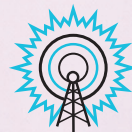




GARNET MEDIA GROUP

2024-2025

The
Daily
Gamecock



WUSC
90.5FM COLUMBIA



**GARNET & BLACK
MAGAZINE**

SGTV
student gamecock television*

ABOUT

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. It serves as the umbrella brand for the 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

Our advertising team is made up of student representatives who both embody and understand the sought-after college student demographic. Each representative is trained in a consultative approach, with the goal of helping you reach the wide-ranging university community using a mix of traditional and new media.

Do you need creative work done or a promotional video 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

Sarah Scarborough
Director

sarahs@mailbox.sc.edu
803.777.5064

Sydney Cranmer
Assistant Director

patter28@mailbox.sc.edu
803.777.6576

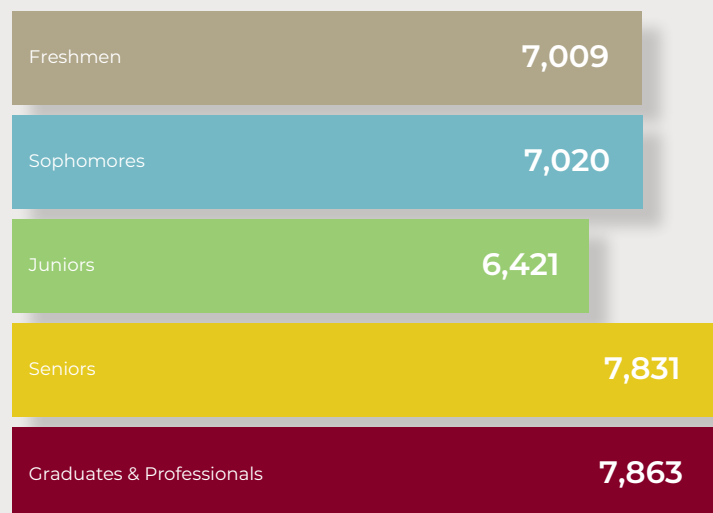
Krista Larson
Art Director

larsonkg@email.sc.edu
803.777.5094

John Burbage
Advertising Director

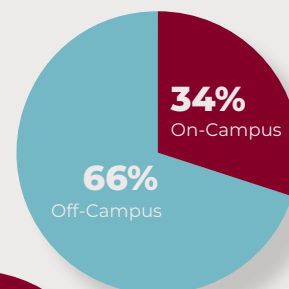
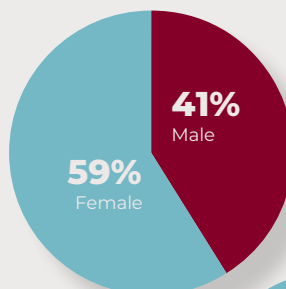
burbagje@mailbox.sc.edu
803.777.7866

STUDENT BREAKDOWN

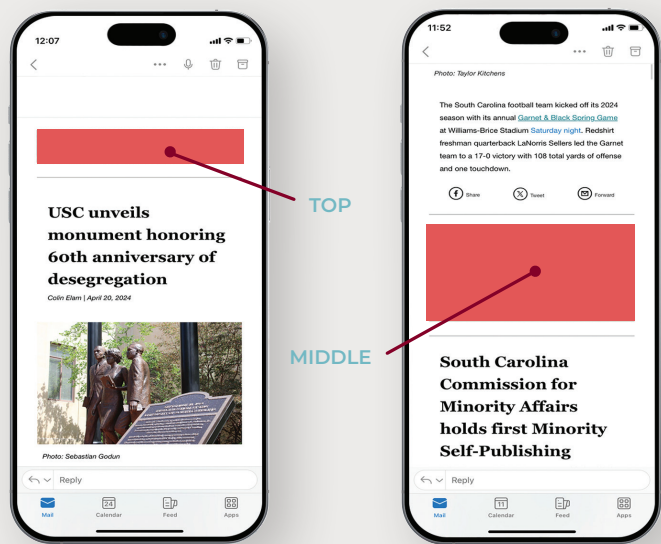


USC Population: 44,089

Students: 36,144 Faculty & staff: 7,945



EMAIL NEWSLETTER



The Daily Gamecock email edition is sent Monday through Friday to **over 70,000 subscribers**. Monday's edition is delivered to all registered student email addresses plus our additional subscribers that include faculty, staff, parents and alumni. The Tuesday through Friday editions go to our organically grown group of approximately 4,500 subscribers. Inventory is limited, so reserve your spot soon!

