



2019-2020
Advertising Guide

NEWSPAPER . MAGAZINE . JAGUAR YEARBOOK

RECENT STUDENT MEDIA AWARDS

2017—Associated Press No. 3 Best Investigative Journalism

2016—College Media Association Best Photo in "Shoot-out" National Competition

2015—College Media Association: No. 3 Best Graphic Design EGO Magazine

2014—Louisiana Press Association: No. 2 Best Regular Column

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

2012— Associated Collegiate Press: Best of Show, No. 7 Special Edition

2012— Louisiana Press Association: No. 2 Best Column; No. 3 Best News Photo; Honorable mention Best Sports Story

2012 — HBCU News Media Conference: No.1 Best Signed Commentary/Column Writing; No. 1 Best Sports Story; No. 1 Best Online Multimedia Package; No. 1 Best Informational Graphic/News Illustration; No. 2 General Excellence-Regular Production; No. 2 Overall Sports Coverage; No. 3 Best Spot News Story; Honorable mention, Best News Series

2011 — HBCU Newspaper Conference: No. 1 Best News Series; No. 2 Best Student Newspaper, No. 2 Best Individual Photo

2011 — Louisiana Press Association: No. 2 Best Staff Generated Color Ad; No. 3. Best News/Feature Photo

2009 — HBCU Newspaper Conference: No.1 Best Student Newspaper (weekly); No.2 Best Sports or Game Story; Honorable Mention, Best Sports Coverage; No. 2 Best News Series

2007 — Southeast Journalism Conference: No. 3 Best Magazine writer; No. 10 Best Arts and Entertainment writer

2007 — HBCU Newspaper Conference: No. 1 Best Spot News; No. 2 Best Student Newspaper (Weekly); No. 2 Best Sports or Game Story

DIGEST Newspaper - 3,000 copies per issue - Published on Tuesdays

EGO Magazine - 600-1,000 copies per issue - Published 2 times per year - 56 pages

www.southerndigest.com - Averaging over 700,000 hits per month - 1.1 million during Fall & Spring semesters

CONTACT: Camelia Jackson, Director of Advertising/Business Manager

Phone: 225.771.5833 - Fax: 225.771.5840

Office of Student Media - PO Box 10180 - Baton Rouge, LA 70813

3,000 copies per issue; published on Tuesdays

The Southern DIGEST is the official student newspaper of Southern University and A&M College. The tabloid-sized publication publishes on average 15 issues in the fall semester and 13 issues in the spring semester. With a run count of 3,000 per issue, the DIGEST services a student body of over 7,000 students and over 1,500 faculty and staff. The publication is a weekly publication that is issued free on Tuesdays on the Baton Rouge campus.

YOUR TARGET MARKET

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. 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.

GENERAL INFORMATION

Southern University and A&M College is a comprehensive institution offering four-year, graduate, professional, and doctoral degree programs, fully accredited by the Southern Association of Colleges and Schools. The University today is the only historically black university system in the United States. It offers bachelor's degrees in 44 areas, 24 masters, six doctoral, and one associate degree. An average of 7,000 students are enrolled each year at the Baton Rouge main campus. The system, which totals around 13,000 students, also has campuses in New Orleans, Shreveport, an in Baton Rouge with the Agricultural and Law Center.

SOUTHERN UNIVERSITY LOCATION

The Baton Rouge campus is located on Scott's Bluff overlooking the Mississippi River in the northern section of the capital city of Baton Rouge. The city parish (county) has a population of more than 600,000 and serves a cultural, political, educational, and industrial center for South Louisiana. The campus encompasses 512 acres, with an experimental station on an additional 372- acre site, located five miles north of the main campus.

SOUTHERN UNIVERSITY ENROLLMENT

Last year, Southern University and A&M College (SUBR) had a student population of 5,612 undergraduates and 1,118 graduate students. The gender make up of the university is 61 percent female and 39 percent male. Approximately 85 percent of the student body is from Louisiana while nearly 13 percent are out-of-state students and approximately two percent are international students. The racial make up of SUBR is 93 percent black, 3.2 white, one percent Hispanic, one percent Asian and the remaining percentage listed as either Native American, Native Hawaiian/Pacific Islander, nonresident aliens, two or more races or unknown

SOUTHERN UNIVERSITY ATHLETICS

SUBR sports teams participate in the Southwestern Athletic Conference (SWAC), which is a part of NCAA Division I (football competes in Division I-Football Championship Subdivision/FCS). University colors are Columbia blue and gold and their nickname is the Jaguars.

