

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 — and serves 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.

PRINT

The Daily Gamecock is USC's source for news relating to campus, Columbia and the student, parent and alumni populations it serves. The news organization's print product, The Gamecock, is published once per week and is distributed on Mondays to more than 130 locations on campus and in the surrounding area.

Garnet Media Group produces six special publications per year. These issues include our football season preview, Best of Carolina and Carolina Insider.

Garnet & Black magazine is the quarterly, student-led magazine known for its high-quality design, photography and long-form articles and stories. Each issue is on stands for its respective season — fall, winter, spring and summer — and reaches thousands of readers each year in the Carolina community.

DIGITAL

Each of Garnet Media Group's four student organizations maintains a website featuring various forms of exclusive content focusing on the USC and Columbia communities. Those four websites, as well as Garnet Media Group's site and The Daily Gamecock's housing site (housing.dailygamecock.com), have received nearly **1,000,000** visits in the past year.

Another digital product is The Daily Gamecock's email edition, which reaches more than 2,700 subscribers each weekday during the fall and spring semesters.

Garnet Media Group also has a social media following of nearly 80,000 people across all four organizations' accounts on Facebook, Twitter and Instagram.

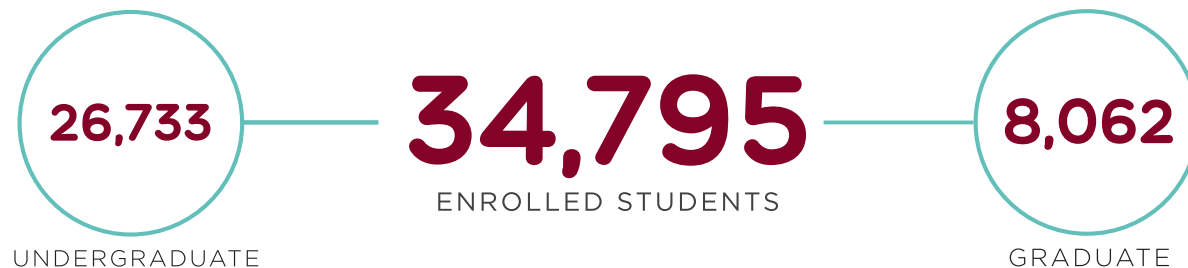
BROADCAST

SGTV, USC's official student-run television station, creates informative and entertaining programming that is broadcast to students over campus TV channel 4.1, streamed live on SGTV's website and made available on the station's YouTube channel and Facebook page.

WUSC, the student-run radio station, broadcasts a variety of programming to a 30-mile radius at 90.5 FM. WUSC can also be streamed live online at wusc.fm and on the RadioFX app.

Garnet Media Group produces multiple podcasts as well, which can be found on garnetmedia.org, Apple Podcasts, Google Play and Spotify.

NUMBERS TO KNOW



56%

IN-STATE



44%

OUT-OF-STATE



27%

ON CAMPUS



73%

OFF CAMPUS

FACULTY: 2,210

STAFF: 5,762

TOTAL: 7,972

42,767

TOTAL STUDENTS, FACULTY & STAFF

DISTRIBUTION LOCATIONS

ON CAMPUS: 100

OFF CAMPUS: 30

SOCIAL MEDIA STATS

FACEBOOK

The Daily Gamecock: 9,507

Garnet & Black: 2,919

WUSC: 4,250

SGTV: 2,611

TWITTER

@thegamecock: 47,656

@garnetandblack: 3,658

@WUSCFM: 281

@SGTVatUSC: 1,926

INSTAGRAM

@dailygamecock: 2,095

@garnetandblack: 1,202

@wuscfm: 1,000

@sgtvatusc: 1,343

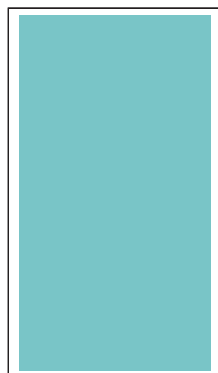


PRINT

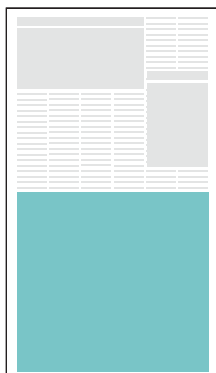


The Daily Gamecock, established in 1908, is the university's editorially independent, student-run news organization, covering the university administration, student life, campus and community events, arts, entertainment and collegiate sports. The weekly print newspaper, The Gamecock, is published each Monday and is distributed to more than 130 locations on and off campus.

