RATES PER ADS

rates per ad
See Chart >

All rates are per column inch.
(Column Inches =
No. of columns wide x No. of inches high)
Color is $2.00 per column inch.
Minimum $35, maximum $100.

<table>
<thead>
<tr>
<th>Column Inches</th>
<th>Campus</th>
<th>Local</th>
<th>National or Agency</th>
<th>Summer Local/National</th>
</tr>
</thead>
<tbody>
<tr>
<td>&gt; 35</td>
<td>$9.40</td>
<td>$11.85</td>
<td>$16.10</td>
<td>$9.90</td>
</tr>
<tr>
<td>8 – 34.9</td>
<td>$9.90</td>
<td>$12.55</td>
<td>$17.95</td>
<td>$10.50</td>
</tr>
<tr>
<td>&lt; 7.9</td>
<td>$10.90</td>
<td>$13.45</td>
<td>$19.30</td>
<td>$11.15</td>
</tr>
</tbody>
</table>

SPECIAL RATES PRICING

pre-pay
Save 5% by paying for the ad prior to run date.
Payment not received on time will be back-billed for the 5% (campus organizations are not eligible).
Discount not applied to color charges.

pick-up
Run any ad from Mon-Thurs again, repeated in the following Friday edition for 20% off.
Discount not applied to color charges.

placement
Back page placement is available for full-color ads for a 20% placement fee. Additional placements are available for a 15% placement fee.

frequency
Run the same ad, repeated 20 times at 50 percent off (minimum 10 column inches). Must run within a time frame of 6 weeks.

puzzles
Crossword, Sudoku, etc. Available for $30 a day. One week minimum. 10% off entire semester, 20% off entire year sponsorship.

contract
Clients not using remaining inches in a contract will be back-billed at the adjusted rate. Renewal contracts increasing in volume will save 5% off the new contract rate.

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SEE CHART BELOW

strip ads
Ads will print on the bottom of the page

Front Page:
5 columns wide x 1”
Daily- $375 a day
Weekly- $300 a day ($1,500)

Sports Front:
5 columns wide x 1”
Daily- $275 a day
Weekly- $200 a day ($1,000)

PRE-PRINTED INSERTIONS

A copy must be sent to The Daily Reveille for content approval 3 weeks before insertion date. Inserts must arrive at printer one week before insertion date. Buy three full runs and receive the fourth 75 percent off.

distribution
Fall and Spring: 11,000 - 14,000 (Monday-Friday)
Summer: 6,000 - 7,000 (Tuesday-Thursday)

readership
There are an estimated 2.25 readers per copy of The Daily Reveille. We reach over 31,000 readers daily.

93% of LSU Students Read the Daily Reveille • 54% of Readers are Prompted to buy goods and services from advertising
### Sizes and Prices

#### Sample Ad Sizes

<table>
<thead>
<tr>
<th>Size</th>
<th>Col inches</th>
<th>Billed Ad Dimensions</th>
<th>Technical Specs for Ad Placement</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full page</td>
<td>70</td>
<td>5 col x 14 in</td>
<td>10.374&quot; (5 col) x 13.667&quot;</td>
</tr>
<tr>
<td>Half page</td>
<td>35</td>
<td>5 col x 7 in</td>
<td>10.374&quot; (5 col) x 6.8335&quot;</td>
</tr>
<tr>
<td>5 x 5</td>
<td>25</td>
<td>5 col x 5 in</td>
<td>10.374&quot; (5 col) x 5&quot;</td>
</tr>
<tr>
<td>Quarter page</td>
<td>18</td>
<td>3 col x 6 in</td>
<td>6.1576&quot; (3 col) x 6&quot;</td>
</tr>
<tr>
<td>4 x 4</td>
<td>16</td>
<td>4 col x 4 in</td>
<td>8.2658&quot; (4 col) x 4&quot;</td>
</tr>
<tr>
<td>2 x 6</td>
<td>12</td>
<td>2 col x 6 in</td>
<td>4.0494&quot; (4 col) x 6&quot;</td>
</tr>
<tr>
<td>3 x 4</td>
<td>12</td>
<td>3 col x 4 in</td>
<td>6.1576&quot; (3 col) x 4&quot;</td>
</tr>
<tr>
<td>Eighth page</td>
<td>9</td>
<td>3 col x 3 in</td>
<td>6.1576&quot; (3 col) x 4&quot;</td>
</tr>
<tr>
<td>2 x 4</td>
<td>8</td>
<td>2 col x 4 in</td>
<td>4.0494&quot; (2 col) x 4&quot;</td>
</tr>
</tbody>
</table>

#### Column Sizes

- 1 column wide x 1 inch deep = 1 column inch

#### Subscription

- Color files in CMYK (black at 100 percent)
- All ads submitted in PDF, JPEG, or TIFF format
- Resolution at 300 DPI or higher at reproduction size

#### Deadlines

- Artwork and space reservations are due three business days in advance by 5 pm. Please check for early deadlines near holidays and student breaks. More details available on calendar.