Southern University plays its archival Grambling State Tigers in the annual Bayou Classic, in New Orleans at the Louisiana Superdome on NBC every Thanksgiving weekend. Due to Hurricane Katrina, this game was played in Houston in 2005 but returned to the Superdome in 2006.

In 2006, Southern's men and women's basketball team swept the SWAC, each earning trips to the NCAA Tournament.

In addition, the women reached the NCAA Tournament in 2010 before accepting their second WNIT bid in 2011. Under coach Sandy Pugh's 11-year tenure, the women reached the NCAA Tournament four times and earned a postseason bid six times.

The men's basketball team, under second-year coach Roman Banks, reached the NCAA Tournament in 2013. The Jaguars nearly became the first No. 16 seed to knock off a No. 1 seed, narrowly losing to Gonzaga 64-58 in the second round in Salt Lake City.

The Southern baseball team won its 13th conference title in 2009 before bowing out in the Baton Rouge Regional of the NCAA Tournament.

In addition to Southern's good showing against Gonzaga, Southern's pep band, known as "The Human Jukebox" was another highlight of the game. Southern University is one of the most respected collegiate bands in the nation and world.

SOUTHERN UNIVERSITY NOTABLE ALUMNI

- **Mel Blount**, played with the Pittsburgh Steelers and Pro Football Hall of Fame member.
- **Harold Carmichael**, played with the Philadelphia Eagles and Dallas Cowboys; current Eagles director of player programs.
- **Aeneas Williams**, played with the Phoenix/Arizona Cardinals and St. Louis Rams.
- **Lt. Gen Russel Honore**, commander of the efforts to revitalize the Gulf Coast after Hurricanes Katrina and Rita.
- **Randy Jackson**, musician, record producer, and American Idol judge.
- **Lavell Crump**, stage name David Banner, recording artist, music producer, and actor.
- **Lou Brock**, member of National Baseball Hall of Fame, second all-time in stolen bases, one of 28 players in MLB history with 3,000 or more hits.
- **Avery Johnson**, former Brooklyn Nets head coach, named 2006 NBA Coach of the Year while coaching the Dallas Mavericks.
- **Bobby Phills**, former NBA player with the Charlotte Hornets.

The Southern Digest

P.O. Box 10180, Baton Rouge, LA 70813
 Phone: 225.771.5833/Fax: 225.771.5840

Advertising Contract & Rates Effective August 1, 2019

GENERAL PROVISIONS: This newspaper may revise or reject any copy or illustration that does not meet its standards of acceptance. Ads more than 14 inches in depth will be billed at full-page length of 15.5 inches. When an advertisement contains an error which is not the fault of the advertiser, the liability of The Southern DIGEST shall not exceed supplying a correction letter and a correct insertion for the space occupied by the incorrect item, not the entire advertisement. No responsibility is assumed for more than one incorrect insertion of any advertisement. A correction will be published in a subsequent issue providing the advertiser reports the error or omission less than two days after it occurs. If copy is accepted after the final deadline, no proof is to be shown to the advertiser, and no allowance will be made to the advertiser in the event of error if the advertisement is set according to layout and copy.

National Rate: \$7 per column inch
 National Standard Size Rate
 Local Standard Size
 On Campus Standard Size Rate
 Classified Rate - \$2 per line charge

NATIONAL RATES: Apply to all advertising service agencies; political advertising and all companies with physical headquarters not located within the state of Louisiana and/or located within the metropolitan Baton Rouge, La., area, the 504 and 985 area codes and Iberia, Lafayette, St. Martin, St. Mary and St. Landry parishes.