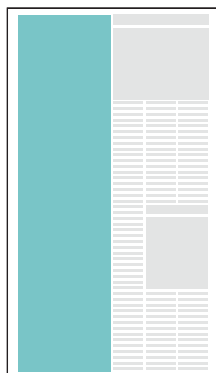
AD SIZES



Full
10" x 20.72"



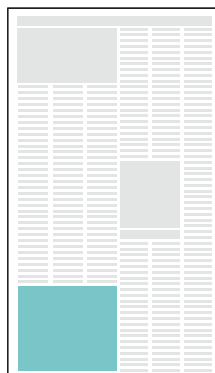
Half
10" x 10.278"



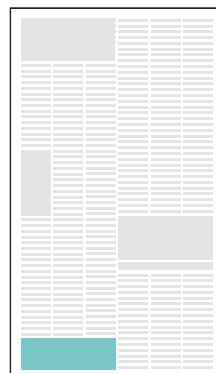
Half Vert.
4.917" x 20.72"



Quarter
4.917" x 10.278"



Eighth
4.917" x 5"



Sixteenth
4.917" x 2"



DEADLINE SCHEDULE

Publication date:

Monday

Deadline to reserve space:

Wednesday, 5 p.m.

Deadline to approve art:

Friday, 11 a.m.

SPECIAL PUBLICATIONS

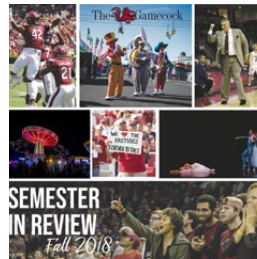
Garnet Media Group's special publications are circulated widely throughout the Carolina community, as well as to visitors and prospective students. Each year, we produce six special publications: the football season preview, a Family Weekend edition, a semester-in-review edition, Best of Carolina, a year-in-review edition and Carolina Insider. These publications often commemorate special events or times in a student's life, making it perfect for a student to pick up, read through and hold on to for a long time. Publications such as Best of Carolina and Carolina Insider serve as tastemakers that inform new and returning students, as well as visitors and locals, on the best places to eat, explore, shop and be entertained in Columbia. Advertisers have an opportunity to make a lasting impact on the Carolina community by showcasing what they have to offer in these popular publications.



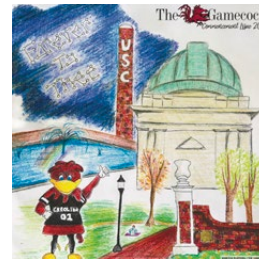
Football Preview



Family Weekend



Semester in Review



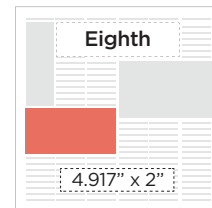
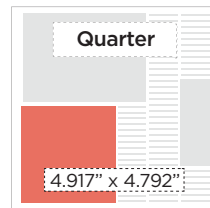
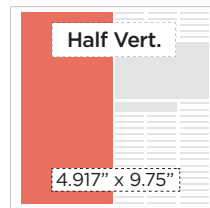
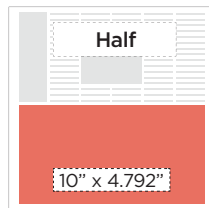
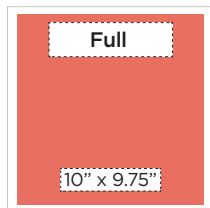
Year in Review



