5 Days Please
The insertion order is a contract that includes the advertising schedule and payment. Please submit the insertion order and information necessary to create the ad five days before publication.

Ballpark Prices
1/8 page - $120
¼ page - $252.00
½ page - $504

These are standard sizes, but you can create an ad of any size. The student organization rate per column/inch is $8.

Give it Some Color
To add (one) spot color costs $50. The cost to have the ad in full color is determined by the size of the ad.

The Art & Design
You can send in the information for the ad to our free creative services department so they can create an ad and then send you the proof. Another option is for you to create the ad yourself and send it over camera-ready. Please see your rep for more information if you plan to create your own ad.

Discounts
20%-30% If you are running the same ad multiple times you can receive 20% off the second time it runs and 30% off all remaining times it runs.

Special Issues
These are highly read special publications that are inserted into The Daily Gamecock. This year’s special publications include the USC Football Preview, Parents Weekend, Best of Carolina, the Off-Campus Housing Guide and Semester Spotlight. The full list of publications can be found on the back page of the rate card.

Garnet & Black
Our university’s magazine is printed four times a year and covers the latest in arts & entertainment, national issues and their impact on campus. All of the ads are in full color and this magazine has a very long shelf life. A ¼ page is $200, ½ page is $300 and full page is $500.

Small Budget?
Puzzle Ads - $50 to place a black and white ad (3 col x1 in) above a crossword or Sudoku puzzle.

Online ads - Reserve ad space on our website by the day or by the week. See rate card for more details.