

Sports/Special Editions



HORIZONS

- Mailed to the home of every new incoming student (approximately 8,000) in early August before they arrive on campus.
- Is a new student's first introduction to campus life, university traditions and the Tuscaloosa area.
- The only way to reach every new incoming student before they get to campus.

BID DAY

- A keepsake edition for every young woman going through Sorority recruitment at UA, as well as their friends and family members.
- Filled with photos that capture the entire recruitment process.

GAMEDAY

- Distributed on the Thursday before all football games as a supplement to The Crimson White.
- Provides highlights, pregame analysis, player/coach profiles, and unique insight on the upcoming game.
- A must-read for students, faculty/staff, alumni and all Bama fans and is distributed to every campus RV park on gameday.

GRADUATION

- Recognizes students who are graduating from UA.
- Contains messages from graduate families and friends.
- Distributed with the last issue of the Spring semester.

HORIZONS RATES

Full page.....	\$1313.76
3/4 page	\$1030.40
1/2 page (H & V)	\$656.88
1/4 page	\$328.44
1/8 page (H & V)	\$164.22
Strip ad (H)	\$136.53
Strip ad (V)	\$328.44

*All rates include full color.
All national ads are billed at open rate.*

PREMIUM POSITION RATES

Inside Front Cover.....	\$1510.62
Inside Back Cover.....	\$1510.62
Back Cover	\$1693.71

*All rates include full color.
All premium positions are first come, first served.*

CONTRACT RATES

Spend \$2,500	save 5%
Spend \$5,000	save 9%
Spend \$7,500	save 13%
Spend \$10,000	save 17%
Spend \$12,500	save 21%
Spend \$15,000	save 25%
Spend \$17,500	save 29%
Spend \$20,000 +	save 33%

Total spent based on dollars spent for all Student Media advertising types (not including Crimson Ride signs).

Contracts run from the date of signature until May 1, 2018. All ad policies apply.

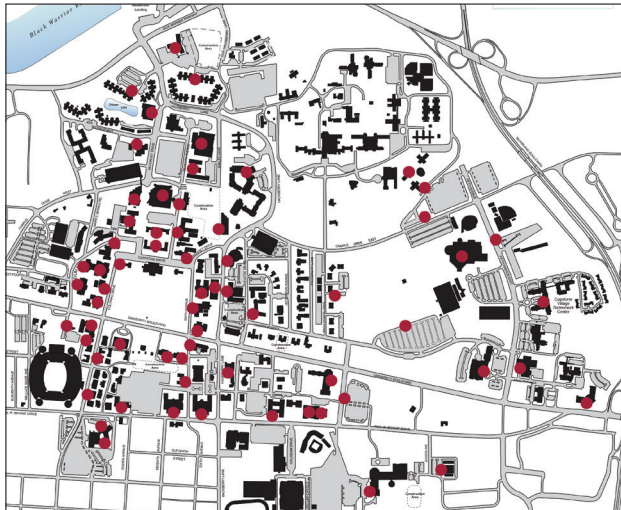
CAMPUS RATE

All legitimate University offices and departments and all registered student organizations receive a 15% discount off the open rate for all Student Media advertising types.

Circulation

● Newsstand locations

The Crimson White is published Mondays and Thursdays, and distributed to more than 155 newsstands, on and off campus, in Tuscaloosa and Northport.



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