Best of Carolina



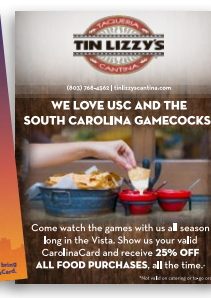
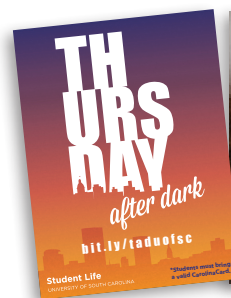
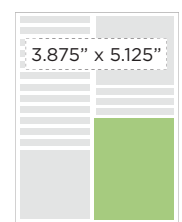
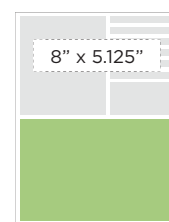
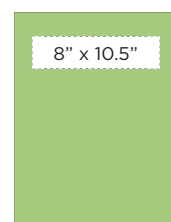
Carolina Insider



Full (Covers): 10.5" x 11"
Full: 9.25" x 9.5"
Half: 9.25" x 4.625"
Half Vert.: 4.5" x 9.5"
Quarter: 4.5" x 4.625"
Eighth: 4.5" x 2.225"



Since 1994, Garnet & Black magazine has been a leader for thoughtful discussion and style inspiration on campus. The magazine is known for its clean designs and long-form articles intended to encourage meaningful discussion on campus. Issues are also known to feature stylistic, high-quality fashion and photography. Published twice a semester, Garnet & Black is a great way for advertisers to position their businesses in front of thousands of readers.

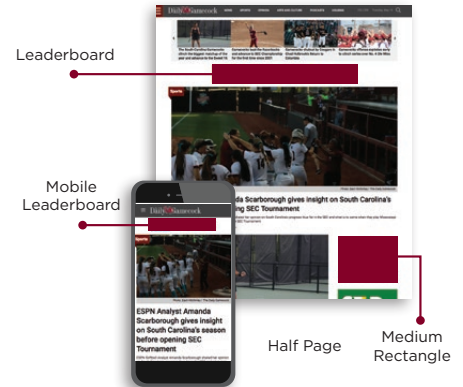


DIGITAL



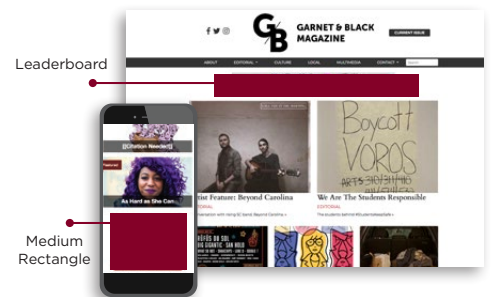
DAILYGAMECOCK.COM

The Daily Gamecock's website produces digital content daily and reaches thousands of readers each week. It includes content spanning breaking news, event previews and coverage, restaurant profiles and reviews, sports coverage and much more. The website's advertising opportunities give businesses and other clients a platform to promote their services to a wide-ranging audience of readers and potential customers.



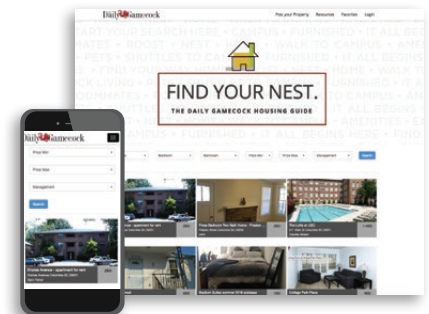
GANDBMAGAZINE.COM

Although Garnet & Black Magazine is a quarterly print publication, the magazine's website is updated regularly with content covering university culture, entertainment, student life, fashion and more. Students and Columbia influencers turn to Garnet & Black's website year-round for thought-provoking content revolving around USC and the surrounding area. Advertisers on Garnet & Black's website are able to strategically reach an engaged, socially aware and trend-conscious population within the Carolina community.



