.6" x 4" H
3.2" x 8" V



The Red & Black

SPECIALTY PUBLICATION RATES



VISITORS GUIDE **Deadline:** June & December | **Publishes:** July & January

- For Parents, Visitors, Freshmen, Alumni, Students and Fans
- Distributed 2x/Year to hotel rooms, athletics centers, visitors centers, graduate programs, international students and more
- 50,000 Copies Printed, 25,000 each issue

OPEN RATES:

| | | | |
|-----------------|----------------|-------|---------|
| Full Page | 7.375" x 9.75" | | \$1,775 |
| 1/2 Page | 7.375" x 4.75" | | \$1,045 |
| 1/4 Page | 3.5" x 4.75" | | \$ 595 |
| 1/8 Page | 3.5" x 2.25" | | \$ 325 |



HOUSING FAIR GUIDE **Deadline:** December | **Publishes:** January Companion to Housing Fair Event

- Pictures, floor plans and amenities
- Distributed at Housing Fair
- All-in-One resource
- A must for rental properties and communities

OPEN RATES:

| | | | |
|--------------------|-------------|-------|-------|
| Full Page Only ... | 5.5" x 8.5" | | \$500 |
|--------------------|-------------|-------|-------|

The Red & Black

SPECIALTY PUBLICATION RATES

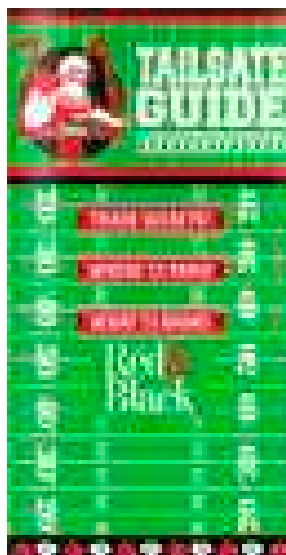


UGA 101 Deadline: Late April | Publishes: June (Available All Year) **New Student and Parent Orientation Guide**

- For Parents, Freshmen, and Transfers
- Distributed by hand at 21 orientation sessions
- 7,000 copies printed

OPEN RATES:

| | | | |
|------------------|---------------|-------|--------------|
| Full Page | 4.625" x 10" | | \$820 |
| 1/2 Page H | 4.625" x 5" | | \$480 |
| 1/4 Page V | 2.25" x 2.25" | | \$315 |
| 1/4 Page H | 4.625" x 2.5" | | \$315 |



TAILGATE GUIDE Deadline: Late August | Publishes: Early September **All-in-one Resource for Tailgating at UGA**

- Available through entire football season
- Distributed at area hotels, downtown news stands, and hand-to-hand on home game weeks
- 7,000 copies printed

OPEN RATES:

| | | | |
|------------------|---------------|-------|--------------|
| Full Page | 4.625" x 10" | | \$820 |
| 1/2 Page H | 4.625" x 5" | | \$480 |
| 1/4 Page V | 2.25" x 2.25" | | \$315 |
| 1/4 Page H | 4.625" x 2.5" | | \$315 |

REDANDBLACK.COM

THE RED & BLACK'S WEBSITE IS NOW A FULLY RESPONSIVE SITE — DELIVERING THE SAME GREAT CONTENT ON ANY DEVICE.

5.2 Million pageviews per year
250,000 unique visitors each month
36% trafficked from social media, where we share more than **34,000** followers

Run-of-site advertising is based upon impression levels to run throughout redandblack.com. All impressions are served on web and mobile platforms. Proportionate delivery is based on usage of each platform. Price includes all platforms; ad sizes vary per device.

DIGITAL SPECIFICATIONS



PREMIUM POSITIONS — \$500/wk

Leaderboard

728x90 px

300x50 px

Premium positions appear at the top of web and mobile above scroll on home page and in-story.