LOCAL RATES: Apply to individual places of business that originate and headquartered within the state of Louisiana and to individual non-national branch chains within located within the metropolitan Baton Rouge, La., area, the 504 and 985 area codes and Iberia, Lafayette, St. Martin, St. Mary and St. Landry parishes.

POLITICAL: Contract rates are not subject to agency commission. It is the policy of The Southern DIGEST that political advertising

will be billed at the paper's national advertising rate. All political advertising will be paid in advance and under no circumstances will a purchaser of such advertising receive any discount or contract rate. Political advertising includes all proposed paid advertisements: (1) urging the election or defeat of any candidate or public office; (2) urging the passage or defeat of any measure requiring a popular vote; or (3) urging the adoption of any course of action by any national, state, or local governmental body or agency.

PAGINATION: All copy and art must be either camera ready or sent via e-mail or on CD/DVD in PDF, JPG, or TIFF format at a minimum of 300 dpi. When artwork or copy has to be created by The Southern DIGEST, a 10 percent pagination charge is applied.

INSERTIONS: Must be preprinted and delivered to our specified printer 7 days before insertions. \$100 per 1,000 insertions. Min. 2,000-Max. 3,000.

COLOR / SPOT COLOR ADVERTISING: (Per Issue Price): One color addition: \$25 added to published rate. Two color: \$50 + rate. Three color: \$75 + rate. Four-color process: \$100 + rate. The frequency discount the color charge may apply to all frequency ads that run consecutively in (4) four or more issues.

FREQUENCY DISCOUNTS: First run of ad must pay full price. Second consecutive run receives 10 percent discount. Third and successive runs receive a 15 percent discount. Ad must run in consecutive issues to receive frequency discounts. Frequency discounts do not apply to classified ads.

PAYMENT: Company check or money order. No cash, credit cards, personal checks or COD's accepted. Company check or money order must pay political advertising. Transient advertising and new businesses without otherwise established credit rating, are required to pay prior to publication until

DIGEST STATISTICS

DATES PUBLISHED: Weekly on Tuesday Morning

PAPER SIZE: Tabloid; 5 columns by 17 inches (11"x17")

ISSUES PUBLISHED: 15 Fall Semester, 15 Spring Semester. No summer issues published.

RUN COUNT: 3,000 copies per issue.

READERSHIP: Approximately 7,000 + students, 500 faculty & staff, Baton Rouge community, over 100 local & national alumni chapters.

PAGES: 8, 12, 16, 20 or 24 pages per issue

RATES: National \$7 per column inch or cost for listed standard sizes. See attachment. All other non-standard sizes will be charged national rate of \$7 per column inch.

COLOR: \$25 per spot color or \$100 for four color - plus ad cost.

INSERTS: \$100 per 1,000. (Min. 2,000 - Max. 3,000).

STANDARD Ad SIZES

Ad Size	Inches (W x L)
Full Page	10.5 x 15.5
3/4 page (Junior)	10.5 x 11
1/2 page horizontal	10.5 x 7.75
1/2 page vertical	5.1 x 15.5
1/4 quarter block	5.1 x 7.75
1/4 quarter horizontal	10.5 x 3.87
1/4 quarter vertical	2.5 x 15.5
1/8 page horizontal	5.1 x 3.8
1/8 page vertical	2.5 x 7.75

credit has been established. The length of the credit period would be at the discretion of the newspaper agent. An account 30 days past due will be required to clear its account and pay in advance for all new ads.

DEADLINES: Actual ad must be in office 7 days prior to publication. Payment is due at least 5 days prior to publication unless approved by The Southern DIGEST agent.

PUBLICATION SCHEDULE — 2019-2020 ACADEMIC YEAR

Fall 2019	
PUBLICATION DATE	ISSUE NUMBER)
AUGUST 2019	
Tuesday, August 27	1 (Welcome Back)
SEPTEMBER 2019	
*Tuesday, September 03	2
Tuesday, September 10	3
Tuesday, September 17, 24	4,5
OCTOBER 2019	
Tuesday, October 1	6
Tuesday, October 15	7 (Midterm Issue)
Tuesday, October 22	8
Tuesday, October 29	9
NOVEMBER 2019	
Tuesday, November 5	10
Tuesday, November 12	11
Tuesday, November 19	12 (Bayou Classic)
DECEMBER 2019	
Tuesday, December 3,10	13, (14 Graduation)

