

SCAD ATLANTA STUDENT MEDIA CENTER

RATE CARD



2017-2018

atstudentmedia@scad.edu
(404) 253-3285

WHO WE ARE

SCAD is a unique institution with an innovative curriculum that prepares talented students for creative careers.

THE SAVANNAH COLLEGE OF ART AND DESIGN HAS NEARLY 12,000 STUDENTS AT LOCATIONS IN ATLANTA AND SAVANNAH, GA., LACOSTE, FRANCE, HONG KONG AND ONLINE THROUGH SCAD ELEARNING.

SCAD students come from all 50 United States and more than 90 countries. They are tech savvy and sharp consumers. They play a significant role in the growing local economies at their locations. More than 90 percent of SCAD alumni are employed in their fields or pursuing further education within six months of graduation. SCAD students are in high demand.

STUDENT MEDIA IS THE BEST WAY TO RAISE AWARENESS AND INCREASE YOUR ACCESS TO A VIABLE TARGET MARKET OF MORE THAN 2,100 STUDENTS WITH AN AVERAGE AGE OF 25.

You can also reach more than 250 faculty and staff members as well. A variety of advertising and promotional opportunities are available to help your company grow student business. Discounts are available for multiple-month purchases, combination packages with different media and purchases made by nonprofit and/or arts organizations. Full advertising policies may be requested from atlstudentmedia@scad.edu.

SCAN



**SCAN IS THE AWARD-WINNING STUDENT MAGAZINE OF SCAD ATLANTA,
FEATURING STUDENT WRITING, PHOTOGRAPHY, ART AND DESIGN.**

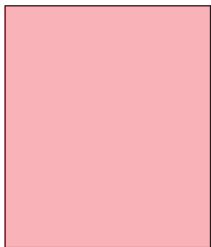
scadconnector.com/scan

Produced three times per year (September, January and March), the publication appeals to the college community through a unique artistic style and approach. The magazine is printed on high-quality paper and employs a vibrant color palette to attract readers. 2,000 copies are distributed free of charge to students, faculty, staff and alumni at the SCAD Atlanta location, and posted online in their entirety.

atstudentmedia@scad.edu
(404) 253-3285

RATES AND INFORMATION

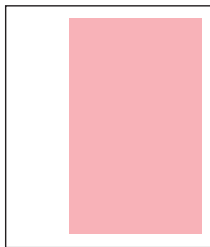
FULL PAGE



8.5 x 10 in.

\$750

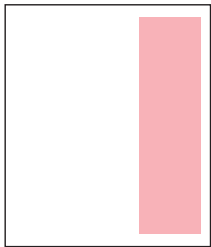
2/3 PAGE



4.9 x 9 in.

\$550

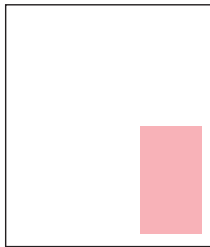
1/3 PAGE



2.4 x 9 in.

\$275

1/6 PAGE



2.4 x 4.5 in.

\$150

SCAD CONNECTOR

SCADconnector

**THE CONNECTOR IS SCAD ATLANTA'S AWARD-WINNING,
EDITORIALLY INDEPENDENT STUDENT NEWS SOURCE,
AVAILABLE ONLINE AND UPDATED DAILY.**

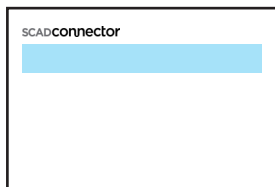
scadconnector.com

The Connector is the central source of news and information for SCAD Atlanta students and includes news and feature articles, event listings, comics, arts and entertainment coverage, photography, illustration and more, all completely produced by students. The Connector offers opportunities for students to get involved in journalism, photography, graphic design, illustration, Web development and more, and maintains memberships in the national Associated Collegiate Press, Columbia Scholastic Press Association and Georgia College Press Association.

The audience consists of more than 3,500 SCAD students, parents, faculty, staff and alumni. On average, Connector attracts more than 1,000 unique visitors every week. The publication offers affordable display and classified advertising for businesses and individuals who want to reach the SCAD Atlanta community.

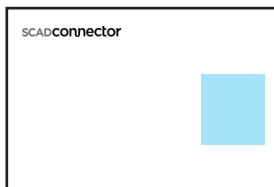
RATES AND INFORMATION

TOP BANNER AD



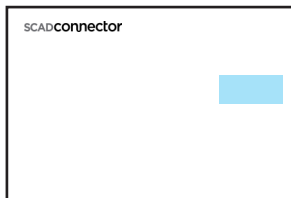
920 x 120 pixels
\$360 per month

LARGE SIDEBAR AD



300 x 260 pixels
\$240 per month

SMALL SIDEBAR AD



300 x 120 pixels
\$120 per month

Contact us for weekly rates and information on classifieds.

SCAD ATLANTA RADIO



**SCAD ATLANTA RADIO PROVIDES STUDENT-PRODUCED
NONCOMMERCIAL RADIO AVAILABLE TO LISTENERS AT SCAD
ATLANTA AND ALL OVER THE WORLD THROUGH OUR WEB STREAM.**

scadatlantaradio.org

The station is entirely student-operated and station programming is designed to represent the diversity and creativity of the SCAD student body. The station is available 24/7 online and is played in the main SCAD Atlanta student lounge and dining facility. In compliance with noncommercial radio licensing, the station offers underwriting announcements for sponsorships of the station or individual programs.

UNDERWRITING RATES

25 Spots per Week: \$50
100 Spots per Week: \$100



SCAN

SCADconnector

SCAD ATLANTA
RADIO 97.9