

SOUTHERN UNIVERSITY AND A&M COLLEGE

Office of Student Media



RATE KIT 2023 - 2024



About Student Media

The Office of Student Media is the voice of the student body at Southern University and A&M College. We offer a wide range of informative content via our newspaper, EGO Magazine, Jagtalk podcast, and social media platforms

We pride ourselves on helping the campus community stay updated on all things Southern University. Here in Student Media we offer over 100 student journalists specialized trainings to help them secure gainful employment post matriculation. We offer trainings in the following areas: Digital Media/Communications, Graphic Design, Broadcast, Social Media Management, Photography, Newswriting, and Videography.

Core Values:

Excellence

Innovation

Accountability

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.

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.

Contact Us

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

WHO WE REACH

 **6,500+**
Undergraduates

 **300+**
Instructional Faculty

 **500+**
Professional Staff

 **7,000+**
Potential Weekly Readership



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 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.

PRINT ADVERTISING

DIGEST Newspaper - Run Count: 2,000 copies per issue - Published each Tuesdays. Distributed to (15) racks in various campus locations.
Page Count: 8 or 12 pages

EGO Magazine - Run Count: 250-600 copies per issue - Published 2 times per year. Page Count: 34 - 40 pages

DIGITAL ADVERTISING

JAGTalk Podcast - Produced each Wednesday, released on Thursdays via Apple Podcast. featuring segments on campus life, entertainment, Q&As, student contest and more

Off-The-Record (Sports Podcast) - Weekly Podcast that releases each Friday at noon via Apple Podcast. This Podcast covers all things SU sports.

Publications Website (SouthernDigest.com) - We offer a variety of ad sizes and positions. We average over 5,000 unique visitors each week.

Sponsored Social Media Post - Have Student Media share your message simultaneously on Instagram, Facebook, and Twitter. Grow your audience for an affordable rate.



Southern DIGEST Newspaper

The Southern DIGEST has been the official student newspaper of Southern University - Baton Rouge since 1926. The tabloid style publication publishes 7-10 issues in the fall semester and spring semester. With a run count of 2,000 per issue bi-weekly, the DIGEST readership includes a student body of over 6,000 students and nearly 1,000 faculty and staff. The publication is a bi-weekly publication that is issued free on Tuesdays on the Baton Rouge campus.

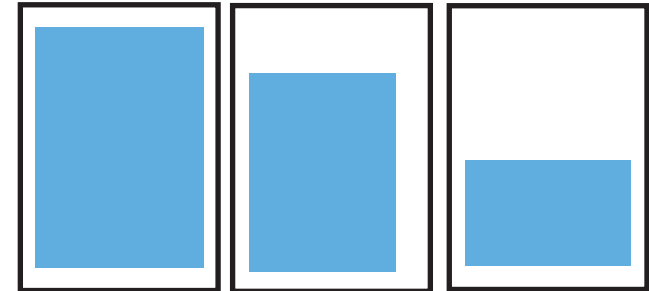
DEADLINE: Submission of ads 3 days prior to publication date if ad is (camera-ready); If the we create the ad, information is required 5 days prior to publication. Payment due 3 days prior to publication unless approved by the Student Media Assistant Director.

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.

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. All payments can be made online via our online payment portal.

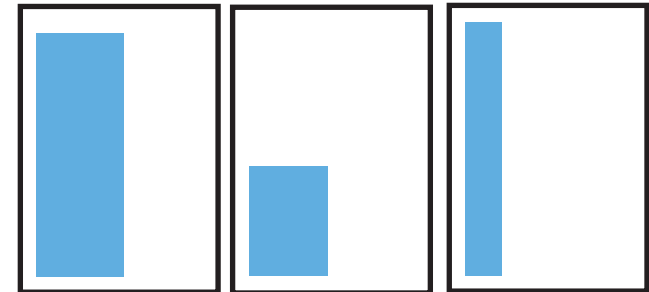
Advertising Layouts



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



Recent Awards

SouthernDIGEST - EGO Magazine

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

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.

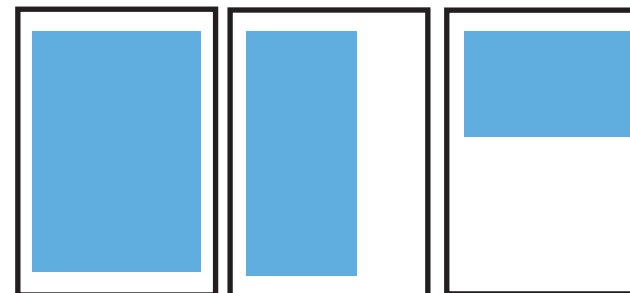
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FREQUENCY DISCOUNTS: First run of ad must pay full price. Second run receives 10% discount. Third and successive runs receive 15% discount.