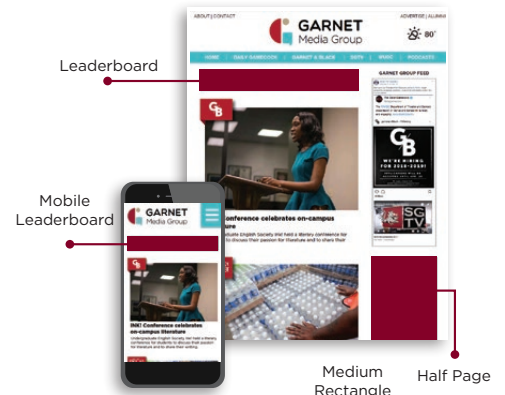
HOUSING.DAILYGAMECOCK.COM

The Daily Gamecock's housing site makes it easy for students to see the amenities and unique features of each property so they can make informed decisions when searching for housing. This site is linked on the university's Off-Campus Living & Neighborhood Relations website, as well as dailygamecock.com and garnetmedia.org. Property owners and managers can contact sasmhome@mailbox.sc.edu for more information on the site and placing a listing.



GARNETMEDIA.ORG

Garnet Media Group's website was developed in 2018 as the home page and aggregation point for content from its partner student media outlets. The website highlights trending content from The Daily Gamecock, Garnet & Black, WUSC and SGTV, as well as the podcasts and special projects created by students on the cross-collaborative multimedia team. This site serves as a link between the organizations, creating a stronger base of audience members for each partner outlet. As journalism becomes increasingly digital, advertising on Garnet Media Group's website will reach a global audience of readers, viewers and listeners invested in the Carolina community.

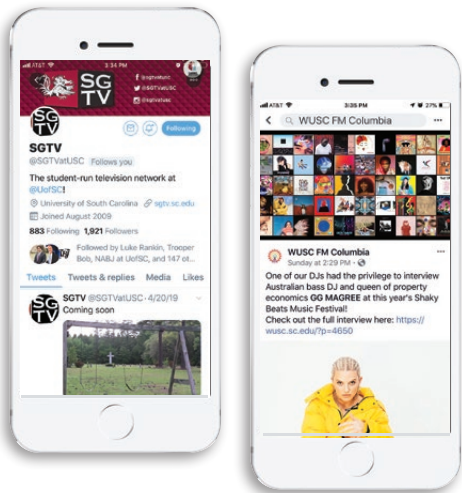
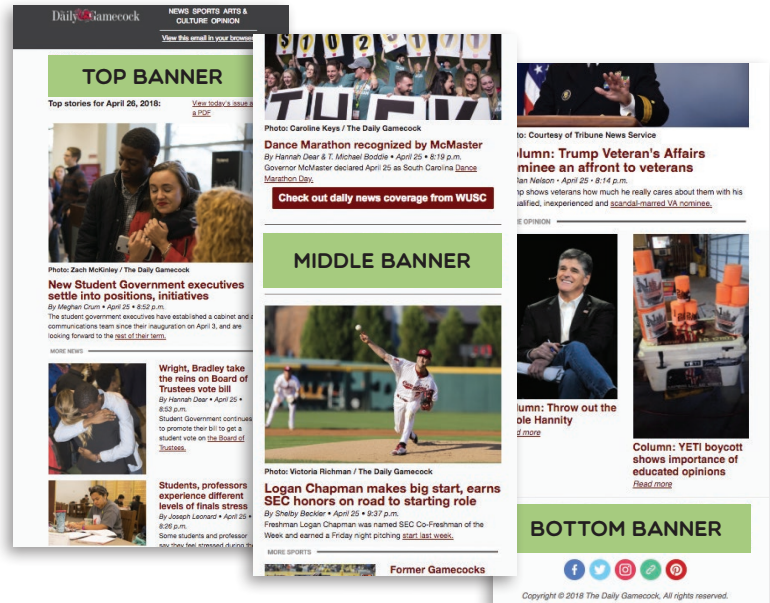


EMAIL EDITION

The Daily Gamecock's email edition is the 21st-century equivalent of tossing a paper onto the reader's lawn every morning. The Daily Gamecock's email edition is published Monday through Friday.

More than just a list of links, the email edition provides an engaging summary of The Daily Gamecock's coverage to readers who like to keep up, but don't have time to sit down with a paper or peruse the website each day. The open rate for the past year of daily email newsletters was almost 30%, nearly twice the estimated industry average of 17%.

