



GARNET MEDIA GROUP

*University of South Carolina Student Media
Media Kit 2021-22*



THIS IS STUDENT MEDIA

About Us

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 the umbrella brand for those organizations, as well 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.

How We Can Help You

Our advertising team, which is made up of student representatives who both represent and understand the sought-after college student demographic, is trained in a consultative approach. Each representative's goal is to help you reach the wide-ranging university community using a mix of traditional and new media. Do you need creative work done or a commercial produced? Our award-winning designers and videographers can help. Work with our talented students as they prepare for a post-graduate career in the media industry, and one day, you can say you knew them when.

CONTACT US

Ad Team

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Camea Cato

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OUR AUDIENCE

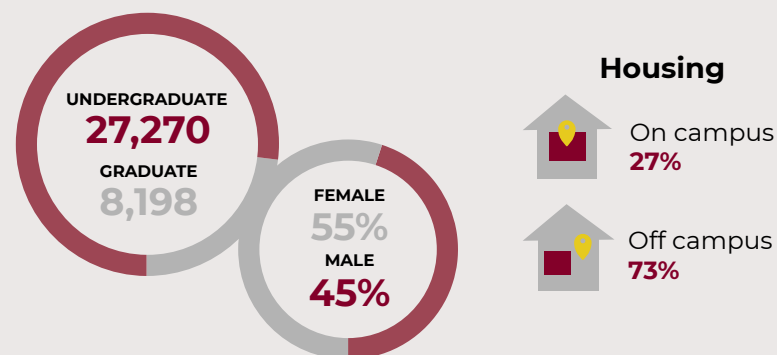
35,468

students at UofSC

6,922

faculty at UofSC

Student Population Breakdown



Undergraduate Breakdown

Freshman	5652
Sophomore	6493
Junior	6639
Senior	8434

Email Edition


The Daily Gamecock email edition is sent out Monday through Friday to **over 42,000** subscribers. Monday's edition is delivered to all registered student email addresses plus our additional subscribers that include faculty, staff, parents and alumni.

Ad Position	Weekly Rates
Top Banner 560 x 100 px	\$600
Middle Banner 600 x 300 px	\$500
Bottom Banner 560 x 100 px	\$350
Impression Spot (IS) 180 x 120 px	\$125




Subscribe to The Daily Gamecock email edition at DAILYGAMECOCK.COM/SUBSCRIBE

PRO TIP

Bundle online and social media when you advertise on The Daily Gamecock email edition to reach across platforms! Wherever your reader clicks...your ad will be there!



April 26, 2021

Happy last day of classes, Gamecocks!




It's our final newsletter of the semester, and we can hardly believe it. We won't be seeing you again until class starts back up in August — but in the meantime, we'll be planning how to continue to tell your stories.

This includes building the right team this fall. Last week, we were a little too excited to open applications for our leadership team. [Here is the link](#) — for real this time!

To stay updated on USC news this summer, check out our sister organizations [SCTV](#), [HUSC](#), and [Game & Blood](#). Check out [The State](#) and [The Post and Courier](#) for Columbia news.

Good luck on your finals and, as always, here's everything you need to know this week.

Sincerely,
Morgan Mason, Kaitlyn Coll, V.P. Pappas
The Managing Team

Want more of our coverage in your inbox? Sign up for our daily and lifestyle newsletter [here](#). Already signed up? Click [here](#) to manage your preferences.

TOP BANNER

As bars lose liquor licenses, fate of Five Points up in the air
Tyler Foster | April 25, 2021







Photo: Ethan Lam

Of 15 bars in Five Points, 11 were denied their liquor license reapplication. Additionally, South Carolina Senator Dick Harpostrick has proposed legislation that would prohibit restaurants and bars from making less than 5% of revenue from food. The director of the International Institute for Foodservice Research and Education at USC said this could be disastrous for South Carolina's economy.

First Black athletes at USC laid groundwork for today's athletics department
Noah Watson | April 25, 2021








Photo: Ethan Lam

Arnold "Jackie" Eugene Brown became the first Black varsity athlete at South Carolina in 1970. Brown and several other athletes, such as Casey Manning, Sheila Easter, and George Rogers, helped shape the current state of Gamecock Athletics.

MIDDLE BANNER

Pandemic-related changes to university housing jobs create more work for RMs
Emma Dooling | April 25, 2021









Photo: Alysia Raop

Changes to university housing jobs to accommodate for COVID-19 regulations, such as limiting residence hall desk hours and eliminating lead resident mentor positions, ended up giving resident managers (RMs) more work this year. "The RMs are at the butt end of it, and they're having to pick up the slack," former RM said.