SPRING 2020	
TBA	TBA

* September 3 Issue will be submitted to press by Friday, August 30, 2019

Paper size: Tabloid (11" x 17", 5 columns); **Dates published:** Weekly (Tuesdays); **Pages:** 8, 12 or 16 per issue; **Columns:** Two inches/12 picas; **Issues published:** 26 total (14 in Fall, 12 in Spring); **Run Count:** 3,000 per issue; **Readership:** 7,000 students, 700 faculty and staff; **National Advertising Rate:** \$7/column inch (\$7/ci back page); **Local Advertising Rate:** \$5/column inch (\$5/ci back page); **4-color:** \$100 plus Ad Rate Cost; **Inserts:** \$100 per 1,000 (min. 2,000 – max. 3,000)

Camelia Jackson; Student Media Director of Advertising

225.771.5833/225.771.2231
Suite 1064 T.H. Harris Hall/P.O. Box 10180
Baton Rouge, LA 70813
E-mail: camelia_gardner@subr.edu

National & Political Advertising Rates



RATE CARD: 8/2019
 CONTACT: Camelia Jackson
 Advertising & Business Manager
 Office of Student Media
 PO Box 10180
 Baton Rouge, LA 70813
 (225) 771-5833
 camelia_gardner@subr.edu

The Southern DIGEST is the official student newspaper of Southern University - Baton Rouge. The tabloid style publication publishes 15 issues in the fall semester and 13 issues in the spring semester. With a run count of 3,000 per issue, the DIGEST services a student body of over 7,000 students and over 1,000 faculty and staff. The publication is weekly publication that is issued free on Tuesdays on the Baton Rouge campus.

DEADLINE: For actual ad in office is 7 days prior to publication. Payment is due at least 5 days prior to publication unless approved by The Southern DIGEST Business/Ad Manager. 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 contract rates are not subject to agency commission.

PAGINATION: When artwork or copy has to be created by The Southern DIGEST, a 10% pagination charge is applied. All ads should be bordered. All work should be camera ready in PDF, TIFF or JPEG format and can be emailed at 300 dpi.

INSERTIONS: Must be preprinted and delivered to DIGEST printer 5 days before insertions. \$100 per 1,000 insertions. Min. 2,000. Max 3,000.

SPOT & COLOR ADVERTISING: \$100 min. per ad for a 4-color ad or \$25 min. per additional spot color to a b/w ad.

FREQUENCY DISCOUNTS: First run of ad must pay full price. Second run receives 10% discount. Third and successive runs receive a 15% discount. Ad must run in consecutive issues to receive frequency discounts. Frequency discounts do not apply to classified ads nor to agency contracts.

*The stated rates are at a per issue price.
 Frequency discount
 available. Color & back page extra.*

Advertising Layouts

Full Page 3/4 Junior 1/2 Page (H)

1/2 Page (V) 1/4 Quarter Block 1/4- Quarter (V)

1/4 - Quarter (H) 1/8 Horizontal 1/8 Vertical

Ad Sizes & DIMENSIONS

Ad Size	Inches (W x L)	Cost
Full Page	10.5 x 15.5	\$543
3/4 Page-Junior	10.5 x 11	\$385
1/2 Page Horizontal	10.5 x 7.75	\$271
1/2 Page Vertical	5.1 x 15.5	\$271
1/4 Quarter Block	5.1 x 7.75	\$136
1/4 Quarter Horizontal	10.5 x 3.87	\$136
1/4 Quarter Vertical	2.5 x 15.5	\$136
1/8 Page Horizontal	5.1 x 3.87	\$68
1/8 Page Vertical	2.5 x 7.75	\$68

Local Advertising Rates

The Southern DIGEST is the official student newspaper of Southern University - Baton Rouge. The tabloid style publication publishes 15 issues in the fall semester and 13 issues in the spring semester. With a run count of 3,000 per issue, the DIGEST services a student body of over 7,000 students and over 1,000 faculty and staff. The publication is weekly publication that is issued free on Tuesdays on the Baton Rouge campus.

