

LOUISIANA STATE UNIVERSITY



LSU STUDENT MEDIA RATE CARD 2008–2009

THE DAILY REVEILLE NEWSPAPER

LSUREVEILLE.COM ONLINE

THE LEGACY MAGAZINE

GUMBO YEARBOOK

KLSU RADIO

TIGERTV TELEVISION

UNIVERSITY FACTS

University population

- 21,479 undergraduate students
- 6,540 graduate students
- 5,127 faculty & staff
- 33,146 total university population

Student demographics

- 52% female
- 48% male
- 77% age 21+
- 23% under age 21
- 80% permanent La. residents
- 15% out-of-state residents
- 5% international
- 21% live on campus
- 79% live off campus

Information provided by Louisiana State University Office of Budget & Planning based on Fall 2007

Louisiana State University is a vibrant university community on the move. On any given day, you can expose your business to more than **33,000 university students, faculty, and staff.**

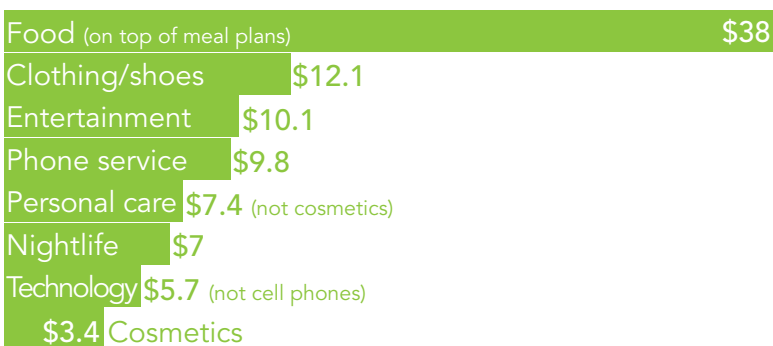
LSU students alone have an annual buying power of more than **\$160 million.**

Our staff can provide insight in creating **messages that will resonate with your target demographic** because we are operated by students, for students.

Student Media provides **the most effective advertising vehicles** to reach a college market that is young, highly mobile, and difficult to contact.

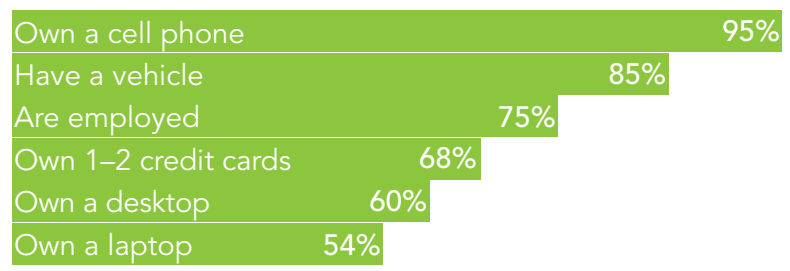


LSU Students' Yearly Spending (in millions)



Information provided by Alloy Media & Marketing, 2007 College Explorer Study

LSU Student Lifestyles



Information based on a 2005 survey of 2,488 LSU students by The Public Policy Research Lab Survey, a partnership of the Manship School of Mass Communication's Reilly Center for Media & Public Affairs and the E.J. Ourso College of Business Administration

OUR PRODUCTS

1 The Daily Reveille

LSU's student newspaper has been keeping students informed for more than a century, since 1897. It publishes five days a week during the fall and spring semesters and twice a week during the summer. The Daily Reveille is committed to excellence, accuracy and diversity in its coverage of the campus and its surroundings.

2 The Daily Reveille Online

The Daily Reveille's Web site, lsureveille.com. Stories, columns and other content from The Daily Reveille appear here, as well as provide viewers with unique online content and multi-media reports. Site subscribers get breaking news updates sent directly to their e-mail.

Legacy

Legacy is a full-color glossy general-interest feature magazine that focuses on people and issues relating to the LSU campus community. Known for its unique design, this magazine is published four times a year and is distributed at numerous locations across the campus.

Gumbo

The Gumbo yearbook chronicles the entire academic year at LSU in over 300 pages of full-color. Since 1900, in words and especially photos, the Gumbo shows the people, places and events that make each year unique. In addition to formal portraits of schools and departments, the book contains hundreds of snapshots of students with their friends and dozens of pages showcasing organizations.