Square

300x250 px

300x250 px

BASIC POSITIONS — \$400/wk

Square

300x250 px

300x250 px

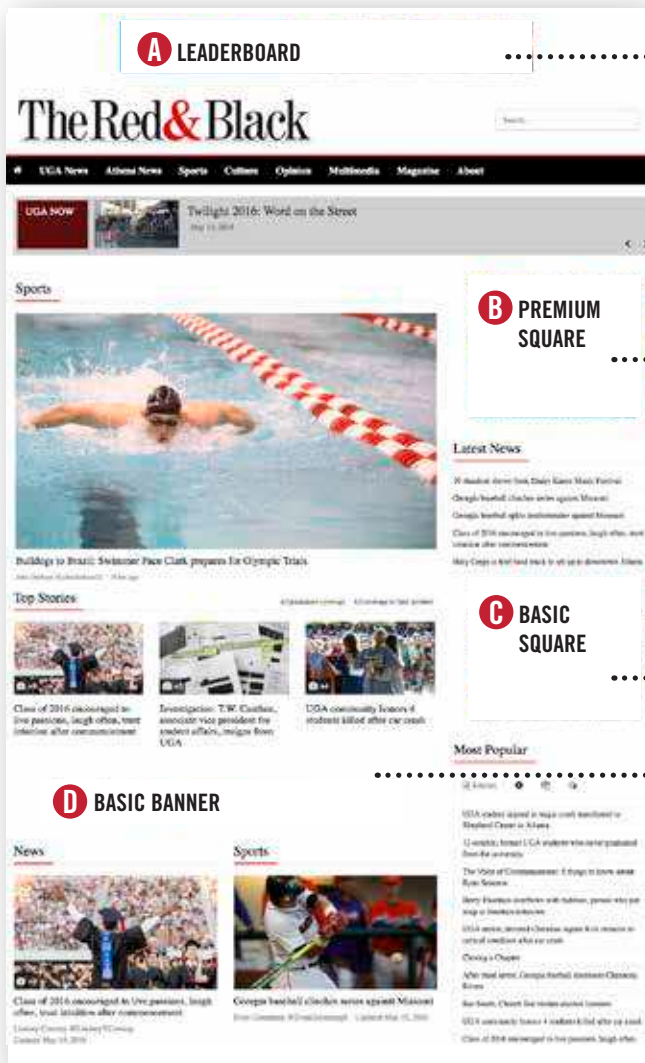
Banner

620x60 px

300x50 px

Basic positions appear in news feed, most often below scroll on home page and in-story.

Ads deliver over a 7-day period, Mon-Sun in 4 positions with a minimum 25% SOV Share of Voice.*



* Additional shares can be purchased and are based on availability.

** Average SOV yields more than 18,000 impressions across all platforms. Your ad rep will report ad delivery performance each week.

The Red & Black Newsletters



A 600x60px

Daily Headlines 5-Day Ad Rates

..... **TOP \$360**

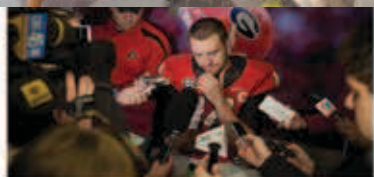


B 600x120px

32%

Average Red & Black newsletter open rate, compared to the industry standard of 22%.

SOURCE: MAILCHIMP ANALYTICS



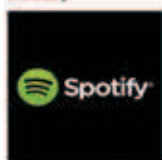
By Nick Sava
If you're reading this, there is a good chance you are not the least coach of the Georgia Bulldogs. If you're reading this, you're probably angry. You probably don't understand how Georgia's loss yesterday to Georgia Tech would happen. How could the team that gets better recruits and plays in a better conference, and spends more money on football and just generally wins more every year? The pathogen with these games normally wins elections.

Photo: Michael S. Jones

C 600x180px

..... **MID \$240**

Music streaming sites dominate music industry



By Chris White
Purchasing CDs and downloading music digitally are quickly becoming a thing of the past. As streaming services, with licensing deals, appear to grow, there are more and more services, naturally the ones that offer a free option, because they are able to figure out their business model. Spotify free of charge.

Photo: Creative Commons

..... **LOW \$120**

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 three email options:

Daily Headlines

Sent out Monday – Friday (and when there is major breaking news) to **8,000+** students, parents, faculty, alumni and Athens residents.

Weekend Preview

Sent on Thursdays, this email spotlights arts and entertainment on campus and in Athens. (See page 10 for rates)

All Things Football (Fall 2016)

A double set of newsletters: The "Friday Pregame" preview followed by the "Monday Morning Quarterback" recap with photos and highlights. (See page 10 for rates)

EXCLUSIVE DIGITAL PACKAGES*

* Based on Available Inventory

THE ATHENS PACKAGE

Be one of the advertisers reaching the greatest share of our Culture audience, readers who care about arts, music, dining, nightlife, and lifestyle in the Classic City. This includes Athens residents, faculty, graduate students, visiting alumni, parents and upperclassmen.

Package includes:

- » Exclusive position in the Weekend Preview eNewsletter (1x weekly)
- » Exclusive position on the Athenscape (city guide) digital landing page
- » Exclusive share of pageviews on Culture section of redandblack.com

Rates: \$900/mo \$1,850/3 mos \$2,500/5 mos

.....

50,000

average monthly pageviews
on the Culture section of
redandblack.com.