Subscribe to The Daily Gamecock's email edition at dailygamecock.com/subscribe.

Placement	Specs	Weekly Rate
Top	560 x 100 px 300 ppi	\$600
Middle	600 x 300 px 300 ppi	\$500
Bottom	560 x 100 px 300 ppi	\$350
Impression	180 x 120 px 300 ppi	\$125

SOCIAL MEDIA

Between Facebook, Instagram and Twitter/X, Garnet Media Group and its four content partners are constantly disseminating information and engaging with a combined social media audience of more than 98,000.

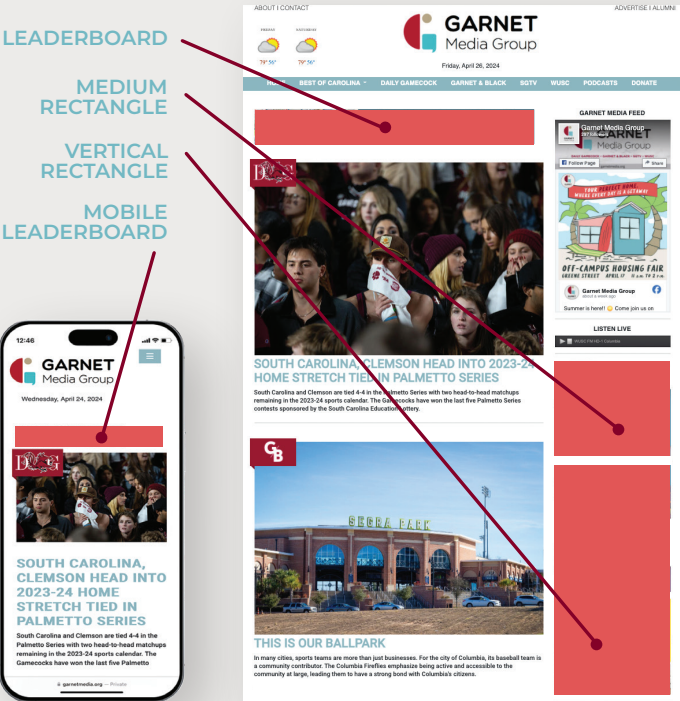
See our rates and specs on page 8 for Facebook, Instagram and Twitter/X pricing.

ONLINE ADVERTISING

Garnet Media Group and all four of its partner organizations maintain robust websites featuring exclusive content focusing on the USC and Columbia communities.

When you purchase an online ad, your messaging is automatically amplified with placement on multiple websites for maximum exposure.

Placement	Specs	Weekly Rate
Leaderboard	728 x 90 px & 320 x 50 px 72 ppi	\$350
Medium Rectangle	300 x 250 px 72 ppi	\$250
Vertical Rectangle	300 x 600 px 72 ppi	\$200



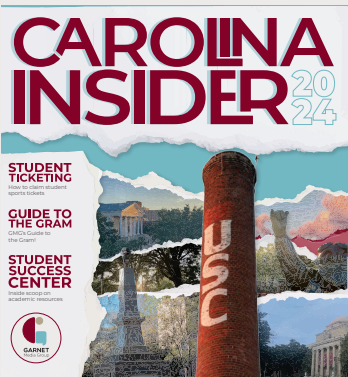
THE DAILY GAMECOCK

While The Daily Gamecock has joined the majority of media organizations in shifting to focus more heavily on digital publishing platforms, print issues are still an important part of the organization's portfolio. This year, TDG will publish three issues each semester. The longer shelf life of The Daily Gamecock's print publications means just one well-placed advertisement can reach thousands of engaged readers.



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 **two special publications** designed to better connect our audience to campus-based and community-centered resources and opportunities.



Carolina Insider gives readers an in-depth look at the student experience at USC and stays on stands throughout new student orientation in the summer.



Best of Carolina, which features audience-voted "bests" in 50 categories, informs students, as well as visitors and locals, on the best places to eat, explore, shop and be entertained in Columbia.