3 KLSU-FM

KLSU-FM is "your source for independent music in a commercial-free format." KLSU is an FCC-licensed non-commercial educational radio station, broadcasting with 5,000 watts of power at 91.1 on the FM dial. The station is on the air 24 hours a day, 7 days a week, with a format of college alternative music and specialty programming.

4 TigerTV

Broadcasting on campus cable channel 75, TigerTV reaches approximately 6,500 students who live and congregate in common areas on campus, such as residence halls and sorority and fraternity houses. Student television began on the LSU campus in 1988. The station mixes news and sports programming with local and national entertainment shows, and first-run movies. In recent years, TigerTV now features original programming rebroadcasts on Cox Cable channel 4, and WBRZ's channel 19.

5 Living Expo

The Student Media Marketing Department offers a unique opportunity for businesses in Baton Rouge and the surrounding area. The Living Expo features apartment complexes, condominium communities, gyms, and any vendor that will support a student's lifestyle and needs.

Integrated Marketing

Student Media offers several different avenues for a complete media convergence campaign within the LSU community. Combining print and broadcast media, this is a definite solution to completely saturating the campus community with your message.

THE DAILY REVEILLE

RATES

Column inches	Campus	Local billed	National/ agency billed	Summer
>35	\$9.00	\$11.25	\$15.50	\$9.25
8-35	\$9.40	\$11.80	\$17.25	\$9.75
<8	\$10.25	\$12.50	\$18.50	\$10.00

All rates are per column inch
(Column inches = No. of columns wide x No. of inches high)

SPECIAL RATE PRICING

- Pick-up** Pick up any ad (Monday–Thursday) to re-run, unchanged, in the following Friday’s edition at \$9 column/inch.
- Pre-pay** Save 5 percent by paying for the ad prior to run date. Payment not received on time will be back-billed for the 5 percent (campus organizations are not eligible).
- Frequency** Clients may run the same ad, unchanged, to net a discount. Minimum ad size is 6 column-inches. Ten times nets 5 percent, 15 times nets 8 percent, 20 times nets 10 percent.
- Remnant** Left-over space available at \$5 column/inch. Contract parameters set by client. Call for details.
- Contracts** See chart below. Clients not using remaining inches in a contract will be back-billed at the adjusted rate.

Inches	Campus	Local
150+	\$9.00	\$11.00
251+	\$8.85	\$10.75
501+	\$8.75	\$10.50
801+	\$8.50	\$10.00
1151+	\$8.25	\$9.50
1551+	\$8.00	\$9.00
2001+	\$7.75	\$8.50
2501+	\$7.50	\$8.00
3200+	\$7.25	\$7.50

National/agency contract rates are available, as well as earned rates. Please contact the sales manager for information and details.

- Insertions** A copy must be sent to the Daily Reveille for content approval 3 weeks before insertion date. Inserts must arrive at printer one week before insertion date. Buy three full runs and receive the fourth 75 percent off (one insert allowed per day; first come, first served).

Single sheet (8 ½ x 11)	\$75/thousand
Campus/local/agency/national	\$100/thousand
Secondary advertising vehicle	\$140/thousand

THE DAILY REVELLE

DISTRIBUTION

Fall and Spring: 13,000–15,000
Summer: 6,500–7,000

COLOR

\$2.00 column/inch
Minimum \$35, maximum \$100

PLACEMENT

Available only for back page placement.
Additional 10 percent of color ad cost. Full-page receives priority. Smaller sizes accepted on waitlist with a minimum of half-page.

Place your ad in the classifieds at no additional charge. Color charge maxes out at \$50 in the classifieds (first come, first served).

SUBMISSION

Color files in CMYK (black at 100 percent)

Resolution at 300 DPI or higher at reproduction size

All ads submitted in PDF, JPEG, or TIFF format

DEADLINES

Artwork and space reservations are due two business days in advance by noon. Please check for early deadlines near holidays and student breaks. More details available on calendar.



