



**Bold. Creative.
Connected.**

Core Values:

Excellence Innovation Accountability



Vision Statement

To set a standard of excellence and expand the department's reach by the development of innovative journalism program models that promote lifelong learning, create positive pathways of change, and encourage universal/campus engagement.

About Student Media

The Office of Student Media serves as the voice of the student body at Southern University and A&M College.

Through platforms like our digital newspaper, EGO Magazine, the JagTalk podcast, and various social media channels, we provide timely, engaging, and informative content that keeps the campus community connected and informed.

We take pride in preparing the next generation of media professionals. With more than 70+ student journalists involved, our program offers specialized training designed to equip students with the skills needed for success after graduation.

Training areas include:

- Digital Media & Communications
- Graphic Design
- Broadcast Journalism
- Social Media Management
- Photography
- Newswriting
- Videography.

Mission

The Southern University Office of Student Media's mission is to guide, nurture, and develop a diverse population of students. Student Media serves as a forum for students' expressions and as a laboratory for training in journalism within the campus community. Through the production of quality publications, multimedia advancements, and collaborative partnerships, Student Media will provide leadership opportunities to prepare students for the global workforce.

Reach.

Why.

- Reach Gen Z directly at Southern University
- Authentic engagement with student voices
- Affordable, high-value exposure
- Multi-platform brand presence
- Supports student training and leadership

YOUR TARGET MARKET

Connect directly to campus and fellow students. Whether your goal is to attract new customers to your business, promote a specific initiative, or raise community awareness of a new location or service, advertising with The Office of Student Media is a good way to reach Southern University students, faculty, and the Baton Rouge community.

The number of college students is on the rise along with their discretionary spending dollars. This is an audience and market that you are undoubtedly striving to connect with. As potential customers, they are the group most likely to try “new” products and they are newly independent from the influence of their parents- developing brand loyalties of their own.

Platform	Weekly Reach	Monthly Reach	Demographic
DIGESTNews (Web)	1,000+	3,500+	Students, faculty, alumni, local community
EGO Magazine (Print)	-	600+	Students, faculty, alumni, local community
Media Racks (print)	6,000+	15,000 +	Students, faculty, alumni, local community
JagTalk Podcast (broadcast)	150+ Listens	600+ Listens	Ages 18-40, 60% female, 40% male
Instagram (social)	4500-6000+	30,000+ - Viral, trend-driven campus content	80% Student Engagement
Facebook (social)	250+	1000+	60% Alumni Engagement faculty, alumni, local community



Awards & Recognitions



2026: "Best Magazine" - 2nd Place - David L. Apple Award" - CMA Spring Convention

2026: "Best News Photo" - 3rd Place - David L. Apple Award" - CMA Spring Convention

2026: "Best Opinion Column" - 3rd Place - David L. Apple Award" - CMA Spring Convention

2026: "Best Crisis Coverage" - 3rd Place - David L. Apple Award" - CMA Spring Convention

2026: "Best Website" - Honorable Mention - David L. Apple Award" - CMA Spring Convention

2026: "Best Feature Photo" - Honorable Mention - David L. Apple Award" - CMA Spring Convention

2026: "Best Podcast" - Honorable Mention - David L. Apple Award" - CMA Spring Convention

2024: "Best Podcast" - JAGTALK - 1st Place - David L. Apple Award" - CMA Spring Convention

2024: "Best Magazine Cover" - EGO Magazine - 2nd Place - David L. Apple Award" - CMA Spring National Convention

2024: "Best Yearbook Spread" - Jaguar Yearbook- 2nd Place - David L. Apple Award" - CMA Spring National Convention

2024: "Best Yearbook Spread" - Jaguar Yearbook- Honorable Mention - David L. Apple Award" CMA Spring National Convention

2024: "Best Multimedia Package" 1st Place - David L. Apple Award" - 2023 CMA Spring National Convention

2024: "Best Multimedia Ad" 2nd Place - David L. Apple Award" - 2023 CMA Spring National Convention

2023: "Best Single Media Ad" 3rd Place - David L. Apple Award" - 2023 CMA Spring National Convention