Ad Size	TDG Specs	GMG Specs	Business Rate	Campus Rate
Full Page	10" x 10.125" 300 DPI	9" x 9.25" 300 DPI	\$850	\$680
Half Page	10" x 5" 300 DPI	9" x 4.625" 300 DPI	\$550	\$440
Quarter Page	5" x 5" 300 DPI	4.5" x 4.625" 300 DPI	\$450	\$360
Back Cover	10" x 10.125" 300 DPI	10.75" x 11.25" Safe Image Area: 9" x 9.25" 300 DPI	\$1,500	\$1,000
Inside Cover	10" x 10.125" 300 DPI	10.75" x 11.25" Safe Image Area: 9" x 9.25" 300 DPI	\$1,000	\$800

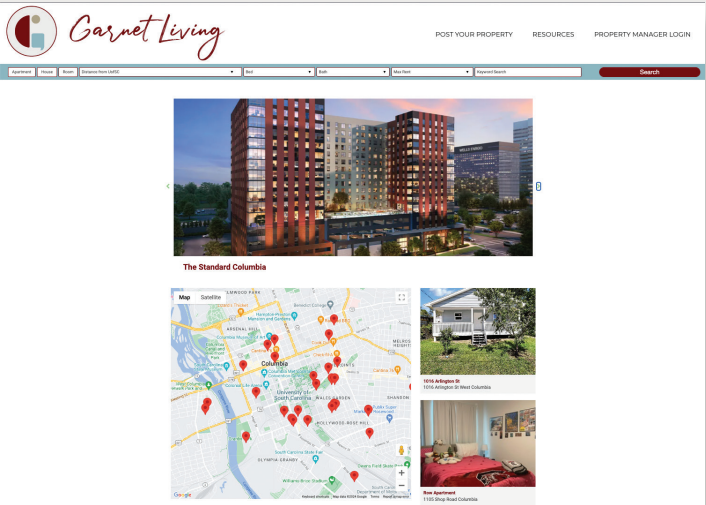
GARNET & BLACK

Since 1994, Garnet & Black magazine has been a leader for thoughtful discussion and inclusive storytelling. The magazine is known for its award-winning visuals and long-form articles intended to encourage meaningful discussion on campus. Issues are also known to feature high-quality fashion design and style photography. Published at the midpoint of each semester, Garnet & Black is a great way for advertisers to position their businesses in front of thousands of readers.

Ad Size	Specs	Business Rates	Campus Rates
Full Page	8.375" x 10.875" 300 DPI	\$750	\$600
Half Page	8" x 5.05" 300 DPI	\$450	\$360
Quarter Page	3.875" x 5.05" 300 DPI	\$350	\$280
Back Cover	8.625" x 11.125" 300 DPI	\$1,000	\$800
Inside Cover	8.5" x 11.125" 300 DPI	\$850	\$680



GARNET LIVING



Reach students looking for housing by posting on garnetliving.org, which had over 200,000 page views during the 2023-2024 academic year.

Individual listings are \$25 for two months, and six-month and annual unlimited packages are also available.

Email sasmhome@mailbox.sc.edu for more information.



DISCOVER COLUMBIA

Discover Columbia is the perfect way to connect USC students to your business and the greater Columbia area. This three-hour 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.

Can't make one of our events? Individual tabling is also available. [Contact your representative for details.](#)



STUDENT GAMECOCK TELEVISION



Whether you need video for a website, commercial, or YouTube, Student Gamecock Television (SGTV) can produce high-quality work that will exceed your expectations. SGTV also offers live streaming and video editing services.

For more information, please contact your account representative or reach out to SGTV's public relations director at sasgtvdpd@mailbox.sc.edu.

WUSC-FM

WUSC is USC's non-commercial, HD, non-Top 40 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.

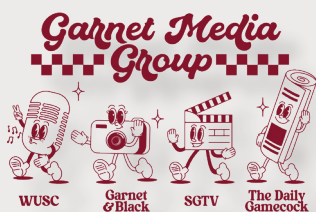
For more information, reach out to WUSC's communications director at sawuscpc@mailbox.sc.edu.



DESIGN SERVICES

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 and off campus. 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 Art Director Krista Larson at larsonkg@email.sc.edu for more information or visit garnetmedia.org/creativerequest to order your work now!