Publication day	Deadline (noon)
Monday	Thursday
Tuesday	Friday
Wednesday	Monday
Thursday	Tuesday
Friday	Wednesday

SPECIAL SECTION GUIDES

Dates of publication

July: Freshman Orientation Guide (mail home)
August: Dining & Entertainment Guide
September: Football Guide
February: Fashion & Spring Break Guide
March: Living Guide
April: Career Guide
May: Graduation Guide (hand out at graduation)
Discount: Buy all seven for 25 percent off
Ask your rep for guidelines

Rates & Sizes

Full-page	
(7.5" x 10")	\$600
Half-page	
(7.5" x 4.875")	\$320
Third-page	
(2.375" x 10")	\$225
Quarter-page	
(3.625" x 4.875")	\$175

THE DAILY REVELLE ONLINE

THE DAILY REVELLE ONLINE (www.lsureveille.com)

This site offers additional unique text, video and graphic content to complement our print production. The Web site averages 116,500 unique visitors a week in the fall and 79,000 unique visitors a week in the spring.



Horizontal ads appear at the top or bottom of our site. Vertical ads appear on the right and left sides. Rectangle ads appear only on the right side. All placements are run-of-site (placement on all site pages) and run in rotation with other ads of the same size.

E-mail updates are sent out to all subscribers with each publication's top news stories and any time there is breaking news.

Rates

	Week	Month	Semester	Year
Vertical	n/a	\$50	\$200	\$500
Horizontal	n/a	\$75	\$350	\$800
Rectangle	n/a	\$150	\$700	\$1500
E-mail updates	\$75	\$250	\$1000	\$2000



"The Daily Reveille Web site, lsureveille.com, won a 2008 Eppy Award from Editor & Publisher magazine Thursday as the nation's best collegiate Web site."

—The Advocate,
May 17, 2008

77.9 PERCENT OF LSU STUDENTS USE THE INTERNET
AS THEIR MAIN SOURCE OF INFORMATION

LEGACY & GUMBO

LEGACY

Rates

Full-page	\$500
Inside front cover	\$650
Page one	\$650
Inside back cover	\$625
Back cover	\$700
Half page	\$325
Quarter page	\$175

Dates

Issue published	Deadline
Sept. 29	Sept. 2
Nov. 10	Oct. 8
Feb. 16	Jan. 16
April 14	Mar. 16

Ask your rep for sizing specifications

Buy three issues at regular price, get the last issue FREE with a signed insertion for all four issues. First-time new client may purchase a second full-page ad in the following edition at \$200-off the regular price.



GUMBO

Rates

Full-page	\$350
Half-page	\$225
Quarter-page	\$150

All ads will run full-color.

This publication will be distributed in the fall.



RATES

All rates are for spots to run on a rotating basis 6 a.m.–11 p.m. Prices are per 30-second spot.

20–50 spots	\$6/spot
51–100 spots	\$5/spot
101+ spots	\$4/spot
On-campus*	\$4/spot

*I.T. or pre-paid campus organization

Specific dayparts (minimum of 3-hour increments) can be purchased for an additional 50-percent added to the cost of each spot.

Minimum purchase is 20 spots

Purchase less than 20 spots = \$15/spot

BREAK UNDERWRITERS Traffic

Plays at :10, :30 and :50 past the hour

A.M. (6–9 a.m.) or P.M. (3–6 p.m.) available

Three 15-second spots/hour
\$150 per week for A.M. or P.M.

Sports & News

News update plays at :20 past the hour

Sports update plays at :40 past the hour

A.M. (6–9 a.m.) or P.M. (3–6 p.m.) available

One 30-second spot/hour
\$95 per week for A.M. or P.M.
\$25 per day for A.M. or P.M.

REMOTES

\$250 per two-hour remote

\$350 per three-hour remote

Includes:

- Twenty spots promoting the remote during the prior week
- Talent, production, table cover and give-aways
- Five promotional t-shirts or KLSU premiums

DEADLINES

Final script for underwriting announcements must be received two business days prior to broadcast.