2023: "Best Photo Shootout Competition 2nd Place - David L. Apple Award" - 2023 CMA Spring National Convention

2022: "Best Podcast Promo" 1st Place - David L. Apple Award" - 2022 CMA Spring National Convention

2022: "Best Magazine Spread" 1st Place - David L. Apple Award" - 2022 CMA Spring National Convention

2019: "Best Newspaper" 2nd Place CMA Spring National Convention

2019: Louisiana/Mississippi Associated Press Awards 2nd Place, "Best Layout/Design

2018: Louisiana/Mississippi Associated Press Awards No. 1 "Best Feature Photo"

2017: Louisiana/Mississippi Associated Press Awards No. 3 "Best Investigative Journalism"

2016: "Photo Shoot-out Winner" 1st Place - David L. Apple Awards, CMA Spring National Convention

2015: "Best Magazine Spread" 3rd Place (EGO Magazine) - David L. Apple Awards, CMA Spring National Convention

2013 - Louisiana Press Association: No. 1 Most Effective Use of Graphic Design on One Page; No. 2 Most Effective Use of Graphic Design on One Page; honorable mention, General Excellence

2013 - HBCU Student News Media Conference: No. 1 Best Student Newspaper (regular production); No. 1 Best Newspaper Design (tabloid); No. 1 Best Spot News Story; No. 1 Best News Series; No. 1 Best Overall Sports Coverage; No. 2 Best Multimedia Package; No. 2 Best News Series; No. 2 Best Overall Sports Coverage

We Win.



Southern DIGEST Newspaper

The Southern DIGEST has been the official student newspaper of Southern University - Baton Rouge since 1926. The tabloid style publication publishes 4 issues in the fall semester and 4 issues in the spring semester. With a run count of 1,000 per issue, the DIGEST readership includes a student body of over 6,000 students and nearly 1,000 faculty and staff. The publication is issued free on Tuesdays on the Baton Rouge campus.

DEADLINE: Submission of ads 3 days prior to publication date if ad is (camera-ready); If we create the ad, information is required 5 days prior to publication. Payment due 3 days prior to publication unless approved by the Student Media Assistant Director.

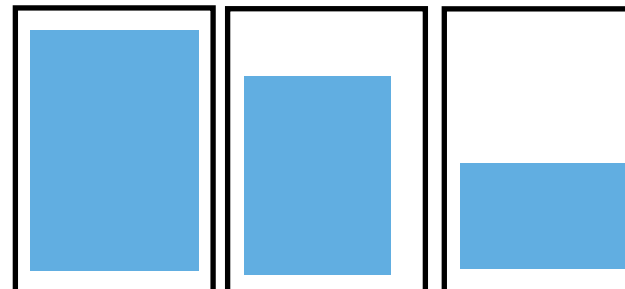
AGENCY: No commission on camera ready or color charge. All agencies are subject to national rates. The last regular ad will be repeated if new copy/art is not received by deadline. Materials not received by deadline are not entitled to approval or revision. These rates are not subject to agency commission.

*** NATIONAL/POLITICAL DISCLAIMER:** The Office of Student Media (OSM) is not responsible for any content/collateral submitted for print or digital as it is the sole responsibility of the candidate/advertiser to obtain proper clearances for any photos, videos or licensed logos used in final content submitted. OSM's content disclaimer must appear on the same page as advertisement. The content, views and opinions are the sole opinion of the candidate/advertiser, and not that of the university administration, faculty or staff. This EGO Magazine will mirror such standard.

NO DESIGNER?, NO PROBLEM!: A 15% Design charge for all ads created by our in-house graphics person. All ads should be bordered with a .25" bleed all around. Camera ready ads requested in PDF, TIFF or JPEG format and can be emailed at 300dpi. Designing political advertisement collateral is strictly prohibited.

FREQUENCY DISCOUNTS: First run of ad must pay full price. Second run receives 10% discount. Third and successive runs receive 15% discount. All payments can be made online via our online payment portal.