DESIGNER CHECKLIST

- Email artwork to your account representative at smadsales@sc.edu.
- Artwork for online and email ads is due **Wednesday at 5 p.m. prior to the week the ad is running.**

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

PRINT

Settings:

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

Accepted formats:

- ☒ Adobe PDF (.pdf)
- ☒ Tiff (.tif)
- ☒ Adobe InDesign (.indd) or Adobe Illustrator (.ai) (only if a GMG designer needs to make an edit)

DIGITAL

Settings:

- ☒ RGB Mode
- ☒ 72 PPI Resolution for online ads
- ☒ 300 PPI Resolution for all other digital ads
- ☒ All fonts and images embedded

Accepted formats:

- ☒ JPEG (.jpg)
- ☒ PNG (.png)
- ☒ GIF (.gif) (for online and email only)
- ☒ Adobe InDesign (.indd) or Adobe Illustrator (.ai) (only if a GMG designer needs to make an edit)

If you choose to use Canva, please be sure to save your file as one of the accepted formats mentioned above and follow the guidelines for sizing and resolution.

Unacceptable formats:

- ☒ Word, Publisher, PowerPoint, Excel, Corel

PUBLICATION DATES

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

Fall 2024

Classes Begin: Aug. 20
 Fall Break: Oct. 17 – 18
 Thanksgiving Break: Nov. 24 – Dec. 1
 Classes End: Dec. 6
 Final Exams: Dec. 9 – 16
 Commencement: Dec. 16

Spring 2025

Classes Begin: Jan. 13
 Spring Break: March 9 – 16
 Classes End: April 28
 Final Exams: April 30 – May 7
 Commencement: May 9 – 10

☐ The Daily Gamecock digital publishing

☒ The Daily Gamecock print edition

☒ Garnet & Black Magazine print edition

☒ GMG Special Publications

Best of Carolina: Feb. 26 | Carolina Insider: May 21

* All publication dates are estimates and may change.

RATES & SPECS

EMAIL NEWSLETTER

Placement	Specs	Weekly Rates
Top	560 x 100 px 300 ppi	\$600
Middle	600 x 300 px 300 ppi	\$500
Bottom	560 x 100 px 300 ppi	\$350
Impression	180 x 120 px 300 ppi	\$125

TDG & GMG SPECIAL ISSUES

Ad Size	TDG Specs	GMG Specs	Business Rate	Campus Rate
Full Page	10" x 10.125" 300 DPI	9" x 9.25" 300 DPI	\$850	\$680
Half Page	10" x 5" 300 DPI	9" x 4.625" 300 DPI	\$550	\$440
Quarter Page	5" x 5" 300 DPI	4.5" x 4.625" 300 DPI	\$450	\$360
Back Cover	10" x 10.125" 300 DPI	10.75" x 11.25" Safe Image Area: 9" x 9.25" 300 DPI	\$1,500	\$1,000
Inside Cover	10" x 10.125" 300 DPI	10.75" x 11.25" Safe Image Area: 9" x 9.25" 300 DPI	\$1,000	\$800

GARNET & BLACK

Placement	Specs	Business Rate	Campus Rate
Full Page	8.375" x 10.875" 300 DPI	\$750	\$600
Half Page	8" x 5.05" 300 DPI	\$450	\$360
Quarter Page	3.875" x 5.05" 300 DPI	\$350	\$280
Back Cover	8.625" x 11.125" 300 DPI	\$1,000	\$800
Inside Cover	8.5" x 11.125" 300 DPI	\$850	\$680

ONLINE

Placement	Specs	Weekly Rates
Leaderboard	728 x 90 px and 320 x 50 px 72 ppi	\$350
Medium Rectangle	300 x 250 px 72 ppi	\$250
Vertical Rectangle	300 x 600 px 72 ppi	\$200

SGTV

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

WUSC UNDERWRITING

# of Spots	Total Rate
10	\$120
25	\$250
50	\$400
75	\$525

SOCIAL MEDIA

Post	Price
Twitter	\$50/tweet
Facebook	\$75/post
Instagram Stories	\$75
Instagram Post	\$100

* Bulk discounts available. See your representative for details