SPECIALTY SHOW RATES

One-hour specialty show

- Fifteen underwriting announcements per week
- Three in-show underwriting announcements
- One 2 x 3 ad in The Daily Reveille to promote your show with your logo

\$100 per week

Two-hour specialty show

- Fifteen underwriting announcements per week
- Six in-show underwriting announcements
- One 2 x 3 ad in The Daily Reveille to promote your show with your logo

\$110 per week

Three-hour specialty show

- Fifteen underwriting announcements per week
- Nine in-show underwriting announcements
- One 2 x 3 ad in The Daily Reveille to promote your show with your logo

\$120 per week

Four-hour specialty show

- Fifteen underwriting announcements per week
- Twelve in-show underwriting announcements
- One 2 x 3 ad in The Daily Reveille to promote your show with your logo

\$130 per week

SPECIAL PRICING

Underwrite a specialty show, news break, sports break or traffic break for multiple weeks or months and receive the following volume discounts:

- **Buy four weeks**, get the fifth week 25 percent off
- **Buy eight weeks**, get the ninth and tenth weeks 30 percent off
- **Buy four months (16 weeks/one semester)**, get two additional weeks 50 percent off
- **Buy two semesters (32 weeks)**, get two weeks free

KLSU UNDERWRITING IS 100% TAX-DEDUCTIBLE



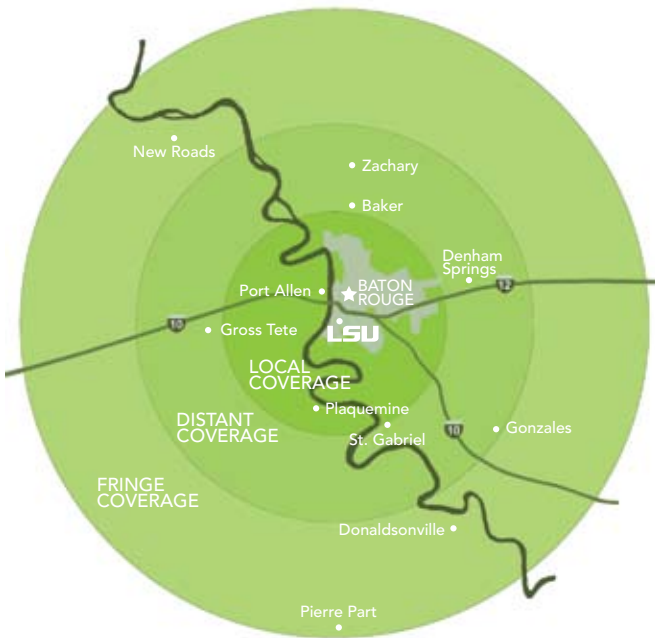
UNDERWRITING

Underwriting differs from advertising with a commercial radio stations. Licensed through LSU, KLSU adheres to underwriting rules and regulations set by the FCC (Federal Communications Commission). KLSU does not make quantitative, partisan or qualitative statements or make calls to action. KLSU promotes slogans, locations and neutral descriptions of products or services.

SUBMISSION REQUIREMENTS

All radio commercials must be submitted in MP3 or WAV format.

KLSU-FM 91.1 COVERAGE MAP



UNDERWRITING EXAMPLES

The Tiger District

Tired of paying high prices for LSU t-shirts? Want LSU apparel that stands out from the rest? Well, here is your chance. The Tiger District is the place to find unique LSU t-shirt designs at affordable prices, ideal for the college budget. They also offer a variety of gear for all your game day needs. The Tiger District is located right off campus at the intersection of Highland Road and Chimes Street, across from the Chimes. more information is available at 346-4790 and online at www.thetigerdistrict.com.

Chimes Textbook

Chimes Textbook Exchange is located just off campus at 268 W. Chimes St., across from the Student Health Center and at 4250 Burbank. The first two weeks of class, Chimes Textbook Exchange has extended their normal business hours. Chimes Textbook Exchange offers a variety of supplies and textbooks for class. Eighty percent of Chimes Textbook Exchange's textbook inventory is used, and if you need some extra cash to start the semester off, Chimes Textbook Exchange buys back books every day. For tiger fans, Chimes carries LSU merchandise. Online book orders are possible at www.chimestext.com and more information is available at 383-5161.

Sample for your company

[Your company] is a proud supporter of KLSU 91.1-FM. A portion of today's programming is underwritten by [your company] to support this all-student radio station. [Your company] has been in business for over _ years, located on the corner of Perkins and College drive, serving up sandwiches and frosty treats. Open every day from 10 a.m. until 10 p.m., [your company] is currently hiring and looking for part-time LSU student help. More information is available at 555-1212 or on the Web at www.yourcompany.com.