*Not responsible for errors or misprints if ad received past deadline.*

---

### Price Per Column Inch

#### BLACK & WHITE

<table>
<thead>
<tr>
<th>Inches</th>
<th>1 col</th>
<th>2 col</th>
<th>3 col</th>
<th>4 col</th>
<th>5 col</th>
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<td>$53.80</td>
<td>$80.70</td>
<td>$100.40</td>
<td>$125.50</td>
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<tr>
<td>3</td>
<td>$40.35</td>
<td>$80.70</td>
<td>$112.95</td>
<td>$150.60</td>
<td>$188.25</td>
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<tr>
<td>4</td>
<td>$53.80</td>
<td>$100.40</td>
<td>$150.60</td>
<td>$200.80</td>
<td>$251.00</td>
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<tr>
<td>5</td>
<td>$67.25</td>
<td>$125.50</td>
<td>$188.25</td>
<td>$251.00</td>
<td>$313.75</td>
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<tr>
<td>6</td>
<td>$80.70</td>
<td>$150.60</td>
<td>$225.90</td>
<td>$301.20</td>
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<td>$94.15</td>
<td>$175.70</td>
<td>$263.55</td>
<td>$351.40</td>
<td>$414.75</td>
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<td>$100.40</td>
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<td>$338.85</td>
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<td>$533.25</td>
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<tr>
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<td>$251.00</td>
<td>$367.50</td>
<td>$474.00</td>
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<td>11</td>
<td>$138.05</td>
<td>$276.10</td>
<td>$414.15</td>
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<td>$651.75</td>
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<td>$150.60</td>
<td>$301.20</td>
<td>$426.60</td>
<td>$568.80</td>
<td>$711.00</td>
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<td>$175.70</td>
<td>$351.40</td>
<td>$497.70</td>
<td>$663.60</td>
<td>$829.50</td>
</tr>
<tr>
<td>14</td>
<td>$175.70</td>
<td>$351.40</td>
<td>$497.70</td>
<td>$663.60</td>
<td>$829.50</td>
</tr>
</tbody>
</table>

#### COLOR

<table>
<thead>
<tr>
<th>Inches</th>
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<th>3 col</th>
<th>4 col</th>
<th>5 col</th>
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</thead>
<tbody>
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<td>$73.35</td>
<td>$88.80</td>
<td>$102.25</td>
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<td>$160.50</td>
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<tr>
<td>3</td>
<td>$75.35</td>
<td>$115.70</td>
<td>$147.95</td>
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<td>$223.25</td>
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<td>$88.80</td>
<td>$135.40</td>
<td>$185.60</td>
<td>$235.80</td>
<td>$291.00</td>
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<tr>
<td>5</td>
<td>$102.25</td>
<td>$160.50</td>
<td>$223.25</td>
<td>$291.00</td>
<td>$363.75</td>
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<tr>
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<td>$115.70</td>
<td>$185.60</td>
<td>$261.90</td>
<td>$349.20</td>
<td>$427.50</td>
</tr>
<tr>
<td>7</td>
<td>$129.15</td>
<td>$210.70</td>
<td>$305.55</td>
<td>$407.40</td>
<td>$484.75</td>
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<td>$135.40</td>
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<td>$349.20</td>
<td>$465.60</td>
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<tr>
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<td>$147.95</td>
<td>$261.90</td>
<td>$392.85</td>
<td>$498.60</td>
<td>$623.25</td>
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<tr>
<td>10</td>
<td>$160.50</td>
<td>$291.00</td>
<td>$427.50</td>
<td>$554.00</td>
<td>$692.50</td>
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<td>11</td>
<td>$173.05</td>
<td>$320.10</td>
<td>$480.15</td>
<td>$609.40</td>
<td>$751.75</td>
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<tr>
<td>12</td>
<td>$185.60</td>
<td>$349.20</td>
<td>$498.60</td>
<td>$664.80</td>
<td>$811.00</td>
</tr>
<tr>
<td>13</td>
<td>$210.70</td>
<td>$407.40</td>
<td>$581.70</td>
<td>$763.60</td>
<td>$929.50</td>
</tr>
<tr>
<td>14</td>
<td>$210.70</td>
<td>$407.40</td>
<td>$581.70</td>
<td>$763.60</td>
<td>$929.50</td>
</tr>
</tbody>
</table>
LSU Purple Pages is a comprehensive package consisting of your content placed on our website, in our app, and printed in our daily calendar in the newspaper. Your content and listing will be given priority placement as a “featured” listing. We will ensure your content is fresh and current by assigning you a client services coordinator to connect with you frequently to input the data on your behalf.