Blythewood Farmers Market inspires, provides refuge for community
Rochelle Holmberg | April 25, 2021







Photo: Courtesy of Michaela Barno

The Blythewood Farmers Market gives local farmers a place to showcase their goods and provide consumers with a fresh grocery store. Located about 30 minutes from Columbia, there will be over 40 vendors each Wednesday evening this spring and summer.

Carolina Girls dance team crowned national champions for first time in program history
Campy Davis | April 25, 2021







Photo: Courtesy of Coach Lindsey Senger

The Carolina Girls dance team placed No. 1 for the first time in program history in the 2021 National Dance Alliance National Team Performance Division A Finals in Daytona Beach, Florida, on April 18. <https://www.usc.edu/news/2021/04/25/carolina-girls-dance-team-national-champions> "We deserve each other."

BOTTOM BANNER


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STUDENT SPOTLIGHT


WHAT ARE YOU MOST LOOKING FORWARD TO THIS SUMMER?



Emma Dooling

I'm going to Seattle this summer for an internship, so I'm really excited to explore new cities, especially visit all of the coffee shops and markets of the pandemic, and to just be in a new place in a new environment, and just trying to experience being on my own for the first time.


Photo: Ethan Lam



Michelle Senger

I'm looking forward to spending time with family, having time to read books, which I haven't been able to do as much with school. I'm also looking forward to spending time outside. I'm hoping to go on a trip to a national park, which would really make my summer.


Photo: Ethan Lam



Michelle Senger

I'm going to be fully vaccinated before then, so I'm planning on going to Disney. I'm also planning to go to the beach, and I'm excited to be going with my boyfriend, who we're really excited to.

Photo: Ethan Lam



Michelle Senger

First, I'm looking forward to next month, in May, I'm going to stay here in America, traveling for a little bit. In Europe, I've had a lot of fun, but it's a little different, so the experience is also really fun. I'm also excited to see how my summer will go. I don't know what my summer looks like, I'm still waiting to confirm if I'll get an internship.

Photo: Ethan Lam

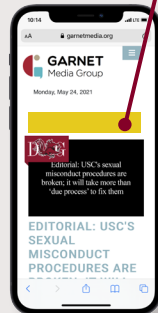
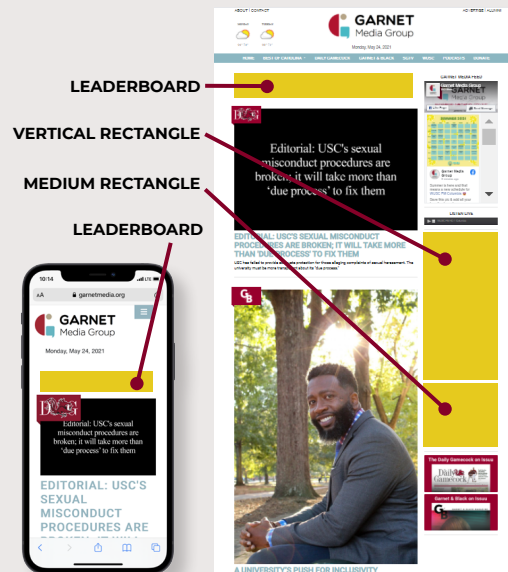
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ONLINE

When you purchase an online ad, you receive placement on the following websites: dailygamecock.com, garnetmedia.org, sgtvonline.com and gandbmagazine.com.

Ad Position	Specs	Weekly Price
Leaderboard*	728 x 90 px 320 X 50 px	\$350
Medium Rectangle	300 x 250 px	\$250
Vertical Rectangle	300 x 600 px	\$200

* Needs 2 specs for mobile optimization



DAILYGAMECOCK.COM

SGTVONLINE.COM

GARNETMEDIA.ORG

GANDBMAGAZINE.COM

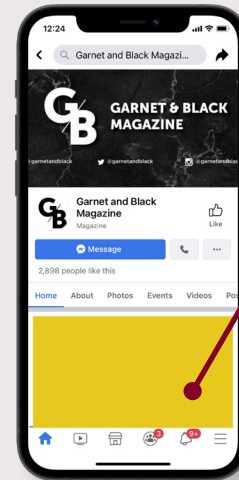


GARNETLIVING.ORG

Reach students looking for housing by posting on garnetliving.org. Individual postings and annual subscriptions are available. Monthly subscription with unlimited postings start at \$200 per month. Email sasmhome@mailbox.sc.edu for more information.