75,000

average monthly pageviews
on the Football section of
redandblack.com during the
fall season.

SOURCE: GOOGLE ANALYTICS

THE FOOTBALL PACKAGE

Get in front of the Bulldog Nation as an advertiser reaching the greatest share of our passionate football audience.

Package includes:

- » Exclusive position in the Friday Pregame/Monday Quarterback eNewsletter duo
- » Exclusive position on the Football digital landing page
- » Exclusive share of pageviews on the Football section of redbandblack.com

Rates: \$1,200/mo \$1,850/3 mos \$2,500/5 mos



REACH
9,500+
FOLLOWERS

Facebook Share
\$100

REACH
34,400+
FOLLOWERS

Twitter Share
\$100

DEADLINE:
One Week
Prior to Post



PHONE: 706.433.3001 • EMAIL: advertising@randb.com • FAX: 706.433.3033

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 Photoshop (.psd)
Adobe Illustrator (.ai)
Adobe PDF (.pdf)
Adobe InDesign (.indd)
Encapsulated Post Script (.eps)
JPEG (.jpg)

Web:

PNG (.png)
GIF (.gif)
Flash (.swf)
Video (.flv)
All file types listed under **Print**



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: 72 dpi/ppi
Fonts: Embedded
(converted to outlines)
Images: Embedded



Deadlines –

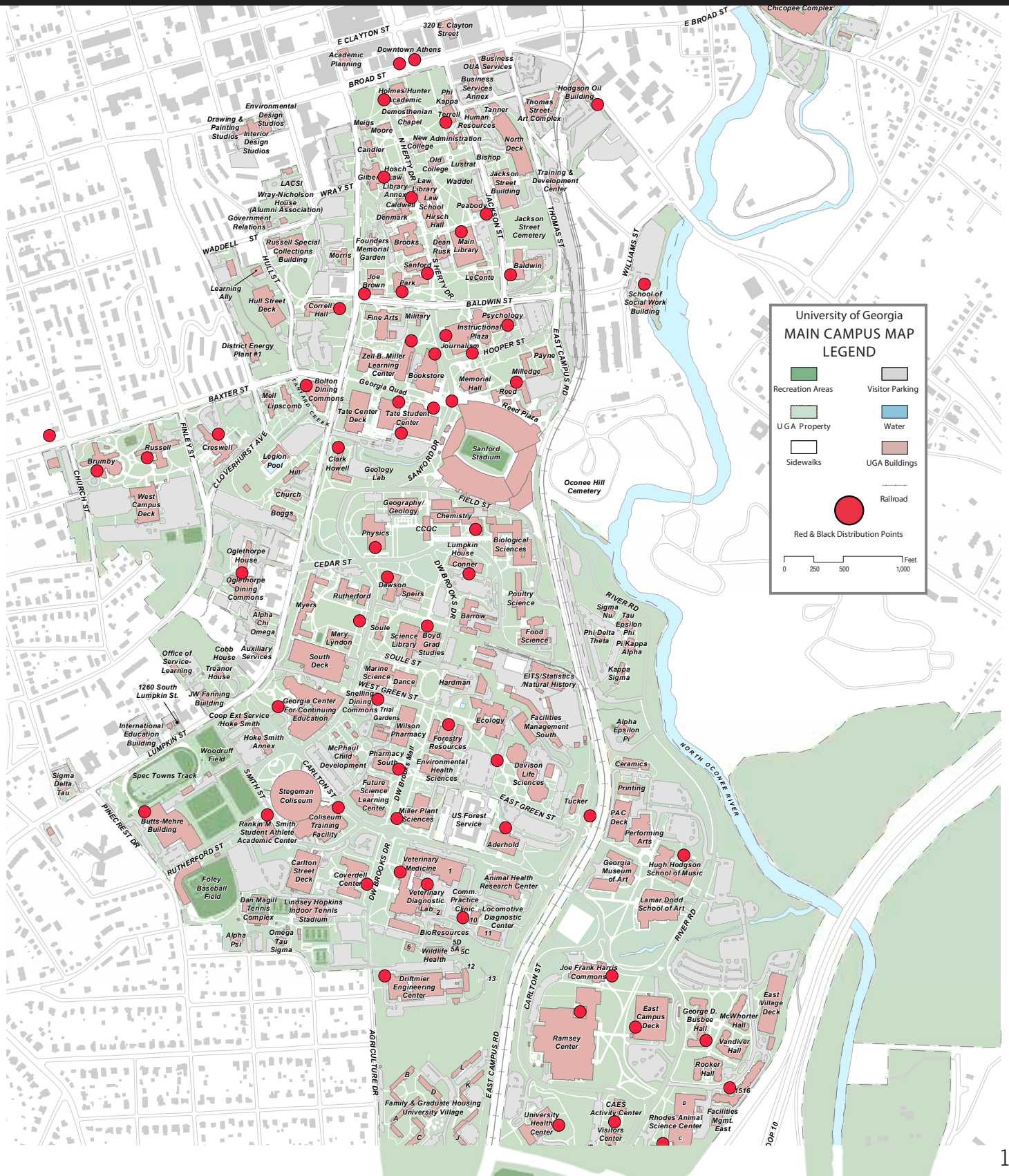
Ad Copy For In-House Assembly:

