



the daily gamecock • garnet & black • discover carolina • dailygamecock.com • wusc 90.5 FM



University of South Carolina
student media

2008 • 2009
advertising rates & policies

introduction & awards

who we are

Student Media at the University of South Carolina offers students the opportunity to gain experience in print, broadcast, online media, advertising sales and graphic design.

Student Media consists of The Daily Gamecock newspaper, Garnet & Black magazine, SGTV and WUSC-FM. All students are invited to participate in one or more media groups regardless of major, year in school or previous experience. In addition to obtaining specialized skills, many students have used their experience to earn internships and jobs following graduation.

awards

Over the years, Student Media has had the honor of receiving numerous awards for excellence in journalism, editorial and advertising design and multimedia production. For the 2007-2008 academic year, students working for Student Media earned a total of 31 awards for their editorial and creative work. Following is a list of the awards:

American Advertising Federation of the Midlands Student ADDY 2008, 11 awards including:

- (1) Third District Silver ADDY
- (2) Gold Student ADDY
- (8) Silver Student ADDY

South Carolina Press Association (SCPA) 2008, 9 awards

Southern University Newspapers (SUN) 2007, ten awards including:

- SUNNY AWARD (SUN Newspaper of the Year)
- Best Rate Card: 1st place
- Best Online Ad: 1st place
- Best Individual Retail Ad: 1st place
- Best Marketing Package: 2nd place
- Best Theme Page: 2nd place
- Best Classified Page: 2nd place
- Best Advertising Campaign: 2nd place
- Best House Ad: 3rd place
- Best Use of Color: 3rd place

College Newspaper Business & Advertising Managers (CNBAM) 2008:

- Best of Category, Best Display Ad Campaign
- Third Place, Best Online House Ad



testimonial

“The Daily Gamecock is easy to work with, and has been a great resource for me to build a relationship with the Carolina community.”

- Emily Garrett
Owner, M Boutique

More than half (53%) of students have read three or more of the last five issues of their campus newspaper.

Of those students who ever read their campus paper.
Source: AM+M 2008 College Newspaper Audience Study conducted by MORI Research

**82% of all students,
regardless of newspaper
frequency, have read
their campus newspaper
in the last three months.**

Source: AM+M 2008 College Newspaper Audience
Study conducted by MORI Research



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sherry f. holmes
classified ad manager
803.777.3888 · sholmes@mailbox.sc.edu

c. neil scott
production manager
803.777.2833 · scottcn@mailbox.sc.edu

main office 803.777.3888
display advertising 803.777.3018
classified advertising 803.777.3888
newsroom 803.777.7726

fax 803.777.6482
web www.sa.sc.edu/studentmedia
email sacsads@mailbox.sc.edu

office hours:
monday-friday
8:30am-5pm

the **USC** community... **who** we are

studentbody

undergraduate

18,872

graduate/professional

8,445

employees

faculty/staff

5,644

disposableincome

students

\$97 million/yr

faculty/staff

\$41 million/yr

average **faculty**salary

professors

\$106,858

associate professors

\$74,772

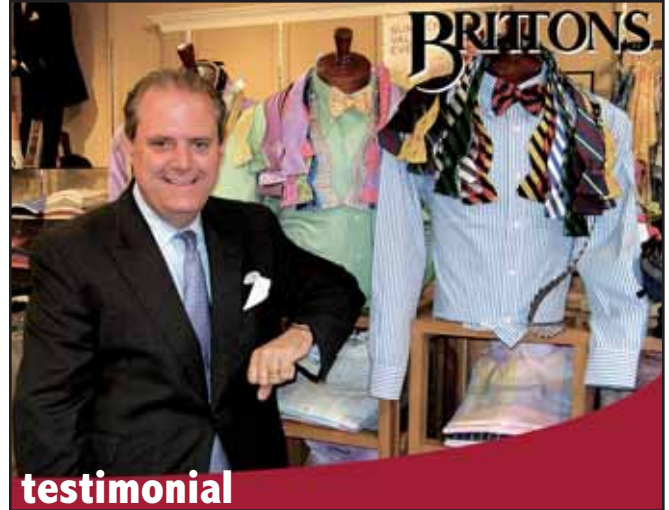
assistant professor

\$67,066

instructor

\$43,642

we are
32,961
strong



testimonial

“We have found that The Daily Gamecock is the best way to reach students, faculty, and staff in the Carolina community.”