Advertisers will be featured on our Local Guide, where users can geo-locate you on the spot. Advertisers can create coupons to generate more interest, along with offering “hot deals” that will send out a push notification if the offer is short-term and incredible! Offers can be shared via email, social media or text, users can find you on a map, visit your website or call your business directly.

Advertisers can also list events that will be held at their location. LSU Events is a featured tile on the app home page, and content will show up online, in the app, and will also be printed in The Daily Reveille. One event per day can have up to four lines of detailed information to print in the paper. Online, we can upload videos, photos or links to social media within your listings.

Package upgrades are available as sponsorship of our in-app/online/print trivia game or sponsor a front page tile. Ask your rep for details.

**Introductory pricing** $200/ Month

*Introductory pricing expires July 31, 2014

SCAN THE QR CODE NOW TO DOWNLOAD THE APP AND EXPERIENCE EVERYTHING IT OFFERS FOR YOURSELF!
MOBILE ADVERTISING

Be at the fingertips of your customers!
LSU STUDENT MEDIA 225.578.6090

reveille home screen tile ads

Last year, The Reveille launched a completely updated, attractive, attention-grabbing, interactive and easy to use mobile and iPad app! (iPhone, iPad, Android).

The home screen has 12 tiles representing places to go or information to get. In addition to the expected “Sports”, “Opinion” & “News” tiles, clients have the opportunity to have their very own tile!

<table>
<thead>
<tr>
<th>mobile tiles 424x404</th>
<th>mobile ad pricing</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Month</td>
</tr>
<tr>
<td></td>
<td>$350</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>mobile sizing</th>
</tr>
</thead>
<tbody>
<tr>
<td>Phone</td>
</tr>
<tr>
<td>320x50</td>
</tr>
</tbody>
</table>

Our very low, introductory pricing is extremely affordable considering the exposure you will get!

reveille in-app advertising

Advertisers will have the option of placing ads within stories, within the apps!! Ads will link to your desired http. Get prime location, inventory and introductory pricing NOW before these spaces fill up with YOUR competition!

<table>
<thead>
<tr>
<th>Rotating Ads</th>
<th>Semester</th>
<th>Year</th>
</tr>
</thead>
<tbody>
<tr>
<td>$40/month</td>
<td>$180</td>
<td>$440</td>
</tr>
</tbody>
</table>

*Rotating ads - 4 month minimum

klsu in-app advertising

Over 4500 users of this app, making KLSU one of the top 3 college radio phone apps in the country!

SPACE IS LIMITED! 99.8% of students have a cell phone, will you be in their hands?
event description

This event is the only opportunity for local advertisers to have face-to-face access to LSU students, in a campus setting. The eleventh annual Living Expo will be March 19, 2014 in the Royal Cotillion Ballroom of the LSU Student Union. The Living Expo is our annual housing and merchant fair featuring apartment complexes, condominium communities, gyms, restaurants, banks, retailers and entertainment venues. Please ask your account executive for more details, and for a list of helpful tips to maximize your expo experience.

Living Expo 2013

Casino Royale

100% of attendees polled said the Living Expo was enjoyable.

Of the 47% of students who receive product samples, 65% went on to purchase the brand.

Of the 34% of students who attend a campus event sponsored by a brand, 64% went on to purchase the brand.

sponsorship levels

**ONE TABLE ($500)**

- 1 table
- 1 color (2 col x 3.5") ad in both pull-out special sections
- Name inclusion in 8 large ads promoting event
- Must provide a prize valued at $25

**TWO TABLE ($775)**

- 2 tables
- 1 color (2 col x 3.5") ad in both pull-out special sections
- Name inclusion in 8 large ads promoting event
- Must provide a prize valued at $50

**BRONZE PARTNER ($1,500)**

- 2 Tables
- Minimum 10’ x 10’ space at event
- Electricity at your booth
- 5 individual black & white ads (2 col x 2")
- 1 color (2 col x 6.75") ad in both pull-out special sections
- Small logo inclusion in 8 large ads promoting the event & prizes
- Name mentioned in a portion of the KLSU spots promoting the event
- Must provide a prize valued at $100