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.



FACEBOOK
1200 X 630 PX



TWITTER
1024 X 576 PX

Facebook

Number of Posts	Price	Price Breakdown
3 posts	\$210	\$70/post
5 posts	\$325	\$65/post
10 posts	\$600	\$60/post
20 posts	\$1100	\$55/post
Open Rate	-	\$75/post

Twitter

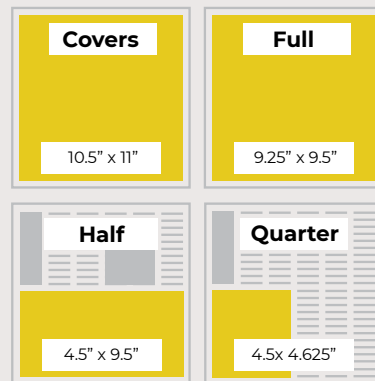
Number of Posts	Price	Price Breakdown
3 posts	\$135	\$45/tweet
5 posts	\$200	\$40/tweet
10 posts	\$350	\$35/tweet
20 posts	\$600	\$30/tweet
Open Rate	-	\$50/tweet

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. 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 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.

Premium Position	Price	Dimensions
Inside Front Cover	\$1000	10.5" x 11"
Back Cover	\$1500	10.5" x 11"

Standard Sizes	Price	Dimensions
Full Page	\$850	9.25" x 9.5"
Half Page	\$550	9.25" x 4.625"
Quarter Page	\$450	4.5" x 4.625"



Upcoming Publications



GMG Welcome Back

This guide to student life will be on stands as the fall semester begins. Full of information on how to get involved on campus, this publication will highlight the many opportunities that are available to all students at UofSC. *On stands August.*



Daily Gamecock Fall Issue 1

The first Daily Gamecock issue for fall will take a look at the local community and surrounding area. On stands mid-semester, this publication will provide readers with plenty of useful information as they are getting settled. *On stands early October.*



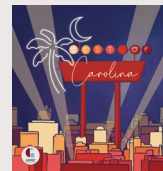
Daily Gamecock Fall Issue 2

The second Daily Gamecock fall issue will explore the changes our university has faced and hot topics for the year ahead. *On stands early November.*



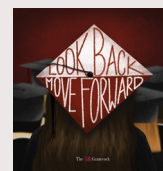
Daily Gamecock Spring Issue 1

This publication will take a look at the spring semester and ways to get involved, both on campus and in the community. *On stands mid-February.*



Best of Carolina 2022

Best of Carolina is our annual publication that showcases the winners of our reader poll that takes place in the fall. This popular issue is a great resource for our readers on popular places to dine and shop. *On stands early March.*



Daily Gamecock Commencement Issue

The Daily Gamecock's final print edition of the year is the annual commencement issue where they take a look back over the previous four years. *On stands early April.*

PRO TIP

Buy in 3 or more issues and receive 20% off!

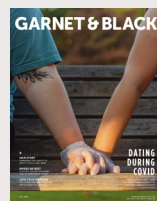
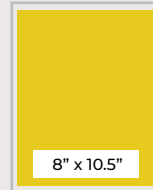
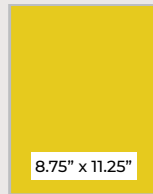


GARNET & BLACK MAGAZINE

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 once a semester, Garnet & Black is a great way for advertisers to position their businesses in front of thousands of readers.

Premium Position	Price	Dimensions
Inside Front Cover	\$650	8.625" x 11.125"
Back Cover	\$800	7.875" x 10.375"

Standard Sizes	Price	Dimensions
Full Page	\$550	7.875" x 10.375"
Half Page	\$350	8' x 5.05"
Quarter Page	\$250	3.874" x 5.05"



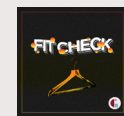
WUSC-FM is USC's non-commercial, HD, free-format radio station broadcasting at 90.5-FM. The station transmits with a range of 30 miles and serves an international audience with a webcast at wusc.fm. Through underwriting, local businesses have the opportunity to be recognized as supporters of the station. For more information, call **803.576.9872**, or visit wusc.fm.