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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 contract rates are not subject to agency commission.

PAGINATION: When artwork or copy has to be created by The Southern DIGEST, a 10% pagination charge is applied. All ads should be bordered. All work should be camera ready in PDF, TIFF or JPEG format and can be emailed at 300 dpi.

INSERTIONS: Must be preprinted and delivered to DIGEST printer 5 days before insertions. \$100 per 1,000 insertions. Min. 2,000. Max 3,000.

SPOT & COLOR ADVERTISING: \$100 min. per ad for a 4-color ad or \$25 min. per additional spot color to a b/w ad.

FREQUENCY DISCOUNTS: First run of ad must pay full price. Second run receives 10% discount. Third and successive runs receive a 15% discount. Ad must run in consecutive issues to receive frequency discounts. Frequency discounts do not apply to classified ads nor to agency contracts.



ADVERTISING LAYOUTS

 \$388	 \$275	 \$194
Full Page	3/4 Junior	1/2 Page (H)
 \$194	 \$97	 \$97
1/2 Page (V)	1/4 Quarter Block	1/4- Quarter (V)
 \$97	 \$48	 \$48
1/4 - Quarter (H)	1/8 Horizontal	1/8 Vertical

*The stated rates are at a per issue price.
Frequency discount
available. Color & back page extra.*

Ad Sizes & Dimensions		
Ad Size	Inches (W x L)	Cost
Full Page	10.5 x 15.5	\$388
3/4 Page-Junior	10.5 x 11	\$275
1/2 Page Horizontal	10.5 x 7.75	\$194
1/2 Page Vertical	5.1 x 15.5	\$194
1/4 Quarter Block	5.1 x 7.75	\$97
1/4 Quarter Horizontal	10.5 x 3.87	\$97
1/4 Quarter Vertical	2.5 x 15.5	\$97
1/8 Page Horizontal	5.1 x 3.87	\$48
1/8 Page Vertical	2.5 x 7.75	\$48

Campus Advertising Rates



RATE CARD: 8/2019
 CONTACT: Camelia Jackson
 Advertising & Business Manager
 Office of Student Media
 PO Box 10180
 Baton Rouge, LA 70813
 (225) 771-5833
 camelia_gardner@subr.edu

The Southern DIGEST is the official student newspaper of Southern University - Baton Rouge. The tabloid style publication publishes 15 issues in the fall semester and 13 issues in the spring semester. With a run count of 3,000 per issue, the DIGEST services a student body of over 7,000 students and over 1,000 faculty and staff. The publication is weekly publication that is issued free on Tuesdays on the Baton Rouge campus.

DEADLINE: For actual ad in office is 7 days prior to publication. Payment is due at least 5 days prior to publication unless approved by The Southern DIGEST Business/Ad Manager. 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 contract rates are not subject to agency commission.

PAGINATION: When artwork or copy has to be created by The Southern DIGEST, a 10% pagination charge is applied. All ads should be bordered. All work should be camera ready in PDF, TIFF or JPEG format and can be emailed at 300 dpi.

INSERTIONS: Must be preprinted and delivered to DIGEST printer 5 days before insertions. \$100 per 1,000 insertions. Min. 2,000. Max 3,000.

SPOT & COLOR ADVERTISING: \$100 min. per ad for a 4-color ad or \$25 min, per additional spot color to a b/w ad.

FREQUENCY DISCOUNTS: First run of ad must pay full price. Second run receives 10% discount. Third and successive runs receive a 15% discount. Ad must run in consecutive issues to receive frequency discounts. Frequency discounts do not apply to classified ads nor to agency contracts.

Ad Sizes & Dimensions		
Ad Size	Inches (W x L)	Cost
Full Page	10.5 x 15.5	\$100
3/4 Page-Junior	10.5 x 11	\$75
1/2 Page Horizontal	10.5 x 7.75	\$50
1/2 Page Vertical	5.1 x 15.5	\$50
1/4 Quarter Block	5.1 x 7.75	\$25
1/4 Quarter Horizontal	10.5 x 3.87	\$25
1/4 Quarter Vertical	2.5 x 15.5	\$25

ADVERTISING LAYOUTS



Full Page

3/4 Junior

1/2 Page (H)



1/2 Page (V)

1/4 Quarter Block

1/4- Quarter (V)



1/4 - Quarter (H)

The above rates are at a per issue price.