-Perry Lancaster
Owner, Brittons

monthly spending

items	undergraduate	graduate	faculty/staff	total
Clothing	\$910,807	\$393,163	\$356,863	\$1,660,833
Shoes	\$421,521	\$156,156	\$126,904	\$704,581
Music	\$78,228	\$43,061	\$16,702	\$137,991
Prescriptions	\$233,085	\$163,715	\$205,045	\$601,845
Toiletries	\$104,382	\$88,363	\$51,209	\$243,954
Sporting goods	\$188,699	\$83,120	\$57,720	\$329,539
Textbooks/supplies	\$853,205	\$205,142	\$88,950	\$1,147,297
Auto repair	\$443,959	\$285,795	\$179,131	\$908,885
Hair Styling	\$288,649	\$132,652	\$110,666	\$531,967
Beer	\$296,115	\$187,044	\$107,707	\$590,866
Cell phones	\$747,744	\$447,094	\$326,176	\$1,521,014
Health Spa/Gym	\$46,631	\$77,987	\$59,692	\$184,310
Groceries	\$1,751,159	\$1,284,024	\$1,188,258	\$4,223,441

In a typical week, members of the USC community spend

\$1,274,188

dining out.

94% of undergraduate students visit a restaurant **3.9** times a week.

Hunter-Gatherer Brewery & Ale House



95% of graduate students visit a restaurant **4** times a week.

93% of faculty/staff visit a restaurant **3.7** times a week.

97% of undergraduate students have a car.

85% of graduate students have a car.

6,227 (33%) of undergraduates live **on** campus.

12,645 (67%) live **off** campus.

All data on this page gathered from a survey conducted spring 2007 by Newton Marketing & Research, Norman, Oklahoma.

For more information about methodology, contact your sales representative.



The Daily Gamecock

Nobody covers USC better. With a readership of more than 30,000 students, faculty and staff and more than 100 years of tradition, The Daily Gamecock is the perfect medium to reach one of the largest and most sought after markets in Columbia. The Daily Gamecock is published Monday through Friday and is distributed to nearly 100 locations on and around campus.

rates (per column/inch)

local	university department	student organization	national
open.....\$8.82	open.....\$7.77	open.....\$6.62	open.....\$11.30
300.....\$7.92	500.....\$7.29	300.....\$6.30	300.....\$10.76
500.....\$7.50	1000.....\$6.35	1000.....\$5.96	500.....\$10.19
800.....\$7.09		4000.....\$4.96	800.....\$9.62
1000.....\$6.64			1000.....\$9.05

We charge a 20% premium for guaranteed positioning if the position requested is available. All rates are per column/inch. Example: 3 col. x 5" ad = 15 col./in.

deadlines

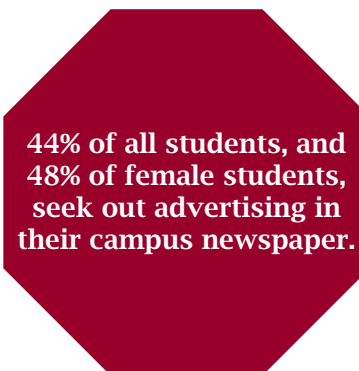
To ensure The Daily Gamecock is distributed at the designated time, the following deadlines are strictly followed:

3 days prior to publication:

publication day	deadline
Monday	Wednesday 5p.m.
Tuesday	Thursday 5p.m.
Wednesday	Friday 5p.m.
Thursday	Monday 5p.m.
Friday	Tuesday 5p.m.

Frequency is the key to successful advertising. We offer a 20% discount on the second ad of schedule and 30% for all remaining ads. To receive the discount, no changes are allowed. Anytime you start a new ad schedule you will pay full price for the first ad and receive discounts on all other ads on that schedule.