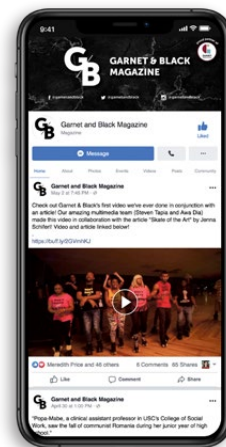
ADS ARE 560 X 100 PIXELS



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 nearly 80,000. While The Daily Gamecock has the biggest social following with almost 57,000 followers on Twitter and Facebook alone, Garnet & Black, SGTV and WUSC also reach their own engaged, diverse populations with unique social messaging that embodies each organization's brand. Please see your account representative for rates for The Daily Gamecock, WUSC, SGTV, Garnet & Black and Garnet Media Group.

ADS ARE 1920 X 1080 PIXELS



BROADCAST



SGTV, or Student Gamecock Television, has been producing high-quality programming for the Carolina community since its founding in 2006. Students brainstorm, write, film, edit and create video content that caters to a variety of interests, from news and sports to short films and entertainment. SGTV's work has won awards on multiple occasions, including second and third place awards for "Best Vodcast" of 2016 from College Broadcasters, Inc., and the 2016 Student Silver Addy Award from the American Advertising Federation of the Midlands. SGTV also has a production team that can create a video for your group or business. For more information, please contact the production team by email at sasgtvpa@mailbox.sc.edu and sasgtvsm@mailbox.sc.edu.

FULLY PRODUCED VIDEO*

Commercials, reels, training, promotional videos, etc.

1-DAY SHOOT	4 HRS	\$600
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2-DAY SHOOT	8 HRS	\$1200
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3-DAY SHOOT	12 HRS	\$1600
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FILMING

Speakers, shows, weddings, etc.

1-DAY SHOOT	4 HRS	\$200
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2-DAY SHOOT	8 HRS	\$400
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3-DAY SHOOT	12 HRS	\$600
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*Prices may be adjusted based on consultation meeting. Video will be filmed and edited, including sound and graphics. Music licensing is also available.



WUSC's programming includes news, sports, talk shows and a variety of music shows focusing on anything from world music to movie and TV soundtracks to punk rock — so long as it has not charted on the Top-40. The station transmits with a range of 30 miles and serves an international audience with a webcast that can be streamed at wusc.fm and on the RadioFX app.

UNDERWRITING

Though different from traditional advertising, underwriting for WUSC provides local businesses with the opportunity to be recognized as supporters of this popular station, which has been bringing diversity to Columbia's airwaves since 1947. For more information on underwriting, contact your account representative.

PODCASTING

Podcasts are one of Garnet Media Group's newest ways to reach an evolving audience of news and entertainment consumers. Covering a wide variety of topics, our podcasts cover everything from campus news and human interest stories, to international student experiences, to how to be and stay positive in college. These podcasts, which can be found on the Garnet Media Group website, Apple Podcasts, Google Play and Spotify, are becoming the newest way to reach an audience that wants their news and entertainment on the go and on demand.

PODCAST SPONSORSHIPS AVAILABLE



EVENTS



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. Greene Street crosses the center of campus, passing in front of the Russell House University Union, and is one of the most heavily traveled areas of campus.

Discover Columbia partners get a booth on Greene Street to pass out informational flyers and giveaways and are included in all on-campus promotions of the event through Garnet Media Group. Finding your niche in a new town can be difficult, but Discover Columbia helps students connect with businesses and organizations and form lasting relationships.



1 PER SEMESTER!

**DISCOVER COLUMBIA & ALL
EVENT OPPORTUNITIES: \$150
CAMPUS PARTNERS & 501(C)(3): \$50**

CREATIVE SERVICES

Creative Services is the in-house design team for Garnet Media Group. Our team of student designers produces creative content and advertisements for businesses and organizations both on campus and off. 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 call 803.777.7866 for more information.