TIGERTV

ORIGINAL PROGRAMS

Different show options on TigerTV:

- Sports showtime
- Newsbeat
- Specialty shows

Each show airs twice a week on TigerTV. All residential halls, Greek houses and campus facilities receive these broadcasts. Additionally, they are rebroadcast on cable to general audiences. This includes four in-show 30-second spots.

\$96 per week

INFOGRAPHICS

Infographics resemble a print ad or slide and are shown on-air for 10 seconds.

Minimum purchase of 20 (less than 20 = \$10 each).

Times aired	Cost (each)
<100	\$4
100+	\$3
300+	\$2

INFOMERCIALS

TigerTV may air your pre-recorded infomercials based on station manager approval.

Sponsorships are available for 3–5 minute topical videos (that TigerTV provides). Ask your rep for a list and more detailed information.

Length (mins.)	Cost (per airing)
60	\$200
30	\$150
15 (or less)	\$125

CHANNELS AIRING TIGERTV

Campus Channel 75

complete TigerTV line-up including movies, original programs, and MTVu

Cox Cable Channel 4

original program rebroadcasts

Cable channel 19

original program rebroadcasts

COMMERCIALS

\$350/standard 30-second commercial production

- Up to 4 hours of taping
- One camera with light
- Production review with one-time revision
- Final product delivered on DV tape, DVD, or VHS (client's choice)

Additional services:

- Revisions—\$50/hour
- Additional taping—\$60/hour
- Studio use—\$100/hour
- Extra copies of commercial—\$5/each

SPECIAL PRICING

- Buy four shows, the fifth is \$80
- Buy eight shows, the ninth and tenth are \$72 each
- Buy a semester sponsorship, the last two weeks are \$64 each
- Buy two semesters (30 weeks) at \$80/week

SUBMISSION REQUIREMENTS

All television commercials must be submitted on DV tape.



76.2 PERCENT OF LSU STUDENTS USE THE TELEVISION AS THEIR MAIN SOURCE OF INFORMATION

CINEMA PACKAGES

Just Cinema

- Production of one 30-second commercial
- One commercial to air before and after each TigerTV movie (six commercials daily)
- Logo inclusion on a daily ad listing movie times in The Daily Reveille
- Logo inclusion on four full-page ads in each issue of Legacy
- Logo inclusion on one full-page color ad in the Gumbo
- Logo inclusion on the “Movies” page of TigerTV’s Web site, www.tigertv.tv

\$6,500 per year
(total value of \$50,520)

Ask your rep for semester package pricing

Cinema Maxima

- Production of one 30-second commercial
- One commercial to air before and after each TigerTV movie (six commercials daily)
- Logo inclusion on a daily ad listing movie times in The Daily Reveille
- Thirty individual quarter-page ads running once a week
- Three individual half-page ads in selected Daily Reveille Special Section Guides
- Logo inclusion on four full-page ads in each issue of Legacy
- Logo inclusion on one full-page color ad in the Gumbo
- Logo inclusion on the “Movies” page of TigerTV’s Web site, www.tigertv.tv

\$9,000 per year
(total value of \$60,075)

Ask your rep for semester package pricing



LIVING EXPO

EVENT DESCRIPTION

The sixth annual Living Expo event will be hosted in March 2008 by Student Media in the Union Ballroom. The Living Expo features apartment complexes, condominium communities, gyms, restaurants, banks and any vendor that fits into a student's lifestyle and needs. This year's event will have a universal theme and will also feature other aspects of student life to attract more student attendance and interaction.

SPONSORSHIP LEVELS

Various sponsorship packages and levels are available. Ask your account representative for available table and sponsorship details.



STUDENT RESPONSES

"Everything accessible in one place. Free Stuff!"

"I had a blast!"

"I found it very convenient; I usually don't have time to research all my housing options."

"I really appreciate you guys doing this for us."

"I've died and gone to heaven."

"I like free stuff; it's like Mardi Gras!"

"This makes looking for an apartment really easy. It is not so overwhelming or intimidating."

FOUR OUT OF FIVE STUDENTS LIVE OFF CAMPUS//
100 PERCENT OF ATTENDEES POLLED SAID THE EXPO WAS ENJOYABLE

INTEGRATED MARKETING



WHAT IS INTEGRATED MARKETING?