**PRESENTING PARTNER ($4,950)**

- 3 Tables
- Minimum 10’ x 20’ space at event
- Electricity at your booth
- 5 individual black & white ads (3 col x 5")
- 1 color ad (2 col x 14") in 4-page pull-out special section
- 1 color (3 col x 14") ad in 8-page pull-out special section
- Prominent logo inclusion in 8 large ads promoting the event & prizes
- Name mentioned in all KLSU spots promoting the event
- Additional logo placement in ads on Tiger TV, in The Daily Reveille and on lsureveille.com
- Must provide a prize valued at $50
SPECIAL PUBLICATIONS

rates & sizes

<table>
<thead>
<tr>
<th>Page Type</th>
<th>Size</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>7.007&quot; x 9.167&quot;</td>
<td>$650</td>
</tr>
<tr>
<td>Half Page</td>
<td>7.007&quot; x 4.536&quot;</td>
<td>$350</td>
</tr>
<tr>
<td>Quarter Page</td>
<td>3.423&quot; x 4.5361&quot;</td>
<td>$200</td>
</tr>
</tbody>
</table>

Back page placement - add 20%
Other placement - add 10%
Discount: Buy all 8 for 25% off
Buy 4 or more at 10% off
*$40 surcharge per advertiser

SHOP BATON ROUGE

A full-color publication with a durable cover to feature major shopping sections of Baton Rouge, including Towne Center, Perkins Rowe, The Mall of Louisiana and more. All clients to be featured on a map, in a shopping section. Additionally, we will feature housing near that shopping district.

FALL EDITION
Will attract readers already in Baton Rouge looking for places to shop for the holidays.

NOVEMBER: (Holiday shopping cover)
On stands November 25th (Monday before Thanksgiving)

Ad Deadline- November 4, 2013
In total 13,000 copies will be distributed.

SUMMER EDITION
Will attract readers in from out of town looking for places to shop and eat, along with readers looking to move to Baton Rouge and will become regular shoppers.

MAY 16TH:
Distributed at LSU graduation ceremonies

MAY 17TH - AUGUST 24TH:
Distributed to all incoming freshman and their parents at orientation fairs

Ad Deadline- April 23, 2014
In total 20,000 copies will be distributed.

2013-2014 SPECIAL PUBLICATIONS

Issue Published  ■  Deadline  ■  Guide
JUL 27  ■  JUL 1  ■  Freshman Orientation
AUG 30  ■  AUG 12  ■  Football
OCT 2  ■  SEPT 16  ■  Dining and Entertainment
DEC 3  ■  NOV 25  ■  Puzzle
FEB 19  ■  JAN 29  ■  Fashion, Health, & Beauty
MAR 19  ■  FEB 24  ■  Best of LSU
APR 23  ■  MAR 28  ■  Career
MAY 12  ■  APR 21  ■  Puzzle

OTHER PUBLICATIONS


Readers Seek Out Information On Products & Services from Advertising (62%) Topped Only by Friends & Family (67%)
Reach a captive audience that rides the bus up to 50 minutes a day on the LSU Tiger Trails bus system. Your message will be seen by more than 1.4 million riders each semester, showcased on 23 buses. These advertising panels are placed internally, above the windows of the bus. Your message can offer riders multiple ways to interact with you while they ride; via facebook, website, mobile app or text code. Most riders have a travel time of 10 – 25 minutes, a highly desirable and valuable length of exposure to your ad.

There are 23 buses in the fleet.

**product description**

In most cases clients will need to submit artwork for two different signs. The medium bus and large bus accommodate a different height of sign, so therefore two different files should be submitted. Your signs will be protected by clear plastic and security brackets. Consider your edges in which case they may be covered. Exact sizing guidelines are available by emailing your representative.

When files are ready, upload here:
- The address is: http://upload.vividlink.com
- Your user name is: LSUSStudentMedia
- Your password is: studentmedia123

Then send a notification email to: broadcastsales@tigers.lsu.edu
Direct questions to: your sales rep at 225-578-6090.

**bus sign packages**

**2 SIGN PACKAGE**

2 signs per bus (46 total signs)

PRICE PER SEMESTER

NEW CLIENT/ SIGNS: $6,400   RENEWAL: $5,200

**1 SIGN PACKAGE**

1 sign per bus (23 total signs)

PRICE PER SEMESTER

NEW CLIENT/ SIGNS: $3,400   RENEWAL: $2,800

**LARGE BUS ONLY PACKAGE**

1 sign per LARGE bus only (14 total)

PRICE PER SEMESTER

NEW CLIENT/ SIGNS: $2,500   RENEWAL: $2,000

$1,000 deposit plus first month payment is due before any signs will be put into production. Producing signs takes 10 business days upon receipt of artwork to be placed in the bus.