Advertisers choosing to have an ad produced by Student Media's Creative Services must submit a request and all information necessary to produce the ad at least *five (5)* working days before the deadline.



Of those students who ever read their campus paper.
Source: AM+M 2008 College Newspaper Audience
Study conducted by MORI Research



black & white



spot color



full color

sizes

1 column inch (actual size)

1 column = 1.778"	4 column = 7.611"
2 column = 3.723"	5 column = 9.556"
3 column = 5.668"	6 column = 11.5"

1.778"

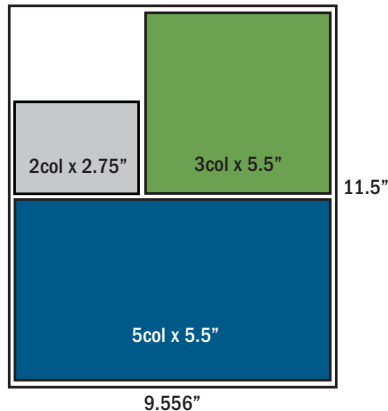
color contracts

5x
 discount..... 5%
 spot\$80.75
 full \$285.00

10x
 discount..... 10%
 spot \$76.50
 full\$270.00

20x
 discount..... 20%
 spot\$68.00
 full \$240.00

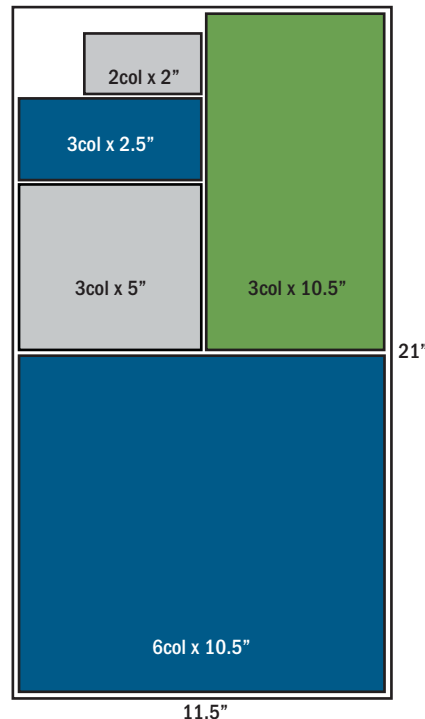
tabloid



color packages

one color..... \$85.00
full color..... \$300.00

broadsheet



preprinted inserts

Circulation: 12,000 • Minimum insert: 3,000 • Rate: \$78/1000

Rate is based on 4 pages or less; \$5 extra for each additional 4 pages. A sample insert must be submitted to the Student Media Advertising office at the time the insertion reservation is made. After receiving approval and completing all placement requirements, inserts must arrive at the printer 5 working days prior to the publication date.

Shipments are acceptable in boxes or on pallets. Please do not ship inserts without first contacting the Student Media Advertising office. Any multi-advertiser insert, add \$10 to rate.

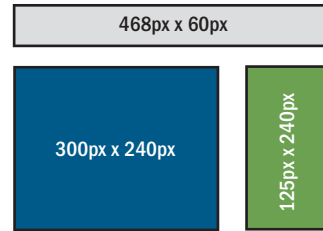
Shipping Address:

The State-Record Company
 1401 Shop Road
 Columbia, SC 29202
 Attn: Charles Brunson

Daily Gamecock.com

The online version of The Daily Gamecock will put your business a click away from visitors, parents, alumni and Gamecock fans in addition to USC students, faculty and staff. With more than 41,000 registered users that subscribe to our daily email edition and an average of 7,000 visitors every day, your advertisement will be seen by potential customers 24/7.

sizes



rates (per 10,000 page views)

top banner (468 x 60 px) \$40	bottom banner (468 x 60 px) \$30	large box (300 x 240px) \$30	tower (125 x 240px) \$20
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Dailygamecock.com averages over 7,000 daily impressions when school is in session. Ads are priced by page views (the number of times each ad is displayed online) and are sold in blocks of 10,000 page views. For every 50,000 page views purchased, 10,000 page views will be added for free.