ONLINE & SOCIAL MEDIA GRAPHICS



SIGNS & POSTERS



PROMOTIONAL ITEMS



FLYERS, HANDBILLS, & BROCHURES



PRINT & DIGITAL AD DESIGNS

ALL RATES & SPECS

PRINT

S - Space
C - Color

THE GAMECOCK

Size	Business Rate	Campus Rate	Student Rate	Color Charge
Full (10" x 20.72")	\$1,080	\$960	\$840	\$240
Half (10" x 10.28")	\$540	\$480	\$420	\$180
Quarter (4.917" x 10.28")	\$270	\$240	\$210	\$120
Eighth (4.917" x 5")	\$135	\$120	\$105	\$60
Sixteenth (4.917" x 2")	\$54	\$48	\$42	\$24
Business Card (3.221" x 2")	\$36	\$32	\$28	\$16

GARNET & BLACK MAGAZINE

Back Cover (8.5" x 11")	\$750
Inside Cover (8.5" x 11")	\$650
Full Page (8.5" x 11")	\$550
Half Page (8.5" x 5.125")	\$350
Quarter Page (3.875" x 5.125")	\$250

SPECIAL PUBLICATIONS

	Full	Half (H)	Half (V)	Quarter	Eighth
Specs	10" x 9.75"	10" x 4.792"	4.917" x 9.75"	4.917" x 4.792"	4.917" x 2"
Football Preview	S - \$500 C - \$200	S - \$275 C - \$100	S - \$275 C - \$100	S - \$150 C - \$50	S - \$75 C - \$25
Family Weekend	S - \$500 C - \$200	S - \$275 C - \$100	S - \$275 C - \$100	S - \$150 C - \$50	S - \$75 C - \$25
Semester Review	S - \$500 C - \$200	S - \$275 C - \$100	S - \$275 C - \$100	S - \$150 C - \$50	S - \$75 C - \$25
Year in Review	S - \$500 C - \$200	S - \$275 C - \$100	S - \$275 C - \$100	S - \$150 C - \$50	S - \$75 C - \$25
Best of Carolina*	\$850	\$550	\$550	\$450	\$250
Carolina Insider*	\$850	\$550	\$550	\$450	\$250

*Color included

DIGITAL

WEB

	Leaderboard (728 x 90 px) (320 x 50 px)	Medium Rectangle (300 x 250 px)	Vertical Rectangle (300 x 600 px)
Daily Gamecock	\$350/week	\$250/week	\$200/week
Garnet Media	\$250/week	\$150/week	\$100/week
Garnet & Black	\$250/week	\$150/week	\$100/week

EMAIL EDITION

TOP (560 x 100 px)	\$150/week
MIDDLE (560 x 100 px)	\$100/week
BOTTOM (560x 100 px)	\$50/week

SOCIAL MEDIA

	Facebook (1200 x 630 px)	Twitter (1024 x 576 px)
Open Rate	\$75/post	\$50/tweet
3 Posts	\$210 (\$70/post)	\$135 (\$45/tweet)
5 Posts	\$325 (\$65/post)	\$200 (\$40/tweet)
10 Posts	\$600 (\$60/post)	\$350 (\$35/tweet)
20 Posts	\$1100 (\$55/post)	\$600 (\$30/tweet)

PREMIUM SPOTS

	Back Cover	Inside Front	Inside Back
Football Preview	S - \$700 C - \$200	S - \$600 C - \$200	S - \$600 C - \$200
Family Weekend	S - \$700 C - \$200	S - \$600 C - \$200	S - \$600 C - \$200
Semester Review	S - \$700 C - \$200	S - \$600 C - \$200	S - \$600 C - \$200
Year in Review	S - \$700 C - \$200	S - \$600 C - \$200	S - \$600 C - \$200
Best of Carolina	\$1500	\$1000	\$1000
Carolina Insider	\$1500	\$1000	\$1000

ADVERTISING POLICIES

ALCOHOL ADVERTISING POLICY

Advertisements for beer and wine may be accepted but must conform with the [Alcoholic Beverage Control Act](#). In addition, advertising for beer and wine must include the following statement: "If you are under the age of 21, it is against the law to buy alcoholic beverages. All South Carolina regulations enforced." Advertising of other alcoholic beverages is not acceptable. Advertising for beer and wine will not be accepted if it portrays individuals in a discriminatory manner, encourages high-risk consumption, or places an emphasis on quantity or frequency of use. Beer and wine should not be the only or central themes of such advertisements.