Buy 2 semesters, get the summer FREE (does not include a signage change)

**artwork guidelines**

**YOUR AD CAN BE VISIBLE ON 23 BUSES**

(Large Bus= 14 in fleet • Medium Bus= 9 in fleet)

12,000 passengers a day. 72,000 views a week. 288,000 views a month. 1,440,00 views a semester.
KLSU UNDERWRITING IS 100% TAX-DEDUCTIBLE

Underwriting combines the benefits of advertising with public relations as it builds awareness, credibility, and goodwill with listeners who are active, educated and community-minded. Underwriting is a highly targeted marketing tool, effective for long-term positioning or top-of-mind awareness.

KLSU’s goal is to assist you with a cost effective public radio marketing strategy that meets your needs and budget. Underwriting is a tax-deductible contribution to a non-profit agency. KLSU promotes slogans, locations and neutral descriptions of products and services. We cannot make quantitative, partisan or qualitative statements or make calls to action.

KLSU offers programming with no commercial clutter for greater impact. Your sponsorship messages are offered in a clutter-free environment allowing your message to have a stronger impact with KLSU listeners since they are more likely to listen to sponsorship breaks.

Underwriting with KLSU gives you the ability to reach a growing, weekly audience of diverse listeners who share many diverse interests and lifestyles. These listeners are in our community and also worldwide through online listenership and mobile phone KLSU app users.

Underwriting sample

[Your company] is a proud supporter of KLSU 91.1-FM. A portion of today’s programming is underwritten by [your company] to support this all-student radio station. [Your company] has been in business for over ___ years, located on the corner of Perkins and College drive, serving up ___________ and __________. Open every day from 10 am until 10 pm, [your company] is currently hiring and looking for part-time LSU student help. More information is available at 555-1212 or on the web at www.yourcompany.com.

rates

All rates are for spots to run on a rotating basis 6 am–11 pm. Prices are per 30-second spot.

<table>
<thead>
<tr>
<th>Spots</th>
<th>Rate</th>
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</thead>
<tbody>
<tr>
<td>20–50 spots</td>
<td>$8/spot</td>
</tr>
<tr>
<td>51–100 spots</td>
<td>$6/spot</td>
</tr>
<tr>
<td>101+ spots</td>
<td>$5/spot</td>
</tr>
<tr>
<td>On-campus*</td>
<td>$5/spot</td>
</tr>
</tbody>
</table>

*I.T. or pre-paid campus organization

Minimum purchase is 20 spots.
Purchase less than 20 spots = $15/spot,

break underwriting

SPORTS & NEWS
News update plays at :20 past the hour
Sports update plays at :40 past the hour
A.M. (6–9 a.m.) or P.M. (3–6 p.m.) available.
3 total spots per day.
One 30-second spot/hour
$120 per week for A.M. or P.M.

specialty show rates

One 2 x 3 ad in The Daily Reveille to promote the KLSU show with your logo included.
Fifteen underwriting announcements the week of your show sponsorship.

Three in-show underwriting announcements per hour.
One hour show – 18 total spots - $100 per week
Two hour show – 21 total spots - $125 per week
Three hour show – 24 total spots - $135 per week
Four hour show – 27 total spots - $150 per week

SPECIALTY SHOW DISCOUNTS

• 4 weeks = Week 5 at 25% off
• 6 weeks= Week 7 at 50% off
• 12 weeks= Week 13 at 100% off

DEADLINES
Final script for underwriting announcements must be received and approved three full business days prior to broadcast

KLSU UNDERWRITING IS 100% TAX-DEDUCTIBLE
ONLINE ADVERTISING

77.9% of LSU students use the internet as their main source of information.
LSU STUDENT MEDIA | 225.578.6090

WEBSITE DESCRIPTION

lsureveille.com offers additional unique text, video and graphic content to complement our print production. Website advertising is also available on our other media websites, ask your rep for details.

*3rd Rectangle not pictured.
Text Links: ROS Only

<table>
<thead>
<tr>
<th>Top Banner 728x90</th>
<th>Month</th>
<th>Semester</th>
<th>Year</th>
</tr>
</thead>
<tbody>
<tr>
<td>ROS &amp; Front</td>
<td>$900</td>
<td>$4050</td>
<td>$9900</td>
</tr>
<tr>
<td>Front Page Only</td>
<td>$775</td>
<td>$3488</td>
<td>$8305</td>
</tr>
<tr>
<td>ROS Only</td>
<td>$750</td>
<td>$3375</td>
<td>$8250</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Banner 620x60 or Animated Corner 75x75, 500x500</th>
<th>Month</th>
<th>Semester</th>
<th>Year</th>
</tr>
</thead>
<tbody>
<tr>
<td>ROS &amp; Front</td>
<td>$700</td>
<td>$3150</td>
<td>$7700</td>
</tr>
<tr>
<td>Front Page Only</td>
<td>$575</td>
<td>$2588</td>
<td>$6325</td>
</tr>
<tr>
<td>ROS Only</td>
<td>$550</td>
<td>$3375</td>
<td>$6050</td>
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</table>