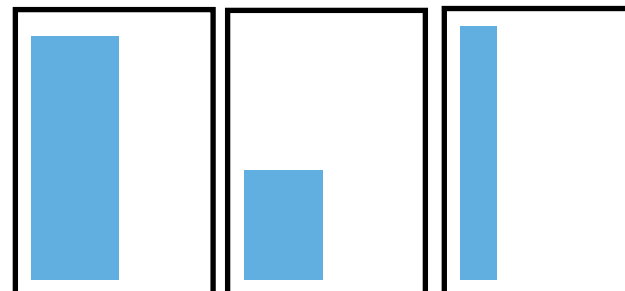
Advertising Layouts



Full Page

3/4 Junior

1/2 Page (H)



1/2 Page (V)

1/4 Quarter Block

1/4-Quarter (V)

Advertising Rates

Ad Size	Inches (W x L)	*National/Political	Local
Full Page	10.5 x 15.5	\$543	\$388
3/4 Page-Junior	10.5 x 11	\$385	\$275
1/2 Page Horizontal	10.5 x 7.75	\$271	\$194
1/2 Page Vertical	5.1 x 15.5	\$271	\$194
1/4 Quarter Block	5.1 x 7.75	\$136	\$97
1/4 Quarter Horizontal	10.5 x 3.87	\$136	\$97
1/4 Quarter Vertical	2.5 x 15.5	\$136	\$97

*All rates include Full color and priced per issue.

* **Campus Rates** are provided upon request

Racks.

Newsrack Advertising

POSTER (\$350/Month)

22in x 48in

Full Color Poster Artwork must be submitted in high resolution.



Socials.

Sponsored Social Media Posts



ADD ONS:

Have Student Media share your message simultaneously on Instagram and Facebook, Grow your audience for an affordable rate. Note: 1 post blasted to (2) platforms each run

Pinned (IG)	Facebook/IG
Sponsored Post	5 Post
\$350 / Month	\$40/each/\$200

IG Story Takeover	Facebook/IG
5 Post/Week	10 Post
Max (20) per Month	\$35/each/\$350
\$15/each/\$300	

* Prices are based on monthly

Online.

Online Advertising

SUStudentMedia.com is the place to get seen by SU students, faculty, and alumni. The website is the perfect way to connect to the campus community and beyond. With over 200-500 visitors per day, our website is the go-to-source for need -to-know information, SUStudentMedia.com provides breaking news, in-depth features and other unique content to an ideal audience for your business.

HEADER (\$550)

728px X 90px

Appears at the very top of each page

WIDGET (\$300)

300px X 250px

Appears on the far right side of the page. Can be top, middle, or bottom

FOOTER (\$400)

728px X 90px

Position at the top portion of the homepage in the middle, top, or bottom



Print.

EGO Magazine



EGO Magazine is the official student magazine of Southern University - Baton Rouge established in 2016. The 8.5 X 11 (inches) style publication publishes two-four issues per year. Up to two in the fall semester, and up to two in the spring. With a run count of 300-600 per issue, EGO Magazine services a demographic of over 6,000 students and over 1000 faculty and staff. The publication is issued free on the Baton Rouge campus.

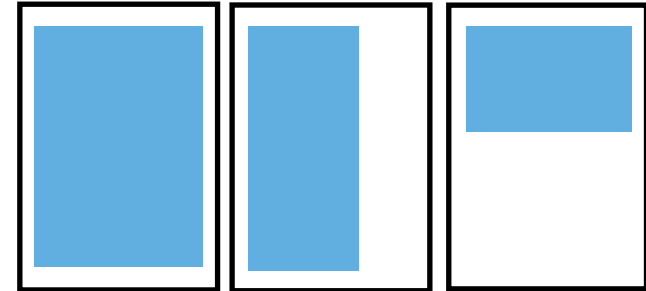
DEADLINE: Advertisements must be in our office three-weeks prior to publishing dates. Payments are due upon approval of ad unless approved by The Office of Student Media Assistant Director. Each advertiser is required to sign a contract. No cancellations after deadlines.

AGENCY: No commission on camera ready or color charge. All agencies are subject to national rates. The last regular ad will be repeated if new copy/art is not received by deadline. Materials not received by deadline are not entitled to approval or revision. These rates are not subject to agency commission.