Semester Packages	Per Semester	Weekly Packages	Per Week
Small 4 spots per week 45 spots per semester	\$500	Morning Drive Time 7-10 am 2 spots/day and 10/week	\$130
Medium 6 spots per week 75 spots per semester	\$700	Afternoon Drive Time 4-8 pm 2 spots/day and 10/week	\$130
Large 10 spots per week 108 spots per semester	\$800	Full Day Package 7 am - 8 pm 3 spots/day and 15/week	\$170

Single spots \$15

Podcasts

Podcasts are one of Garnet Media Group's newest ways to reach an evolving on-the-go and on-demand news and entertainment audience. Our podcasts cover everything from campus news and human interest stories, to fashion, sports and music. These podcasts can be found on the Garnet Media Group website, Apple Podcasts, Google Play and Spotify.



Single spots \$25

Check out G&B's online content at GANDBMAGAZINE.COM



Whether you need a video for a website, commercial or YouTube, SGTV can produce a high-quality video for you. SGTV also offers streaming and editing services. For more information, please contact your account representative or call the station directly at **803.777.3760**.

Livestream Services **\$150/hour**

Reach audiences during your event from near and far with the help of livestreaming services from SGTV. Includes production, livestream platform and filming costs.

Fully Produced Video **\$150/hour**

Commercials, reels, training, promotional videos, recruitment, music videos. Includes video filming and editing.

Filming Services **\$100/hour**

Speakers, shows, weddings, etc. Does not include the cost of editing and video is recorded, not streamed live.

Video Editing Services **\$100/hour**

Quick, professional and creative video editing services using Adobe Premiere. Filming not included.

60-Second Commercials **\$75/hour**

2 spots per nightly news live broadcast available.

**These prices can be altered and adjusted based on consultation meeting. Prices do not include studio rental.*



Check out SGTV's content at SGTVONLINE.COM

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.

3 hour event **\$150**

CREATIVE SERVICES

About Us

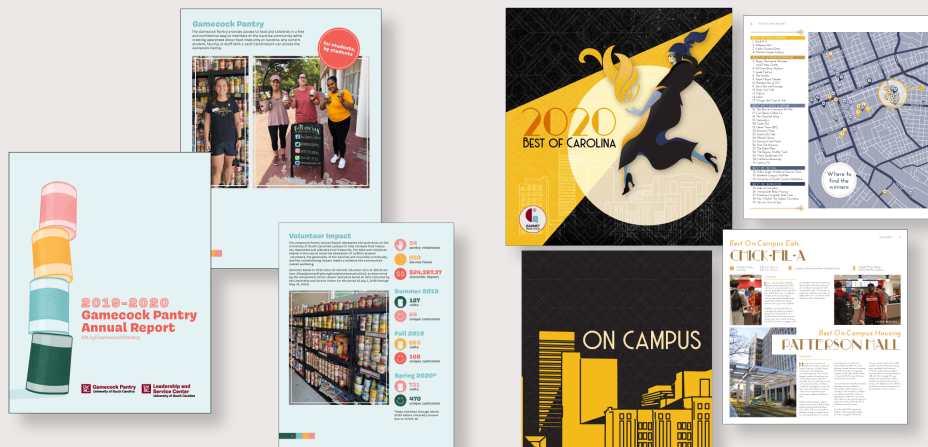
Creative Services is the award-winning in-house design team for Garnet Media Group. Our team of student designers produces creative content and advertisements for businesses and organizations both on campus and off. Print or digital advertisements purchased with any Garnet Media Group outlet will be 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 email Interim Art Director Jason Porter at jp14@email.sc.edu for more information, or visit <https://www.garnetmedia.org/creativerequest> to order your

[Click here to request a project now!](#)

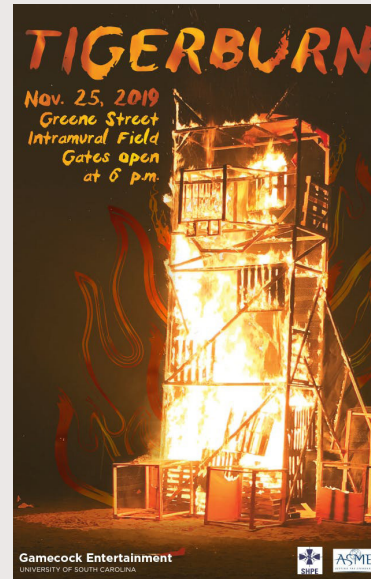
Social Media Graphics



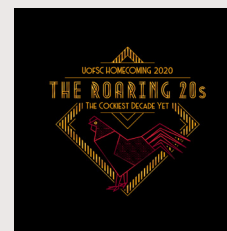
Brochures and Publications



Flyers, Posters and Mailers



Logos and Branding



DESIGNER CHECKLIST

Deadlines

- Artwork emailed to your ad representative or to smcreativeservices@sc.edu
- Artwork for online and email ads is due **Thursday at 5 p.m. prior to the week the ad is running.**
- Deadline for artwork for print advertisements will be provided by your advertising representative

