

The Tiger is South Carolina's oldest collegiate newspaper and has been in operation since 1907. We are a student-run publication with a staff of over 20. We have many options available for advertising in our publication. This information packet contains everything you need to know about advertising with us. If you should have any further questions or would like us to design your advertisement for you, please do not hesitate to contact our advertising staff at advertising@thetigernews.com.

We look forward to working with you!

DISTRIBUTION

Our newspaper is distributed every Friday, except for holiday weeks, during the fall and spring semesters and throughout Orientation. Newspapers are delivered to all residence halls and academic buildings in addition to being sent out to subscribers consisting of students, parents, local businesses and alumni. Newspapers are also available in newsstands around campus and at selected sites off campus.

INSERTS

Minimum insertion: 5,000 for \$500

Maximum insertion: 10,000 for \$1,000

There is a production limit of three inserts per issue.

A copy of the insert must be submitted for approval 10 business days prior to the insertion.

Insertion must be scheduled at least two weeks before publication.

Ship all inserts bundled, boxed and labeled "for The Tiger (Clemson U.)" with quantity and run date clearly indicated to:

Edwards Printing
Attn: Mike Watts
7105 S. Hwy. 11
Westminster, SC 29691

SUBMITTING ADS

We prefer to receive your advertisement as a TIFF or PDF, but we can accept Photoshop, Illustrator and InDesign files as well.

Microsoft Word and PowerPoint files are not acceptable.

Raster images and line art must be at 180dpi or greater and be either grayscale or CMYK color, even if only one color is used.

Digital ads must be submitted on CD-ROM or DVDROM or sent via email to adproduction@thetigernews.com

DISTRIBUTION DATES

Spring 2011

Jan. 21	Feb. 18	April 1
Jan. 28	Feb. 25	April 8
Feb. 4	March 4	April 15
Feb. 11	March 11	April 22

Spring 2012

Jan. 20	Feb. 17	March 30
Jan. 27	Feb. 24	April 6
Feb. 3	March 2	April 13
Feb. 10	March 9	April 20

Fall 2011

Sept. 2	Sept. 30	Nov. 4
Sept. 9	Oct. 7	Nov. 11
Sept. 16	Oct. 21	Nov. 18
Sept. 23	Oct. 28	Dec. 2

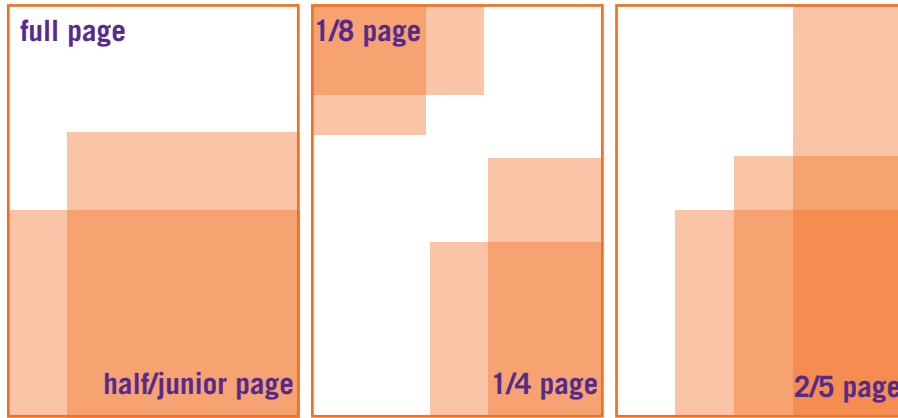
Summer 2011

June 13–July 13
(Orientation Issue)

Summer 2012

June 11–July 11
(Orientation Issue)

SIZES



SAMPLE AD SIZES

Size	Total C.I.	Width X Height	Alternate dimensions
Double Truck	145	21.5" (10.5 col.) X 14.5"	—
Full page	72.5	10.25" (5 col.) X 14.5"	—
Half/Junior page	36.25	10.25" (5 col.) X 7.25"	8.125" (4 col.) X 9.125"
2/5 page	29	6.0625" (3 col.) X 9.125"	4" (2 col.) X 14.5"
Quarter page	18.125	6.0625" (3 col.) X 6.125"	4" (2 col.) X 9.125"
Fifth page	14.5	4" (2 col.) X 7.25"	1.89664" (1 col.) X 14.5"
Eighth page	9.125	6.0625" (3 col.) X 3.125"	4" (2 col.) X 4.5625"

RATES

	National	Local	Nonprofit/CU	Student Org
Price per column inch (p.c.i.)				
	\$12.15	\$9.85	\$8.55	\$6.05
Regular Ad Cost				
Doubletruck (145)	\$1,761.75	\$1,428.25	\$1,239.75	\$877.25
Full Page (72.5)	\$880.88	\$714.13	\$619.86	\$438.66
Half/Junior Page (36.25)	\$440.44	\$357.06	\$309.94	\$219.31
2/5 Page (29)	\$352.35	\$285.65	\$247.95	\$175.45
1/4 Page (18.125)	\$220.22	\$178.53	\$154.97	\$109.66
1/5 Page (14.5)	\$176.18	\$142.83	\$123.98	\$87.73
1/8 Page (9.125)	\$114.06	\$89.88	\$78.02	\$55.21

SUBMISSION

- Total printable area: 10.25 inches x 14.5 inches
- Five columns per page measuring a total of 10.25 inches wide
- Each column is 1 15/16 (1.89664) inches wide with a 3/16 (0.1667) inch gutter between columns
- Average number of pages per issue: 24
- Ads are sold per column inch (p.c.i. = column width x height in inches)
- Weekly circulation on Fridays for the majority of the fall and spring semesters and throughout Orientation (24 issues per year)

COLOR

For an additional \$250 your ad can be in full color.

DISCOUNTS

Full Semester

Less than 40 c.i.: -50¢ p.c.i. 40 c.i. or more: -\$1 p.c.i.

Any Four Issues

Less than 40 c.i.: -20¢ p.c.i. 40 c.i. or more: -50¢ p.c.i.

Prepay Discount

5% off gross cost

DETERMINING AD COST

Width (columns) x Height (inches) x Rate per c.i.

CREATIVE SERVICES

Our design staff is available to help you design your advertisement.

\$25 for less than 40 c.i. \$50 for greater than 40 c.i.

CONTACT US

The Tiger Office 864-656-2150

Advertising Inquiries 864-656-2167

Email advertising@thetigernews.com