Integrated marketing is an opportunity for Student Media to deliver complete multimedia marketing solutions to each of our clients' marketing needs. Integrated marketing packages are completely customized to fit each client's unique needs. Packages can be large or small, but each is uniquely created to deliver measurable results in a way that allows our clients to utilize a customized combination of Student Media's advertising vehicles. No cookie-cutter solutions here, just real results reaching real people for real businesses like yours.

Integrated marketing is your one solution to truly saturate the LSU community and the millions of dollars it is spending every year. Student Media's integrated marketing is truly your gateway to the LSU community.

ONE-MONTH BLITZ CAMPAIGN

- Eight quarter-page color ad in The Daily Reveille every Monday and Thursday
- Rectangle ad on lsureveille.com for 4 weeks
- Daily afternoon traffic break sponsor on KLSU for 4 weeks
- Two-hour specialty show underwriter for KLSU for 4 weeks
- Four infographics a day on TigerTV for 20 days

\$2,360 per month
(total value of \$3,453.04)

SAMPLE ANNUAL CAMPAIGN PACKAGE

- Quarter-page color ad in The Daily Reveille every week
- Half-page color ad in six special section guides
- Vertical banner ad on lsureveille.com
- Four half-page color ads in Legacy
- Half-page color ad in the Gumbo
- Daily afternoon traffic break sponsor on KLSU for 30 days
- Two infographics a day on TigerTV for 112 days
- Living Expo booth

\$11,673 per year
\$1,167.30 per monthly payment (10)
(total value of \$20,977.40)

SYNERGY

It's the cooperative interaction among groups especially among acquired subsidiaries or merged parts of a corporation that creates an enhanced combined effect. The adage, "The sum is greater than its individual parts" holds true for LSU Student Media. Let us help you craft a multi-media campaign to reach your goals, utilizing a combination of our media units.



POLICIES & PROCEDURES

TERMS OF PAYMENT

Terms of payment are net 30 days.

Student Media accepts cash, checks, Visa and MasterCard.

A \$25 fee will be charged for all returned checks.

Advertisers whose accounts are unpaid after 30 days will be charged a late fee of 1 percent per month on a compound basis until payment is received and balances are current. At 90 days, all advertising and underwriting with Student Media will be put on hold until the account is brought current. Failure to pay within 120 days will result in the account being turned over to collections.

Advertisers must have been in business 3 years and submit an application for credit before receiving an approved credit account.

Student Media does not extend credit to bars, bands, travel, furniture, or tanning companies.

LSU departments should provide an I.T. number for advertisements.

MAKE-GOODS

In spite of our best efforts, copy errors occasionally occur in material we typeset for our advertisers. If your ad has an error in it, report it immediately. The Daily Reveille's liability will not exceed the actual cost of the ad in question and liability for an omitted ad will be limited to publishing the advertisement in a subsequent issue.

Make-goods will be made for the portion of the advertisement in error, when it is an error of Student Media. The decision of a make-good ad is at the discretion of the particular medium's Sales Manager.

Allowances will be made only for errors that materially affect the value of the advertisement. Student Media will not be responsible for copy changes by phone.

Any problems with an advertisement or commercial must be addressed within 10 business days to be eligible for a make-good.

CREDIT ADJUSTMENT

All questions relative to charges should be directed to either the particular medium's Sales Manager or the Business Manager. Only those individuals are authorized to make adjustments to charges for advertisements.

Student Media does not grant refunds.

Address all billing questions to Student Media's Business Manager at (225)578-7473.

We proudly accept



GENERAL POLICIES

Student Media reserves the right to reject any advertisement.

Advertisements that discriminate on the basis of race, ethnicity, creed, color, disability, sexual orientation or gender will not be accepted.

Advertisements that Student Media deems false or misleading will be rejected.

Advertisements for products, services or promotions that are illegal in the state of Louisiana will also be rejected.

The advertiser and/or advertising agency assumes liability for all content (including text and illustrations) of advertisements printed in Student Media and also assumes any claims made against Student Media.

Student Media is not responsible for errors in advertising copy accepted deadlines or when proof has been approved by the advertiser.

Placement is never guaranteed unless it is specifically mentioned on insertion orders at an extra charge.

Advertising and editorial copy or station programming are independent of one another.

