

# UGA 101

## Summer Orientation Guide

BE A PART OF THE RED & BLACK'S  
PREMIERE ORIENTATION BOOKLET!

### UGA 101 is...

...A vital guide to UGA in terms of introducing your business or organization to the new student market early, when buying habits are established.

...Full of information about dorm and apartment living, campus safety, entertainment, and sports in Athens. It's packed with unique finds and timeless traditions.

### Target Students AND Parents

UGA 101 has a unique design. Half of the publication targets parents, who usually pay the bills, and the other half of the publication focuses on the students. You can tailor your ad to target one or both groups.

### Distribution

- 7,500 copies
- Distributed to parents, incoming freshmen, & transfers
- Included with packets that students and parents receive at the beginning of each orientation session
- 23 total sessions
- June and July as well as January transfers!

### Rates

#### Both sections (Student AND Parent = 2 ads)

*\*BEST DEAL\**

	<b>Full Page</b>	<b>1/2 Page</b>	<b>1/4 Page</b>
Full color	\$1,470	\$875	\$480
One color	\$990	\$665	\$400
Black & White	\$750	\$515	\$300

#### One section (Student OR Parent = 1 ad)

Full color	\$820	\$480	\$315
One color	\$580	\$375	\$275
Black & White	\$460	\$300	\$225

<b>Back Cover</b>	<b>\$2,300</b>	<b>\$1,610</b>	<b>\$1,380</b>
<b>Inside Front</b>	<b>\$1,950</b>	<b>\$1,365</b>	<b>\$1,150</b>
<b>Inside Back</b>	<b>\$1,640</b>	<b>\$1,145</b>	<b>\$985</b>

\*Back Cover, Inside Cover, and Inside Back Cover are Full Color and include a free ad of the same size inside. Additional color charges for free ad will apply



**SAVE BIG  
BY PLACING  
YOUR AD  
IN BOTH THE  
PARENT  
&  
STUDENT  
SECTIONS!**

**DEADLINE in April!**