Monday Before Publication Print Date At 4:00 PM

Complete Ads Provided By Client:

Tuesday Before Publication Print Date At 5:00 PM

CAMPUS Location Map



2016-17 Publication Schedule

June 2016

| S | M | T | W | TH | 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 2016

| S | M | T | W | TH | 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 |
| 24/31 | 25 | 26 | 27 | 28 | 29 | 30 |

August 2016

| S | M | T | W | TH | 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 2016

| S | M | T | W | TH | 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 2016

| S | M | T | W | TH | F | S |
|-------|-------|----|----|----|----|----|
| | | | | | | 1 |
| 2 | 3 | 4 | 5 | 6 | 7 | 8 |
| 9 | 10 | 11 | 12 | 13 | 14 | 15 |
| 16 | 17 | 18 | 19 | 20 | 21 | 22 |
| 23/30 | 24/31 | 25 | 26 | 27 | 28 | 29 |

November 2016

| S | M | T | W | TH | 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 2016

| S | M | T | W | TH | 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 2017

| S | M | T | W | TH | 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 2017

| S | M | T | W | TH | 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 | | | | |

March 2017

| S | M | T | W | TH | 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 2017

| S | M | T | W | TH | F | S |
|-------|----|----|----|----|----|----|
| | | | | | | 1 |
| 2 | 3 | 4 | 5 | 6 | 7 | 8 |
| 9 | 10 | 11 | 12 | 13 | 14 | 15 |
| 16 | 17 | 18 | 19 | 20 | 21 | 22 |
| 23/30 | 24 | 25 | 26 | 27 | 28 | 29 |

May 2017

| S | M | T | W | TH | 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 | | | |

SPECIALTY PUBLICATIONS

FALL 2016

Welcome Back Aug 8-12 *mailer
Athenscape Aug 8
Homecoming Issue Oct 13
Finals Edition Dec 6

SPRING 2017

Housing Fair & Guide Jan 18
Winter/Spring Visitors Guide Jan 30
Finals Edition April 27
Graduation Issue May 4

SUMMER 2017

UGA 101 Orientation Guide Jun 1
Summer/Fall Visitors Guide Jul 24
Finals Edition Jul 28

NOTABLE DATES

Classes Begin Aug 11
Fall Break Oct 28
Thanksgiving Break Nov 21-25
Classes End Dec 6
Commencement Dec 16
Classes Begin Jan 5, 2017
Spring Break Mar 6-10
Commencement May 5, 2017

HOME FOOTBALL DATES

vs. Nicholls State Colonels Sep 10
vs. Tennessee Volunteers Oct 1
vs. Vanderbilt Commodores Oct 15
vs. Auburn Tigers Nov 12
vs. UL Lafayette Ragin' Cajuns Nov 19
vs. GA Tech Yellow Jackets Nov 26

The Red & Black Policies

- All local rates are net and are non-commissionable.
- Commission of 15% is given on national rate to recognized advertising agencies only with prior approval.
- We encourage all advertisers to pay in advance. A generous 5% cash in advance discount is available if ad copy, layout and payment are received by deadline. If either ad copy, layout or payment is not received by deadline, no discount is allowed. All out of town accounts are required to pay by cash, certified check, money order or credit card. For those local accounts requesting to be billed, an established payment history with The Red & Black is required. Please allow two weeks for processing application for credit.
- 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. Foreign languages will not be published in classified.
- 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.

CONTACT US

ADVERTISING

Main: 706.433.3001

Email: advertising@randb.com

Classifieds: 706.433.3011

Web: redandblack.com/classifieds/classified-submission

Email: classifieds@randb.com

NEWS

Main: 706.433.3046

Email: news@randb.com

Web: redandblack.com

[@redandblack](https://www.instagram.com/redandblack)

tellus@randb.com

The Red & Black

540 Baxter Street,
Athens, GA 30605

Main: 706.433.3000

Fax: 706.433.3033