sudoku///crossword

The Sudoku and Crossword puzzles are very popular features in The Daily Gamecock. Students, staff and faculty can be seen throughout campus passing time solving these entertaining puzzles. Advertisers can take advantage of this “captive” audience by placing ads within the puzzle areas. These offer a great value since the ad will be in front of a potential customer for a long period of time.

rates

one time (select days) \$35.00	week \$150.00	month \$500.00
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All Sudoku/Crossword ads are 3 col. x 1”

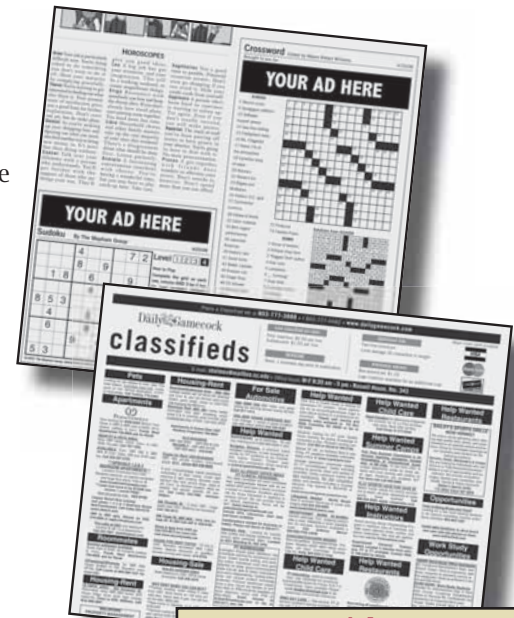
classifieds

The Daily Gamecock’s Classifieds page offers advertisers great exposure to a key demographic in the Midlands. Students, faculty and staff turn to the classifieds for job opportunities, tutoring, merchandise, apartments, automobiles and more. As an additional value, all classified liner ads are uploaded to our Web site www.dailygamecock.com free of charge.

rates

first insertion \$2.50/line	subsequent \$1.50/line	box \$1.25	logo based on size	display \$9.00/column/in
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	special rates	
	semester (71/70 issues)	academic year (141 issues)
2 lines	\$157.50	\$292.50
3 lines	\$235.90	\$438.75
4 lines	\$315.00	\$585.00
	Advance payment required.	



Two (2) line minimum (lines average 30 characters · Font size: 7-10pt. Larger font sizes upon request · All Classified line ads are published in The Daily Gamecock and at www.dailygamecock.com. We offer online ONLY classified ads at the same rate as print edition.

stress busters

The Stress Busters tab is a new addition to our special section line up. It contains a collection of sudoku and crossword puzzles and is distributed during final exams each semester. Ad space in the Stress Busters tab is limited. With a strong readership and long shelf life, the Stress-busters is a great advertising value!



rates (column/inch)

puzzle ad (3 x 1)	full page (5 x 11.25)	1/2 page (2 x 11.25)	1/4 page (2 x 5.5)
\$35.00 ea.	\$485.00	\$245.00	\$130.00

spot color formulas

When creating a spot color ad to run in The Daily Gamecock newspaper, use one of the acceptable spot color formulas below to build the color. These color formulas have been tested by our printer and provide fairly consistent color reproduction. If your spot color ad uses a color mixture not found below, The Daily Gamecock reserves the right to change it to the closest acceptable color formula from the chart. Unacceptable colors include CMYK formulas not listed below, any RGB color formulas and Pantone© spot colors.

