

THEY'RE BACK...

Be the first to welcome them.



The Red & Black

THE ANNUAL WELCOME BACK ISSUE

ISSUE DATE **AUGUST 8** AD DEADLINE **JULY 13**

Athenscape 2011

Why is The University of Georgia Market good for my business?

- More than **43,000 students, faculty and staff** read *The Red & Black* religiously.
- Students spend more than **6.7 million** monthly on discretionary purchases alone!

Why is the Athenscape issue the best way to reach this market?

- **Athenscape** is distributed beginning **Thursday, August 9, 2010** as students return to Athens and begin setting up homes and establishing their buying habits.
- **Athenscape** will be at students' homes waiting for them when they return for the fall semester.
- **Athenscape** is our largest issue of the year, a "must read" packed with information about Athens and The University of Georgia experience.

How is Athenscape delivered?

Athenscape is the only issue we distribute via both our newspaper racks *and* direct mail. More than 4,000 copies will be distributed in 27 newspaper racks and more than 14,500 are sent directly to student apartments, dorms, and Greek houses. You get this incredible coverage for as low as \$15.70* per column inch.

When is Athenscape delivered?

August 8:

5,500 copies: 4,000 copies distributed in 27 newspaper racks and 1,500 copies distributed to residents of Greek Houses

August 10:

5,500 copies distributed to UGA Dorm residents

August 11-12:

7,500 copies distributed to local apartment residents

Total Distribution: 18,500 Copies

Deadline Information

Early Bird Special:

Ad Deadline **Wednesday, July 6**

Last Chance:

Ad Deadline **Wednesday, July 13**

Place your ad by our **Early Bird** deadline, and save an **additional 5% off** your Athenscape ad!

\$1.00 is added to the Summer 2011 contract rate to cover postage charges.

*\$15.70 per column inch claim is based on signing a 1000 column inch Summer 2010 contract and fulfilling 1/2 of the contracted inches before the Athenscape publication date.