NO DESIGNER?, NO PROBLEM!: A 15% Design charge for all ads created by our in-house graphics person. All ads should be bordered with a .25" bleed all around. Camera ready ads requested in PDF, TIFF or JPEG format and can be emailed at 300dpi.

FREQUENCY DISCOUNTS: First run of ad must pay full price. Second run receives 10% discount. Third and successive runs receive 15% discount.

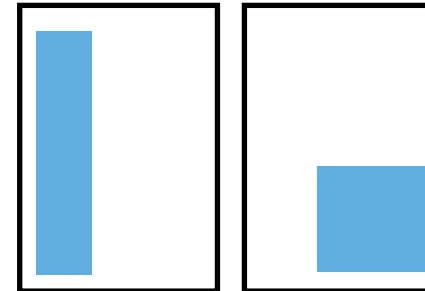
Advertising Layouts



Full Page

2/3 Junior

1/2 Page (H)



1/3 Page (V)

1/3 Page (Sq.)

Advertising Rates

Ad Size	Inches (W x L)	*National/ Political	Local
Full Page	8.75 x 11.25	\$350	\$250
2/3 Junior Page	4.78 x 10	\$300	\$200
1/2 Page Horizontal	7.75 x 4.78	\$200	\$150
1/3 Page Vertical	4.78 x 4.78	\$175	\$100
1/3 Horizontal (Sq.)	2.38 x 10	\$150	\$100

*All rates include Full color and priced per issue.

* **Campus Rates** are provided upon request

Podcast.

About Jagtalk



JAGTALK and Off The Record (OTR) are independent, student-run podcasts produced by undergraduate students at Southern University. Each week, our hosts dive into a variety of topics—including news, culture, entertainment, sports, commentary, and campus happenings—delivering fresh perspectives and authentic voices.

Tune in to recorded episodes on Apple Podcast and Spotify. With limited ad slots available each week, sponsoring our podcasts offers your business or department a unique opportunity to stand out and directly connect with our engaged campus and alumni audience.



Jagtalk



Off the Record

Advertising Options/Rates

OPTION 1:

TELL US WHAT TO SAY

Jagtalk/OTR will produce your advertisement for you. Please provide a script and outline your ad, We will only use royalty free music and sound bites in producing the ad. This option includes an extra \$50 service fee.

STANDARD/ **\$150.00**
Total Ads: 2
Ran (2) Thursdays/Month

MONTHLY / **\$300.00**
Total Ads: 4
Ran (4) Thursdays/Month

OPTION 2:

PROVIDE YOUR OWN

Provide your own, 30 second audio advertisement. It can be either in stereo or mono format, but please provide MP3 files at least 192 kps.

SEMESTER/ **\$600.00**
Total Ads: 9
Ran (9) Thursdays/Semester

SCHOOL YEAR/ **\$1,300.00**
Total Ads: 15
Ran (15) total Fall & Spring

PODCASTS

Interested in recording you own podcast? We can help! Reach out to our Assistant Director to learn about this case by case experience.



Your Impact.

Empowering Students, Fueling Dream

- Scholarships for aspiring media professionals
- Hands-on experience in journalism, broadcasting, and digital media
- Student-led content production that informs, entertains, and inspires
- Career-building opportunities through real-world advertising campaigns.

“OSM helped me find my voice and launch my career. Our sponsors make that possible.”

- Whitney Thomas

Metrics:

90

STUDENTS

on Average per School Year spread across all publications

15

STUDENTS

Attending Professional Development

10K

ANNUAL REVENUE

Secured in Advertisements each fiscal year

Student Equipment



Professional Development



National Competition



Student Appreciation Events



Student Training



Student Recognition



**Let's Work
Together.**



Contact Us

Shanda Grimes
Assistant Director, Student Media
225-771-5833
shanda.grimes@sus.edu

SOUTHERN UNIVERSITY OFFICE OF STUDENT MEDIA
1064 TH. HARRIS HALL
P.O. BOX 10180

[@southernu_osm](#) (Instagram) | [@southernuosm](#) (Twitter) | [Southern University Student Media](#) (Facebook)