The Red & Black
2020-2021 Media Kit

WEEKLY EMAIL NEWSLETTERS
STAFF REPORTERS
WEB TRAFFIC GROWTH
COLLEGE NEWSPAPER IN GEORGIA
DISTRIBUTION POINTS
SPECIAL PUBLICATIONS CIRCULATION
FOUNDED IN
1893
1.35
DISTRIBUTION POINTS
1.00
K
42.5
8.4
million
PAGEVIEWS
55
K
127
125
1.00
K
10.7
19.9
30%
K
1.9
K
1893135
540 BAXTER STREET, ATHENS GA 30605 • REDANDBLACK.COM/ADVERTISE • 706-433-3001 • ADVERTISING@RANDB.COM
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. A few years ago, we were the first major college newspaper to switch to a weekly print format that’s driven by online, 24/7 coverage on redandblack.com, which attracts at least 50,000 users weekly.
→ Beyond the website, 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. Our student journalists have gone on to work for a variety of national, state and local news publications.
→ When you advertise with you, you’re doing more than promoting your service or business: 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.

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
→ Football Home-Game Issues, distributed on Saturday gamedays
→ 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. 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.

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.

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, markets, specialty stores and more. It is distributed throughout Athens at hotels, restaurants and retailers. We produce two issues a year, 10,000 copies each.
Distributed: April and September

UGA 101
The essential guide for freshmen, this guide has recommendations for dorm life, food, entertainment and more. It is hand-distributed at every orientation session in the summer.
Distributed: June through August

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: September through November

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: January

Student Housing, Athens GA (new for 2019)
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

Email Newsletters
Reach more than 40,000 people weekly through our email newsletters.

Daily Headlines
Sent Monday - Friday to 6,000+ subscribers with more than 30,000 emails weekly. This newsletter highlights news, photos and videos at redandblack.com.
Two spots available:
- Top Sponsorship Banner 600 x 120 pixels, $200/week
- Center Square Ad 600 x 120 pixels, $100/week.

Eat & Drink Athens GA
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 $75 per week.

Sports Update
In spring, this Monday newsletter gives a recap of what's happened across all Georgia sports. During the fall football season, the newsletter includes a Friday pre-game and Monday post-game edition.
Available to one exclusive sponsor for $100.

Each publication helps you reach a focused audience, from incoming freshmen to Athenians with an interest in dining and culture.
# 2021 All Rates and Sizes

## Newspaper

<table>
<thead>
<tr>
<th>AD UNIT</th>
<th>SIZE</th>
<th>10X</th>
<th>20X</th>
<th>30X</th>
<th>40X</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>10&quot; x 21&quot;</td>
<td>$1,600</td>
<td>$1,440</td>
<td>$1,280</td>
<td>$1,120</td>
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<td>Half Page</td>
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<td>$990</td>
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<td>$770</td>
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<tr>
<td>Quarter Page</td>
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<td>$650</td>
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<tr>
<td>Eighth Page</td>
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<tr>
<td>Index Card</td>
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<td>$210</td>
<td>$189</td>
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<tr>
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<td>$125</td>
<td>$112</td>
<td>$100</td>
<td>$87</td>
</tr>
<tr>
<td>Business Card (black and white only)</td>
<td>3&quot; x 2&quot;</td>
<td>$75</td>
<td>$67</td>
<td>$60</td>
<td>$52</td>
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</tbody>
</table>

## Special Positions

- Front Page Banner: 10" x 2"  
  - 10%: $500  
  - 20%: $450  
  - 30%: $400  
  - 40%: $350  
- Puzzle Display: 5" x 8"  
  - 10%: $400  
  - 20%: $360  
  - 30%: $320  
  - 40%: $280  
- Puzzle Strip: 5" x 1"  
  - 10%: $100  
  - 20%: $90  
  - 30%: $80  
  - 40%: $70  

## 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  
  - $150/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, starting at just $100. Ask your account executive for details.

## Inserts & Flyers

### Inserts & Flyers

- **Insert**: In weekly newspaper or special edition  
  - Deliver to printing plant Monday prior to publication  
  - Size: 8,000  
  - 11" x 11" max  
  - 4" x 6" min  
  - Price: $900
- **Hand-to-Hand Flyer**: In papers distributed on campus  
  - Deliver to R&B Tuesday before distribution  
  - Size: 500  
  - 8.5" x 11" max  
  - 4" x 6" min  
  - Price: $250

## Special Publications

### Magazine
- **The University of Georgia Visitors Guide**
- **Newspaper**
- **‘SLIM JIM’ Guide Ad Sizes**
- **Digest**

### 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 JPs.
- DIGITAL — All files should be 72 dpi and meet pixel dimensions noted above. PNG, GIF or JPEG files.

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ENGAGE WITH YOUR GOVERNMENT
2020 Executive Ticket Debate

Wednesday FEB. 19 7PM
at UGA Chapel

Meeting me at Cutters Pub
St. Patrick’s Day 2020

The Student Government Association
Hosted by
Moderated by
Details at facebook.com/ugasga

Wednesday Feb. 19
at UGA Chapel

We build your ads

TheRed&Black
Creative Services
What We Get From You

<table>
<thead>
<tr>
<th>PHOTOS</th>
<th>LOGOS</th>
<th>AD TEXT</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image.png" alt="Image" /></td>
<td><img src="logo.png" alt="Logo" /></td>
<td>“Buy a T-Shirt and Support Freedom of the Press! $20, Includes Free Shipping. Visit redandblack.com”</td>
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</table>

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

<table>
<thead>
<tr>
<th>PRINT</th>
<th>DIGITAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Resolution</td>
<td>Color Mode</td>
</tr>
<tr>
<td>300 DPI</td>
<td>CMYK</td>
</tr>
<tr>
<td>72 DPI +</td>
<td>RGB</td>
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Special Pubs Ads

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

Visitor’s Guide
Online Banner Ads

- Top Leaderboard: 728 x 90 px
- Mobile Banner: 300 x 50 px
- Premium Square: 300 x 250 px
- In-Article Square
- Center Square
- Photo Gallery

Newsletter Ads

- Daily Headlines Top Banner: 600 x 120 px
- Daily Headlines Center Square: 300 x 250 px
WEB PLACEMENT

TOP LEADERBOARD

Your ad here

The Red & Black

UGA 101 the ultimate guide for students and parents

Take a virtual campus tour
You might not be able to make it to Athens this summer, but our staff will take you on an insider’s trip through campus highlighting everything from the best study spots to secret shortcuts.

Come on and Zoom
Secrets to online classes
Sitting in front of a screen as faces pop up in little boxes might not be the way you imagined your freshman college classes, but don’t stress too much. Your professors didn’t imagine this either, and they’re working to help you roll with it.

Students who made the shift to online classes last spring share their best tips for navigating this new (and temporary) world.

Keep up that spirit
New traditions
Even if things are a little different, some traditions at UGA won’t change, students vow. Here are some of their guidelines for cheering on the Dawgs, with a little bit of high-tech assistance.

BOTTOM LEADERBOARD

Your ad here

IN ARTICLE SQUARES

Fall Dates
Aug. 17
Orientation
Aug. 18
Advisement
Aug. 19
Registration
Aug. 20
Classes Start
Sept. 7
Labor Day
Oct. 13
Midterm
Oct. 30
Fall Break
Social Media Posts

SOCIAL OPTIONS

Instagram Stories:
1080x1920

Facebook Posts:
2048x1149

Twitter Posts:
1200x675