

2011 Advertising Information

Athens Living is a glossy, four-color magazine that is published once per semester. It's the premier guide to student living, eating, and shopping that informs college students about the city and all it has to offer.

Athens Living

collegiate guide to the classic city

live



p. 20

eat



shop



presented by

The Red & Black

*Spotlight Ads available on front cover
for premium exposure*

What is Athens Living?

Publishing once a semester, Athens Living is the collegiate guide to the Classic City. Featuring editorial coverage on themes like apartment living, dining, shopping, and entertainment, Athens Living shows students how best to spend their four or five years in town.

As The Red & Black's premier guide to shaping undergraduates' lifestyles, students hold onto Athens Living and refer back to it all semester long!

Benefits to Advertising in Athens Living

Athens Living has broad appeal. It's a powerful resource for students moving off-campus for the first time and for those who have called Athens home for years.

Athens Living's eye-catching format, with glossy cover and high quality reproduction throughout, quickly grab's students' attention.

Athens Living is available year round, in its printed form and online at redandblack.com. For a modest investment your business receives advertising in print and on the web for the entire year. For 365 days, your advertising message will be at students' fingertips when they aim to explore the city and look to make buying decisions.



eat

Editorial Coverage

Welcome to life off-campus!

This section introduces students to the town outside the college and offers key advice on housing questions each semester.

Live

A neighborhood feature section will highlight key areas to explore. Read about the day-to-day life, the real estate market, local resources, and much more for each community.

Shop

Explore the inner workings of Athens' business community and get the scoop on unique finds. This section includes stories on retail shopping, arts, and entertainment.

Eat

Whether you just moved out of the dorms, recently graduated, or are somewhere in between, the Eat & Drink section covers the best places to eat and after hours fun.



shop



Distribution

The Red & Black prints 14,000 copies of Athens Living and inserts them into our award-winning newspaper. 500 copies are sent to Athens Living clients for extra distribution. Other distribution channels include:

- Street team hand-to-hand around the UGA campus
- Available at University Residence Halls
- UGA Greek houses
- Apartments, restaurants and local stores
- Athens Tech and Gainesville State campuses



live

Athens Living Sizes & Rates

Full Page:
4.875"W x 10"H

Premium Pages:
5.375"W x 10.5"H
+ .125" bleed

Half Page Vertical:
2.375"W x 10"H

Half Page Horizontal:
4.875"W x 5"H

Quarter Page:
2.375"W x 5"H

Puzzle Sponsor:*
4.875"W x 2.5"H

**only 4 available*

| Intro Rates: | Non-Contract | Contract | Color |
|---------------------|---------------------|-----------------|--------------|
| 1/4 page | \$230 | \$195 | \$150 |
| 1/2 page | \$335 | \$260 | \$150 |
| Full page | \$500 | \$375 | \$150 |

| Premium Rates: | Non-Contract | Contract | Color |
|-----------------------|---------------------|-----------------|--------------|
| Spotlight on Cover* | \$1500 | \$1125 | Included |
| *Free 1/4 page | — | — | \$150 |
| Back Cover | \$1250 | \$900 | Included |
| Inside Front Cover | \$800 | \$595 | Included |
| Inside Back Cover | \$800 | \$595 | Included |
| Puzzle Page Sponsor | \$400 | \$250 | \$150 |
| Center Spread | \$1500 | \$1125 | Included |