S1 C=100 M=0 Y=0 K=0	S2 C=0 M=100 Y=0 K=0	S3 C=0 M=0 Y=100 K=0	S4 C=0 M=0 Y=0 K=100	S5 C=50 M=25 Y=0 K=0	S6 C=20 M=100 Y=20 K=0
S7 C=0 M=10 Y=100 K=0	S8 C=65 M=0 Y=25 K=0	S9 C=70 M=20 Y=0 K=0	S10 C=20 M=100 Y=100 K=0	S11 C=0 M=20 Y=100 K=0	S12 C=100 M=0 Y=50 K=0
S13 C=100 M=5 Y=20 K=0	S14 garnet C=0 M=100 Y=65 K=43	S15 C=0 M=35 Y=100 K=0	S16 C=50 M=0 Y=100 K=0	S17 C=100 M=5 Y=6 K=0	S18 C=40 M=100 Y=40 K=0
S19 C=0 M=30 Y=30 K=0	S20 C=75 M=0 Y=100 K=0	S21 C=100 M=50 Y=0 K=0	S22 C=20 M=50 Y=50 K=0	S23 C=0 M=60 Y=100 K=0	S24 C=100 M=0 Y=100 K=0
S25 C=100 M=70 Y=0 K=0	S26 C=10 M=40 Y=0 K=0	S27 C=30 M=50 Y=100 K=0	S28 C=50 M=30 Y=100 K=0	S29 C=100 M=100 Y=0 K=0	S30 C=30 M=100 Y=0 K=0
S31 C=20 M=30 Y=80 K=0	S32 C=10 M=20 Y=65 K=0	S33 C=50 M=100 Y=0 K=0	S34 C=0 M=100 Y=100 K=0	S35 C=30 M=100 Y=100 K=0	S36 C=? M=? Y=? K=?

July 2008							August 2008							September 2008						
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S
		1	2	3	4	5						1	2		1	2	3	4	5	6
6	7	8	9	10	11	12	3	4	5	6	7	8	9	7	8	9	10	11	12	13
13	14	15	16	17	18	19	10	11	12	13	14	15	16	14	15	16	17	18	19	20
20	21	22	23	24	25	26	17	18	19	20	21	22	23	21	22	23	24	25	26	27
27	28	29	30	31			24	25	26	27	28	29	30	28	29	30				
							31													
October 2008							November 2008							December 2008						
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S
			1	2	3	4						1		1	2	3	4	5	6	
5	6	7	8	9	10	11	2	3	4	5	6	7	8	7	8	9	10	11	12	13
12	13	14	15	16	17	18	9	10	11	12	13	14	15	14	15	16	17	18	19	20
19	20	21	22	23	24	25	16	17	18	19	20	21	22	21	22	23	24	25	26	27
26	27	28	29	30	31		23	24	25	26	27	28	29	28	29	30	31			
							30													
January 2009							February 2009							March 2009						
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S
				1	2	3	1	2	3	4	5	6	7	1	2	3	4	5	6	7
4	5	6	7	8	9	10	8	9	10	11	12	13	14	8	9	10	11	12	13	14
11	12	13	14	15	16	17	15	16	17	18	19	20	21	15	16	17	18	19	20	21
18	19	20	21	22	23	24	22	23	24	25	26	27	28	22	23	24	25	26	27	28
25	26	27	28	29	30	31								29	30	31				
April 2009							May 2009							June 2009						
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S
			1	2	3	4						1	2		1	2	3	4	5	6
5	6	7	8	9	10	11	3	4	5	6	7	8	9	7	8	9	10	11	12	13
12	13	14	15	16	17	18	10	11	12	13	14	15	16	14	15	16	17	18	19	20
19	20	21	22	23	24	25	17	18	19	20	21	22	23	21	22	23	24	25	26	27
26	27	28	29	30			24	25	26	27	28	29	30	28	29	30				
							31													

special sections & issues

*Indicates tabloid size publication

issues	publication date	deadline
Welcome Back	August 15.....	August 8
Career Blitz*	September 15.....	September 8
Parents Weekend*	September 26.....	September 19
Basketball Preview*	TBA.....	TBA
Graduation/Final Issue.....	December 5.....	December 4
Stressbusters*	December 8.....	December 3
Welcome Back	January 12.....	January 6
Career Fest*	February 16.....	February 9
Off Campus Housing*	March 18.....	March 4
Graduation/Final Issue.....	April 27.....	April 21
Stressbusters*	April 28.....	April 22