**If artwork is not emailed by deadline, you risk your advertisement not running at your cost*

Accepted Formats

PRINT:

- Adobe PDF (.pdf)
- Adobe InDesign (.indd)
- Adobe Illustrator (.ai)

ONLINE/EMAIL/SOCIAL:

- JPEG
- PNG
- GIF

Unaccepted Formats

We do not accept Microsoft Word, Publisher, PowerPoint, Excel, Pages and Quark Express

Settings

PRINT:

- CMYK color mode
- 300 DPI resolution
- All fonts outlined
- All images embedded

ONLINE/EMAIL/SOCIAL:

- RGB color mode
- 72 DPI resolution
- GIFs must be under 150kb

NOTABLE DATES

Fall 2021

Classes Begin: Aug. 19

Fall Break: Oct. 7 – 8

Thanksgiving Break: Nov. 24 – 28

Classes End: Dec. 3

Final Exams: Dec. 6 – 13

Commencement: Dec. 13

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 for 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 pre-paid by the deadline, unless credit arrangements are made in advance. Failure to pre-pay by this time will result in cancellation of the 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.

Spring 2022

Classes Begin: Jan. 10

Spring Break: March 6 - 13

Classes End: April 25

Final Exams: April 27 - May 4

Commencement: May 6 - 7

COMPILED SPECS & RATES

Garnet & Black

Premium Position	Price	Dimensions
Inside Front Cover	\$650	8.625"x 11.125"
Back Cover	\$800	7.875"x 10.375"

Standard Sizes	Price	Dimensions
Full Page	\$550	7.875"x 10.375"
Half Page	\$350	8"x 5.05"
Quarter Page	\$250	3.874"x 5.05"

Special Publications

Premium Position	Price	Dimensions
Inside Front Cover	\$1000	10.5" x 11"
Back Cover	\$1500	10.5" x 11"

Standard Sizes	Price	Dimensions
Full Page	\$850	9.25" x 9.5"
Half Page	\$550	9.25"x 4.625"
Quarter Page	\$450	4.5"x 4.625"

WUSC

Semester Packages	Per Semester	Weekly Packages	Per Week
Small 4 spots per week 45 spots per semester	\$500	Morning Drive Time 7-10 am 2 spots/day and 10/week	\$130
Medium 6 spots per week 75 spots per semester	\$700	Afternoon Drive Time 4-8 pm 2 spots/day and 10/week	\$130
Large 10 spots per week 108 spots per semester	\$800	Full Day Package 7 am - 8 pm 3 spots/day and 15/week	\$170

Single spots	\$15
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Podcasts

Single spots	\$25
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Events

3 hour event	\$150
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SGTV

Services	Price
Livestream Services	\$150/hr
Fully Produced Video	\$150/hr
Filming Services	\$100/hr
Video Editing Services	\$100/hr
Commercials	\$75

Email Edition

Ad Position	Weekly Rates
Top Banner 560 x 100 px	\$600
Middle Banner 600 x 300 px	\$500
Bottom Banner 560 x 100 px	\$350
Impression Spot 180 x 120 px	\$125

Facebook

Number of Posts	Price	Price Breakdown
3 posts	\$210	\$70/post
5 posts	\$325	\$65/post
10 posts	\$600	\$60/post
20 posts	\$1100	\$55/post
Open Rate	-	\$75/post

*Facebook specs are 1200 x 630 px

Twitter

Number of Posts	Price	Price Breakdown
3 posts	\$135	\$45/tweet
5 posts	\$200	\$40/tweet
10 posts	\$350	\$35/tweet
20 posts	\$600	\$30/tweet
Open Rate	-	\$50/tweet

*Twitter specs are 1024 x 576 px

Online

Ad Position	Specs	Weekly Price
Leaderboard *Needs 2 specs for mobile optimization	728 x 90 px 320 X 50 px	\$350
Medium Rectangle	300 x 250 px	\$250
Vertical Rectangle	300 x 600 px	\$200