<table>
<thead>
<tr>
<th>Top Rectangle 300x250</th>
<th>Month</th>
<th>Semester</th>
<th>Year</th>
</tr>
</thead>
<tbody>
<tr>
<td>ROS &amp; Front</td>
<td>$600</td>
<td>$2700</td>
<td>$6600</td>
</tr>
<tr>
<td>Front Page Only</td>
<td>$475</td>
<td>$2138</td>
<td>$5225</td>
</tr>
<tr>
<td>ROS Only</td>
<td>$450</td>
<td>$2475</td>
<td>$4950</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>2nd Rectangle 300x250</th>
<th>Month</th>
<th>Semester</th>
<th>Year</th>
</tr>
</thead>
<tbody>
<tr>
<td>ROS &amp; Front</td>
<td>$350</td>
<td>$1575</td>
<td>$3850</td>
</tr>
<tr>
<td>Front Page Only</td>
<td>$250</td>
<td>$1125</td>
<td>$2750</td>
</tr>
<tr>
<td>ROS Only</td>
<td>$225</td>
<td>$1013</td>
<td>$2475</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>3rd Rectangle 300x250</th>
<th>Month</th>
<th>Semester</th>
<th>Year</th>
</tr>
</thead>
<tbody>
<tr>
<td>ROS &amp; Front</td>
<td>$300</td>
<td>$1125</td>
<td>$2750</td>
</tr>
<tr>
<td>Front Page Only</td>
<td>$200</td>
<td>$900</td>
<td>$2200</td>
</tr>
<tr>
<td>ROS Only</td>
<td>$175</td>
<td>$788</td>
<td>$1925</td>
</tr>
</tbody>
</table>
TELEVISION ADVERTISING

76.2% of LSU students use television as a main source of information.

Show options on Tiger TV:
• Sports showtime
• Newsbeat
• The Ramen (entertainment)
• Specialty shows

Each show airs twice a week on Tiger TV. All residential halls, Greek houses and campus facilities receive these broadcasts. Additionally, they are rebroadcast on cable to general audiences. This includes four 30-second spots.

Maximum Exposure:
$7,455/yr or $745.50 in 10 monthly installments

• Production of one 30-second commercial
• Four commercials to air your chosen sponsored program:
  • airs at least twice
  • Approximately 21 full weeks of programming, 4 shows a week,
  • 4 commercials per show, 2 airings = approx. 672 commercials (min.) to air
• Entire shows viewable and uploaded to website
• 1 show segment a day uploaded to website with a :05 logo intro, and a :15 commercial to close (84 sponsored segments uploaded per year)
• 1 online rectangle ad to rotate with other sponsors
• Logo inclusion on a daily ad listing all TV showtimes in The Daily Reveille
• 300 column inches with color to use in The Daily Reveille during the fall and spring semesters
• Logo inclusion on four 4 half-page color ads in the magazine
• Sponsor name listed on www.tigertv.tv

Premium Exposure:
$4,490/yr or $449 in 10 monthly installments

• Production of one 30-second commercial
• Four commercials to air during your chosen sponsored program:
  • airs at least twice
  • Approximately 21 full weeks of programming, 4 shows a week,
  • 4 commercials per show, 2 airings = approx. 672 commercials (min.) to air
• Entire shows viewable and uploaded to website
  • (336 commercials available to view per year)
• 1 show segment a day uploaded to website with a :05 logo intro, and a :15 commercial to close (84 sponsored segments uploaded per year)
• Logo inclusion on a daily ad listing all TV showtimes in The Daily Reveille
• Logo inclusion on 4 half-page color ads in the magazine
• Sponsor name listed on www.tigertv.tv

channels airing tiger tv

The complete Tiger TV line-up of original programs, guest programs, and MTVu airs on:
  Campus Channel 75
Our original programs also rebroadcast on or at:
  Cable channel 19
  Cox Cable channel 4

Commercial Production:
$350/standard 30-second commercial production

• Up to 3 hours of taping
• One camera with light
• Production review with one-time revision
• Final product delivered on DVD

Ask for pricing of informational video production and additional services.

Infographics
Infographics resemble a print ad or slide and are shown on-air for :10 seconds.
Minimum purchase of 20 (less than 20 = $15 each).