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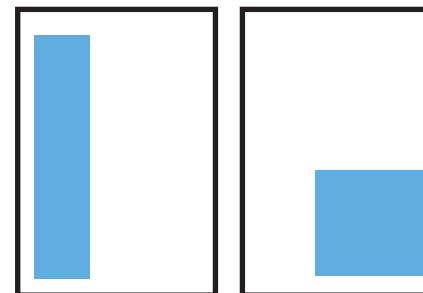
Advertising Layouts



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	\$300	\$200
2/3 Junior Page	4.78 x 10	\$250	\$150
1/2 Page Horizontal	7.75 x 4.78	\$175	\$125
1/3 Page Vertical	4.78 x 4.78	\$175	\$125
1/3 Horizontal (Sq.)	2.38 x 10	\$100	\$100

*All rates include Full color and priced per issue.

* **Campus Rates** are provided upon request



About Jagtalk



JAGTALK & OFF THE RECORD (OTR) are Independent, online Podcasts operated entirely by undergraduate students at Southern University. Weekly content includes discussions on News, Culture, Entertainment, Sports, Commentary, Campus News and more.

Listen to recorded episodes via Apple and Spotify. By purchasing a Podcast sponsorship package, your business/department will stand out due to the limited ad slots available each week.



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

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

Sponsored Social Media Posts

ADD ONS:



Have Student Media share your message simultaneously on Instagram, Facebook, and Twitter. Grow your audience for an affordable rate. Note: 1 post blasted to (3) platforms each run

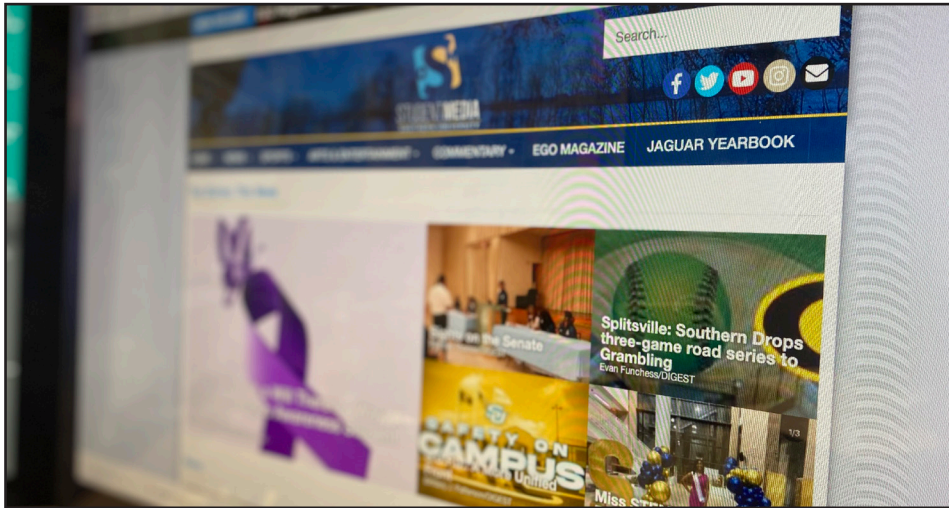
3 Post
\$45/each/\$135

5 Post
\$40/each/\$200

10 Post
\$35/each/\$350

Online Advertising

Southerndigest.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, Southerndigest.com provides breaking news, in-depth features and other unique content to an ideal audience for your business.



Positions & Dimensions

BILLBOARD (\$1,000)

970 px X 240px

Appears at the very top of the page

POP-UP (\$800)

640px X 360px

Appears when homepage loads
Dimension can be up to 900x900.

* Prices are based on monthly

LEADERBOARD TOP (\$400)

728px X 100px

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

MEDIUM RECTANGLE (\$300)

300px X 240px

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

Publications Schedule

Fall 2023 Academic Year

(SouthernDIGEST Newspaper)

Tuesday, **September 12**

Tuesday, **September 26**

*Tuesday, **October 10 (Homecoming Issue)**

Tuesday, **October 24**

Tuesday, **November 7**

*Tuesday, **November 14 (Bayou Classic Issue)**

Tuesday, **November 28**

*Tuesday, **December 5 (Graduation Issue)**

(EGO Magazine)

Wednesday, **October 19, 2023 (tentative)**

(JAGTALK Podcast)

Each Thursday of the Semester

(OFF the Record Sports Podcast)

Each Friday of the Semester

* **Special Editions**



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P.O. BOX 10180

225-771-5833 | studentmedia@subr.edu

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