Frequency discount available. Color & back page extra.

The stated rates are at a per issue price. Frequency discount available. Color & back page extra.

ego Magazine SOUTHERN UNIVERSITY EGO MAGAZINE

ADVERTISING RATES

EGO Magazine is the official student magazine of Southern University - Baton Rouge. The 8.5 X 11 (inches) style publication publishes two-five issues per year. Up to two in the fall semester, up to two in the spring and one literary review in the summer. With a run count of 600-1,000 per issue, EGO Magazine services a demographic of over 8,500 students and over 700 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 listed to the right. Payments are due upon approval of ad unless approved by The Office of Student Media Business/Advertisement Manager. Each advertiser is required to sign a contract. No cancellations after deadlines.

AGENCY: No commission on camera ready or color charge. 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 contract rates are not subject to agency commission.

PAGINATION: When artwork or copy has to be created by EGO Magazine, a 10% pagination charge is applied. All work should be camera ready in PDF, TIFF or JPEG format and must be e-mailed at 300 dpi.

COLOR ADVERTISING: The entire publication is in full color. Black & white ads will be charged color rates.

FREQUENCY DISCOUNTS: First run of ad is full price. Second run receives 10% discount. Third and fourth successive runs receive a 15% discount. Five consecutive runs receive 20% discount. Ad must run in consecutive issues to receive frequency discounts.

2019-2020

CONTACT: CAMELIA JACKSON
 Director of Advertising & Business Manager
 Office of Student Media
 PO Box 10180
 Baton Rouge, LA 70813
 (225) 771-2231/5833

PUBLICATION SCHEDULE

Fall 2019
Spring 2020
Summer 2019(Tentative)

Advertising submission deadlines are three weeks prior to above listed publication dates.

***FULL PAGE**
***FRONT INSIDE**
***BACK INSIDE**
 8.5 x 11

***BACK COVER**
 8.5 x 11

1/2 PAGE (H)
 8.5 x 5.5

1/2 PAGE (V)
 4.25 x 11

1/3 PAGE (H)
 8.5 x 3.6

1/3 PAGE (V)
 2.8 x 11

1/4 BLOCK
 4.25 x 5.5

1/4 PAGE (H)
 8.5 x 2.7

AD SIZES & DIMENSIONS		
AD SIZE	INCHES (W x L)	COST
*Back Cover	8.5 x 11	\$300
*Front Inside Cover	8.5 x 11	\$300
*Back Inside Cover	8.5 x 11	\$300
Full Page	8.5 x 11	\$240
1/2 Page Horizontal	8.5 x 5.5	\$190
1/2 Page Vertical	4.25 x 11	\$190
1/3 Page Horizontal	8.5 x 3.6	\$120
1/3 Page Vertical	2.8 x 11	\$120
1/4 Quarter Block	4.25 x 5.5	\$90
1/4 Quarter Horizontal	8.5 x 2.7	\$90

* Cover ad placements subject to availability.

- Rates above are at a per issue price.

- Frequency discounts available at 10% for two consecutive runs, 15% for three & four consecutive runs and 20% for five.

- Front Inside Cover and Back Inside Cover advertisements are accepted in full page size only (8.5 x 11)

- All ads are printed in 4-color process

Digital Advertising Rates



The Southern University Office of Student Media is dedicated to its purpose of expanding digital readership. With roughly, 200-300 visitors per day, southerndigest.com is the hub of the student body and community-at-large for breaking news, weekly updates, and a social media intergrated platform, making it an ideal place to promote your business.



Leaderboard
728 x 90 px
\$500 per month

Center Middle
468 x 60 px
\$250 per month

Medium Side
300x 250 px
\$350 per month

Limited to 4 ads per month

All ads must be paid in advance before run date (no pre-pay discount)

Jpeg or PDF; 72 DPI, RGB Files needed