garnet&black

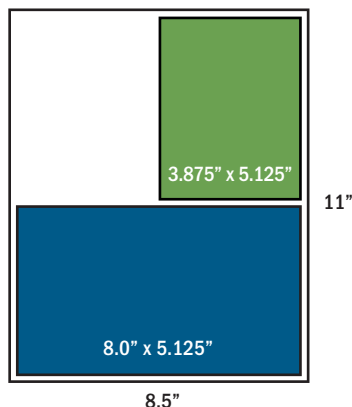
Chronicling student life on campus since 1994, Garnet & Black is USC's student-produced magazine. Whether exploring national issues and their impact on USC's campus or covering the latest in arts and entertainment, G&B creates a buzz on campus. The longer shelf life of this quarterly publication keeps advertising in the hands and in the minds of USC students, faculty and staff.

rates (inches)

back cover (8.5" x 11") \$650	inside cover (8.5" x 11") \$550	full page (8" x 10.5") \$475	half page (8" x 5.125") \$275	quarter page (3.875" x 5.125") \$150
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All prices include full color · Ad bleed sizes available upon request · Reserve space in all 4 issues and save 15%

sizes



publication schedule

issue	publication date	deadline
fall issue #1	October 2008	August 29
fall issue #2	November 2008	September 17
spring issue #1	February 2009	December 19
spring issue #2	March 2009	January 21

Copper Beech Townhome Communities

what to advertise in the g&b?

fall semester

football season merchandize, tailgating supplies, restaurants, fall break trips, seasonal fashion, halloween party decor, thanksgiving/holiday events, fall graduation items, student housing opportunities

spring semester

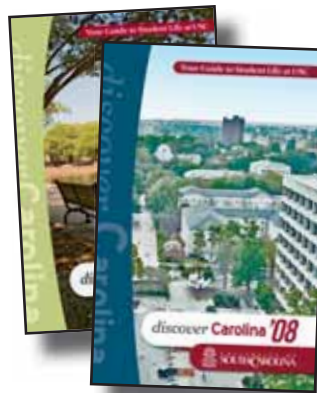
valentine's day dinner, black history month/women's history month events, spring break travel, seasonal fashion, restaurants, student housing opportunities, graduation items



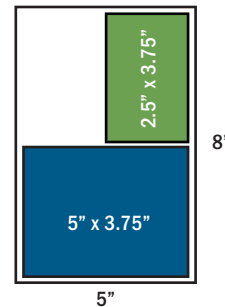
description///rates///sizes

discover Carolina

Discover Carolina serves as Student Media's informational guide to everything at USC and adjusting to life as a new college student. Discover Carolina introduces first-year students to pertinent information like student organizations, athletics, Greek Life, Carolina Traditions, academic opportunities and much more. **This publication will be mailed to each incoming first-year student before school starts.**



sizes



rates (inches)

back cover (5.5" x 8.5") \$1200	inside cover (5" x 8") \$750	full page (5.5" x 8.5") \$550	half page (5" x 3.75") \$300	quarter page (2.25" x 3.75") \$175
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All prices include full color · Ad bleed sizes available upon request · Advertising deadline is May 15, 2009

posters

description///rates & sizes///samples

Student Media can print your camera-ready, short-run, full-color posters fast and at affordable prices. All posters are printed on quality semi-gloss photo paper. Design services are available for \$20.00 per hour.

rates & sizes

student organization/university department \$5.00 per sq. ft.	local business \$6.00 per sq. ft.
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Example 18" x 24" poster: 1.5 ft. x 2 ft. = 3 sq. ft. x \$5.00 = \$15.00

samples



ad design services

The Daily Gamecock newspaper offers all advertisers FREE DESIGN SERVICES. If you ever have doubts about your ability to create artwork that meets the newspaper's Camera-Ready guidelines, let us take care of it. Let our award-winning design staff create high-impact ads to your specs. Please provide all necessary information five working days before deadline. For more information, contact your sales rep or call 803-777-2833.

camera-ready artwork

Q: What is a Camera-Ready ad?

A: A Camera-Ready ad is one that is created to the correct size that it will appear in the newspaper; meets all of The Daily Gamecock's technical requirements; and includes all support documents and fonts needed to print.