CANCELLATION POLICY

Canceling or rescheduling an ad can be done at no charge when complying with the published deadline. Cancellation of an advertisement after the reservation deadline cannot be guaranteed. Advertisers who cancel after deadline will be responsible for the reserved ad space.

PAYMENT

All advertising must be prepaid by the deadline, unless credit arrangements are made in advance. Failure to prepay by this time will result in a canceled ad. All balances must be paid within 30 days of publication. Please make all checks payable to "USC Student Media." For a complete list of policies, please speak with your advertising representative.

CONTACT INFORMATION

STUDENT MEDIA

1400 Greene Street
Russell House 343
Columbia, SC 29208

WEB: www.garnetmedia.org

CREATIVE: smcreativeservices@sc.edu

ADVERTISING OFFICE: sasales@mailbox.sc.edu

CLASSIFIEDS: saclassi@mailbox.sc.edu

MAIN OFFICE: 803.777.3888


ADVERTISING: 803.777.3018

NEWSROOM: 803.777.7726





FAX: 803.777.6482

DESIGN CHECKLIST





DEADLINE:

 Artwork emailed to smcreativeservices@sc.edu by 11 a.m. the Friday before publication. If artwork is not emailed by deadline, you risk your advertisement not running at your own cost.


ACCEPTED FORMATS:

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

SETTINGS:

-  CMYK Color Mode
-  300 DPI Resolution
-  All fonts outlined
-  Images embedded

WE DO NOT ACCEPT:

 Word, Publisher, PowerPoint, Excel, Corel

FOR WEB ADS:

-  JPEGs
-  GIFs
-  PNGs

SETTINGS:

-  72 DPI Resolution

PROFESSIONAL STAFF

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Director of Student Media
E: sarahs@mailbox.sc.edu
P: 803.777.5064

PATRICK DIDOMENICO

Advertising Manager
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P: 803.777.7866

SYDNEY PATTERSON

Asst. Director of Student Media
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P: 803.777.6576

EDGAR SANTANA

Creative Director
E: santanae@mailbox.sc.edu
P: 803.777.5094

PUBLICATION DATES 2019-2020

12 Publication Date

12 Special Publications

12 No Classes

SPECIAL PUBLICATIONS

FALL 2019

Welcome Back: Aug. 16

Football Preview: Aug. 29

Family Weekend: Sept. 26

Semester in Review: Dec. 6

SPRING 2020

Best of Carolina: Feb. 28

Year in Review: April 27

Carolina Insider: May 22

AUGUST 2019

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

SEPTEMBER 2019

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 2019

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 2019

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

NOTABLE DATES

FALL 2019

Classes Begin: Aug. 22

Family Weekend: Sept. 27-29*

Fall Break: Oct. 10-11

Homecoming: Oct. 28-Nov. 2*

Thanksgiving Break: Nov. 27-Dec. 1

Classes End: Dec. 6

Final Exams: Dec. 9-16

Commencement: Dec. 16

SPRING 2020

Classes Begin: Jan. 13

Spring Break: Mar. 8-15

Classes End: Apr. 27

Final Exams: Apr. 29-May 6

Commencement: May 8-9

DECEMBER 2019

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				

JANUARY 2020

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	

FEBRUARY 2020

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 2020

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				

FOOTBALL SCHEDULE

vs. North Carolina	August 31
vs. Charleston Southern	September 7
vs. Alabama	September 14
at Missouri	September 21
vs. Kentucky	September 28*
at Georgia	October 12
vs. Florida	October 19
at Tennessee	October 26
vs. Vanderbilt	November 2*
vs. Appalachian State	November 9
at Texas A&M	November 16
vs. Clemson	November 30

APRIL 2020

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		

MAY 2020

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

*Family Weekend and Homecoming