Student Media assumes no liability for failure to publish an advertisement or for the financial loss of business due to that failure.

Any ad placed in The Daily Reveille exceeding 12 inches in depth will be billed at 14 inches.

Rates are subject to change.

Credit can be revoked at any time at the discretion of the Business Manager.

The Daily Reveille does not grant refunds for any classified ad.

ANNUAL CONTRACTS

Annual contracts are valid for one year. The contract becomes effective on the date it is signed and is not retroactive to any date prior to signing. Advertisers will be charged for the difference in rates should the annual agreement not be met.

It is the advertiser's responsibility to use all advertising within the one-year agreement. There will be no refunds.



**CLASSIFIEDS ARE PLACED ONLINE AT
LSUREVILLE.COM FOR 35¢ PER WORD**

LSU STUDENT PLANNED PURCHASES

Within the month

- 86% gas, car services
- 83% groceries
- 82% restaurant meal
- 76% fast food
- 70% entertainment (movie, concert, cover charge)
- 54% clothes, shoes, accessories, jewelry
- 47% beer, liquor, wine from bar or store
- 46% books, magazines, CDs, DVDs

Within the year

- 61% computer or computer-related equipment
- 45% wireless tech gadgets (MP3s, cell phones, PDA, etc.)
- 43% furniture or home furnishings
- 42% new apartment
- 37% TV, DVD players, sound system, cable hook-up
- 23% new- or used-car
- 21% insurance or banking services

Information based on a Spring 2008 LSU Reilly Center random survey of 703 students

LSU STUDENT SOURCES OF INFORMATION

Internet	77.9%
Newspaper	76.9%
Television	76.2%
Word of mouth	76.2%
Magazine	51.4%
Radio	50.5%
Fliers	28.1%
Billboards	25.1%

Information based on a Spring 2005 LSU Reilly Center random survey of 2,485 LSU students

p. 225.578.6090

f. 225.578.0576

www.lsu.edu/studentmedia

Office of Student Media Advertising
 Louisiana State University
 B34 Hodges Hall
 Baton Rouge, La. 70803

2008–2009 LSU STUDENT MEDIA CALENDAR

PRINT MEDIA

AUGUST

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 31	25	26	27	28	29	30

SEPTEMBER

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

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

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 30	24	25	26	27	28	29

DECEMBER

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

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

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

MARCH

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				

APRIL

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

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 31	25	26	27	28	29	30

JUNE

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				

JULY

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	

- 1 green-shaded box indicates Reveille run date
 - 1 tan-shaded box indicates Reveille and Legacy run date
- for dates of Reveille Special Section Guide publication, see p. 1

BROADCAST MEDIA

AUGUST

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 31	25	26	27	28	29	30

SEPTEMBER

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

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

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 30	24	25	26	27	28	29

DECEMBER

S	M	T	W	T	F	S
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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

S	M	T	W	T	F	S
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11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

FEBRUARY

S	M	T	W	T	F	S
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15	16	17	18	19	20	21
22	23	24	25	26	27	28

MARCH

S	M	T	W	T	F	S
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15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

APRIL

S	M	T	W	T	F	S
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12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

MAY

S	M	T	W	T	F	S
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3	4	5	6	7	8	9
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17	18	19	20	21	22	23
24 31	25	26	27	28	29	30

JUNE

S	M	T	W	T	F	S
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14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

JULY

S	M	T	W	T	F	S
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19	20	21	22	23	24	25
26	27	28	29	30	31	

- 1 green-shaded box indicates TigerTV original programming
- 1 tan-shaded box indicates TigerTV movies and MTVu
- ~~1~~ strikethrough indicates no KLSU live broadcast

ACADEMIC CALENDAR

Aug. 25	Fall classes begin	Jan. 19	Martin Luther King holiday
Sept. 1	Labor Day holiday	Feb. 23-25	Mardi Gras holiday
Oct. 8-10	Fall break	March 2-6	Spring midterms
Oct. 13-18	Fall midterms	April 6-12	Spring break
Nov. 26-28	Thanksgiving holiday	May 4-9	Spring final exams
Dec. 8-13	Fall final exams	May 15	Spring commencement
Dec. 19	Fall commencement	June 8	Summer classes begin
Jan. 12	Spring classes begin	July 3	Independence Day holiday