Q: What is the preferred file format for ad submittal?

A: Preferred file format: **PDF**



The Daily Gamecock prefers that Camera-Ready ads be submitted as **PDF** files. Be sure you **EMBED ALL FONTS** used within your ad and select the **LEAVE COLOR UNCHANGED** setting under the COLOR tab. Adobe Distiller settings for The Daily Gamecock newspaper are available for advanced users. Ask your sales rep.

Q: How do I deliver my Camera-Ready ad?

A: E-mail Camera-ready ads to: sacsads@mailbox.sc.edu. Include **CLIENT NAME** and **RUN DATE** in subject line.

Or, save your ad on a CD-ROM or USB flash drive and give it to your sales rep.

If you have questions about ad preparation, contact The Daily Gamecock's Production Department at 803.777.2833 or e-mail at sacsads@mailbox.sc.edu.

Q: Can I submit native files?

A: **ONLY** files created in the following formats are supported by The Daily Gamecock as Camera-Ready artwork:

File formats **ACCEPTED** as Camera-Ready artwork include:

Adobe Illustrator CS3 or earlier (.ai)

Adobe InDesign CS3 or earlier (.indd)

QuarkXpress 6.5 or earlier (.qxd)

Native files must be accompanied by all support documents (.tif, .eps, etc.) used within artwork; screen, printer, TrueType, and/or Open fonts; and a hard copy of the ad.

ONLY ads created in professional layout software are considered Camera-Ready. If you have questions about your artwork, contact your sales rep.

File formats **NOT ACCEPTED** as Camera-Ready artwork include:

Microsoft Word

Microsoft Publisher

Microsoft PowerPoint

Microsoft Excel

JPEG

GIF

Q: How should I save my pictures?

A: To ensure high quality reproduction of photographs within ads, all photographs should be at minimum 180 dpi at the **FINAL SIZE** (dimension) they will appear in the newspaper. All pictures should either be saved as CMYK or Grayscale images. **DO NOT** save photos as RGB files.

Q: How do I create a spot color ad?

A: Spot color ads must be created using one of The Daily Gamecock's Acceptable Spot Color Formulas. Create a custom spot color swatch in your layout software and apply spot color as desired. Color formulas are available from your sales rep or at our Web site: www.sa.sc.edu/studentmedia/advertising.htm



WUSC-FM is the University of South Carolina's non-commercial, educational, free-format radio station at the frequency of 90.5 FM. The station transmits at 2500 watts with a range of approximately 30 miles and serves an international audience with its webcast at wusc.sc.edu.



WUSC has provided diverse and unique programming to the Columbia area for more than 61 years. In addition to gaining a large local audience, the station has received national recognition for excellence.

WUSC is one of only a handful of free-format radio stations in the country. Free-format programming allows DJs to determine the content of their shows by choosing music from our extensive and diverse music library.

WUSC is committed to musical diversity, which is why specialty programs are offered focusing on a single genre of music. Current specialty programs include jazz, blues, world, hip-hop, metal, punk, folk, techno, big band, and many more.

WUSC also offers a concert calendar, ticket giveaways, community news, remote broadcasts, a station Web page and more.

underwriting

WUSC relies on listener contributions to help support station operations. Through underwriting, we offer area businesses and organizations the opportunity to be recognized for supporting quality programming.

The Federal Communications Commission allows non-commercial broadcasters to air donor acknowledgments through underwriting announcements in exchange for private contributions that are tax deductible. Advertisements, however, are not permissible.

The F.C.C. distinguishes between donor acknowledgments and advertising as such: the former identifies private contributors, while the latter promotes their products,

services or facilities. WUSC includes the following information in underwriting announcements:

1. A logo or slogan that identifies but does not promote the donor.
2. The donor's location and phone number.
3. Value neutral description (no comparative or superlative language) of the donor's product line or service.
4. The donor's trade name(s), products or service listings that aid in donor identification.

rates

Sponsorships at WUSC are contracted on a first come, first serve basis. A one-hour sponsorship includes a total of 24 announcements during a show of the underwriter's choice. These are broken down into two announcements per hour, one hour a week for 12 weeks.