SUBMISSION REQUIREMENTS
All television commercials must be submitted on DVD or QuickTime HD, HD files preferred.
Legacy is full-color glossy general-interest feature magazine that focuses on people and issues relating to the LSU campus community. Known for its unique design, this magazine is published four times a year and is distributed at numerous locations across the campus.

<table>
<thead>
<tr>
<th>Issue Published</th>
<th>Deadline</th>
</tr>
</thead>
<tbody>
<tr>
<td>SEPT 23</td>
<td>AUG 23</td>
</tr>
<tr>
<td>NOV 11</td>
<td>OCT 11</td>
</tr>
<tr>
<td>FEB 17</td>
<td>JAN 17</td>
</tr>
<tr>
<td>MAR 31</td>
<td>FEB 28</td>
</tr>
</tbody>
</table>

**Rates**

- **Full Page**: 9x12 $350
- **Inside Front Cover**: 9x12 $450
- **Page One**: 9x12 $450
- **Inside Back Cover**: 9x12 $425
- **Back Cover**: 9x12 $500
- **Half Page**: 3.6x10 $225
- **Quarter Page**: 3.6x6 $125

Other Placement - add 10% Discount: Buy 4 at 10% off

CALL YOUR STUDENT MEDIA REP TODAY! 225.578.6090

**Show your Tiger Spirit!**

Available at the following locations:

- S. Pearl Street
- N. Pearl Street
- College Drive
- LSU Tiger Stadium
- LSU Student Union
- LSU Bookstore
- LSU Student Media
- www.legacy.com
The Gumbo is Louisiana State University’s annual yearbook. The publication is distributed each Fall. Student Organizations can generate awareness for prospective members, highlight philanthropic endeavors, and celebrate member achievements.

**Student Organization Rates**

<table>
<thead>
<tr>
<th></th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>$350</td>
</tr>
<tr>
<td>Additional Full Page</td>
<td>$250</td>
</tr>
<tr>
<td>Half Page</td>
<td>$225</td>
</tr>
</tbody>
</table>

*All ads will run in full color*

To reserve your organization’s space, call the sales office at 225.578.6090.

**Retail Advertisements**

To support student jobs and the university, advertisers may purchase space in the yearbook. For rates and placement contact 225.578.6090.
**AVERAGE STUDENT VISITS PER MONTH**

**students are super shoppers**

<table>
<thead>
<tr>
<th>Store Type</th>
<th>Visits %</th>
<th>Avg. Visits</th>
</tr>
</thead>
<tbody>
<tr>
<td>GROCERY STORE</td>
<td>92%</td>
<td>6</td>
</tr>
<tr>
<td>LARGE RETAIL STORE</td>
<td>89%</td>
<td>6</td>
</tr>
<tr>
<td>QUICK SERVICE RESTAURANT/COFFEE BAR</td>
<td>88%</td>
<td>6</td>
</tr>
<tr>
<td>SIT-DOWN RESTAURANT</td>
<td>83%</td>
<td>5</td>
</tr>
<tr>
<td>CONVENIENCE STORE</td>
<td>81%</td>
<td>5</td>
</tr>
<tr>
<td>CLOTHING STORE</td>
<td>80%</td>
<td>5</td>
</tr>
<tr>
<td>DRUG STORE</td>
<td>75%</td>
<td>4</td>
</tr>
<tr>
<td>GYM/FITNESS</td>
<td>54%</td>
<td>7</td>
</tr>
<tr>
<td>OFFICE SUPPLY STORE</td>
<td>46%</td>
<td>3</td>
</tr>
</tbody>
</table>

*Source: College Explorer Study, re:fuel 2011, 2012*

- **87%** of faculty read their campus newspaper.
- **87%** of students read the advertisements in the school newspaper.
- **87%** of students and faculty say their campus newspaper is most relevant to finding advertising content.
- **83%** of college students have tried a product of store after seeing it advertised.

Average LSU Student Discretionary Monthly Spending is $505.96 > a 40% increase over last year!
LSU ANNUAL STUDENT SPENDING

Student spending per category. Total Discretionary Spending: $179.4 million per year. Average monthly spending increased by 40% over last year!

- **FOOD**
  - $60.3 million
  - $28.4 million grocery stores
  - $18.8 million dining out
  - $13.1 million convenience stores

- **ELECTRONICS**
  - $25.2 million
  - $11.7 million technology
  - $13.5 million cell phone / smart phone

- **AUTOMOTIVE**
  - $24.1 million
  - $13.5 million cell phone / smart phone

- **HEALTH & BEAUTY**
  - $18.4 million
  - $7.8 million cosmetics
  - $10.6 million personal care

- **ENTERTAINMENT**
  - $12.4 million

- **CLOTHING & SHOES**
  - $10.6 million

*Source: 2012 College Explorer study powered by Crux Research courtesy of re:fuel.

**Demographics**

- **24,631** undergraduate students
- **4,918** graduate students
- **4,759** faculty & staff
- **34,308** total university population
- **51%** female
- **49%** male
- **74%** LA residents
- **20%** out-of-state resident
- **24%** live on campus
- **76%** live off campus
- **6%** international

Average LSU Student Discretionary Monthly Spending is $505.96 • CALL 225.578.6090
# 2013-2014 LSU Student Media Calendar

## Reveille Print Calendar

<table>
<thead>
<tr>
<th>August 2013</th>
<th>September 2013</th>
<th>October 2013</th>
<th>November 2013</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="calendar-aug2013.png" alt="Calendar" /></td>
<td><img src="calendar-sept2013.png" alt="Calendar" /></td>
<td><img src="calendar-oct2013.png" alt="Calendar" /></td>
<td><img src="calendar-nov2013.png" alt="Calendar" /></td>
</tr>
</tbody>
</table>

### Reveille Print Calendar Key
- **Reveille Run Dates**
- **Half Day of School**
- **First and Last Days of Semester**
- **School Closed - Holiday**

## Academic Calendar

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>Aug 25</td>
<td>Fall Classes Begin</td>
</tr>
<tr>
<td>Sept 2</td>
<td>Labor Day Holiday</td>
</tr>
<tr>
<td>Oct 14-19</td>
<td>Fall Midterms</td>
</tr>
<tr>
<td>Nov 7-10</td>
<td>Fall Break</td>
</tr>
<tr>
<td>Nov 27-Dec</td>
<td>Thanksgiving Break</td>
</tr>
<tr>
<td>Dec 9-13</td>
<td>Fall Final Exams</td>
</tr>
<tr>
<td>Dec 20</td>
<td>Fall Commencement</td>
</tr>
<tr>
<td>Dec 23-Jan</td>
<td>Winter Break</td>
</tr>
<tr>
<td>Jan 15</td>
<td>Spring Classes Begin</td>
</tr>
<tr>
<td>Mar 2-5</td>
<td>Mardi Gras Break</td>
</tr>
<tr>
<td>Mar 10-15</td>
<td>Spring Midterms</td>
</tr>
<tr>
<td>Apr 14-20</td>
<td>Spring Break</td>
</tr>
<tr>
<td>May 5-10</td>
<td>Spring Final Exams</td>
</tr>
<tr>
<td>May 16</td>
<td>Spring Commencement</td>
</tr>
<tr>
<td>June 9</td>
<td>Summer Classes Begin</td>
</tr>
<tr>
<td>July 4</td>
<td>Independence Day</td>
</tr>
</tbody>
</table>

## KLSU Calendar

<table>
<thead>
<tr>
<th>August 2013</th>
<th>September 2013</th>
<th>October 2013</th>
<th>November 2013</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="calendar-aug2013.png" alt="Calendar" /></td>
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<td><img src="calendar-oct2013.png" alt="Calendar" /></td>
<td><img src="calendar-nov2013.png" alt="Calendar" /></td>
</tr>
</tbody>
</table>

### KLSU Calendar Key
- **Dates of Automation**
- **Half Day of School**
- **First and Last Days of Semester**
- **School Closed - Holiday**

## Football Schedule

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>Aug 31</td>
<td>TCU @ Dallas Cowboys Stadium</td>
</tr>
<tr>
<td>Sept 7</td>
<td>University of Alabama at Birmingham</td>
</tr>
<tr>
<td>Sept 14</td>
<td>Kent State</td>
</tr>
<tr>
<td>Sept 21</td>
<td>Auburn</td>
</tr>
<tr>
<td>Sept 28</td>
<td>University of Georgia</td>
</tr>
<tr>
<td>Oct 5</td>
<td>Mississippi State</td>
</tr>
<tr>
<td>Oct 12</td>
<td>University of Florida</td>
</tr>
<tr>
<td>Oct 19</td>
<td>Ole Miss</td>
</tr>
<tr>
<td>Oct 26</td>
<td>Furman University (Homecoming)</td>
</tr>
<tr>
<td>Nov 9</td>
<td>University of Alabama</td>
</tr>
<tr>
<td>Nov 23</td>
<td>Texas A&amp;M</td>
</tr>
<tr>
<td>Nov 30</td>
<td>Arkansas</td>
</tr>
</tbody>
</table>

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