In addition, sponsors are acknowledged in all spoken and written promotions advertising the show, including flyers and the WUSC Web site.

Underwriting announcements will be made at the top and bottom of the hour. The cost includes production of the sponsor's message, an acknowledgement in a WUSC promotional ad in The Daily Gamecock, student newspaper and WUSC bumper stickers (as available). Payment must be received by the Office of Student Media before announcements begin.

semester

One Hour (24 spots)	\$260.00
Two Hours (48 spots)	\$415.00
Three Hours (72 spots)	\$570.00
Each additional hour (24 spots) add	\$150.00

academic year (August-May)

One Hour (48 spots)	\$470.00
Two Hours (96 spots)	\$730.00
Three Hours (144 spots)	\$980.00
Each additional hour (48 spots) add	\$250.00

Interested in underwriting? Call the Public Affairs Director at 803.777.7172.

general standards

Advertising is not acceptable that tends, in the opinion of the Director of Student Media, to destroy the confidence of the consumer. This includes advertising that is misleading, inaccurate, fraudulent, deceptive or ambiguous.

The Director of Student Media, in consultation with the editor-in-chief, reserves the right to reject advertising that makes misleading claims or uses art or words that impugn or degrade sex, sexual orientation, race, national origin, creed, color, disability or age.

The Director of Student Media reserves the right to reject advertising that promotes illegal activity or activity detrimental or damaging to the University and its educational mission. The Director further reserves the right to reject any advertising which is deemed objectionable due to subject matter, illustration, phraseology or layout.

alcohol policy

Advertisements for beer and wine may be accepted but must conform with South Carolina law and The University of South Carolina Alcohol Policy and Guidelines. 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 ABC 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 or wine should not be the only or central themes of such advertisements.

changes

A charge may apply to ads which require changes after the published deadline.

canceling/rescheduling

Canceling or rescheduling an ad can be done at no charge when complying with the published deadline. Cancellation of an advertisement after the deadline cannot be guaranteed. **ADVERTISERS WHO CANCEL AFTER DEADLINE WILL BE RESPONSIBLE FOR THE RESERVED AD SPACE.**

errors

Student Media Advertising shall not be liable for slight changes or errors which do not lessen the value of an

advertisement. In the event of an error in which Student Media Advertising is liable as herein defined, its liability shall be limited to an adjustment in the charge on the first insertion based upon the portion of the advertising space in which the error occurred. Student Media Advertising will not be liable for any other errors unless notified (with the correction) before the deadline of the next issue in which the ad will run. Under no circumstances shall Student Media Advertising, its employees, officers or the University of South Carolina be held liable for any costs or damages in connection with advertisement(s) beyond the cost of the advertisement.

political advertisements

Political ads are accepted on a prepay basis only. The name and address of the advertiser, and the words "Paid Political Advertisement" must appear prominently within the ad.

positioning

Student Media Advertising cannot guarantee positioning, but will honor requests when possible.

ad size

Advertisements 18 inches in height or more will be considered a full column (21 inches) and charged accordingly.

format

Student Media Advertising reserves the right to refuse or edit customer provided ads which are of improper size, contain grammatical mistakes or are not formatted for newspaper reproduction. Student Media Advertising is not responsible for errors which are the result of customer provided ads not meeting the criteria under Mechanical Specifications.

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 a canceled ad. All balances must be paid within 30 days of publication.

PLEASE MAKE ALL CHECKS PAYABLE TO: THE DAILY GAMECOCK

For a complete list of policies, please speak with your advertising representative.



Division of Student Affairs
Department of Student Life
Office of Student Media

Designed by: Megan Criner and Creative Services

The University of South Carolina does not discriminate in educational or employment opportunities or decisions for qualified persons on the basis of race, color, religion, sex, national origin, age, disability, sexual orientation, or veteran status.

Barnes & Noble University Bookstore



The Backpacker



Seven Doors Salon



Throughout the rate card are photographs of students visiting advertisers of The Daily Gamecock, dailygamecock.com, Discover Carolina and Garnet & Black magazine.