

# SCAD STUDENT MEDIA CENTER

scad.edu/studentmedia

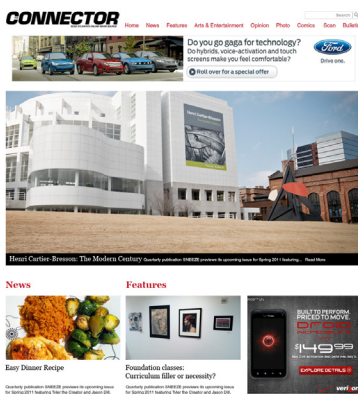
## Who we are

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 10,000 students at locations in Atlanta and Savannah, Ga., Lacoste, France, and online through SCAD eLearning. SCAD students come from all of the states and more than 90 countries.

SCAD students are tech savvy and sharp consumers. They play a significant role in growing local economies of their locations. Nearly 90 percent of SCAD alumni secure employment in their fields within six months of graduation. SCAD students are in high demand.

Student Media is the best place to raise awareness and

increase accessibility to a viable target market of more than 2,000 Atlanta students with average age of 25. A variety of advertising and promotional opportunities are available to help your company grow student business.



scadconnector.com



scadconnector.com/scan



scadatlantaradio.org

CONNECTOR

SCAN

SCAD ATLANTA  
RADIO

1600 Peachtree St.  
Atlanta, GA 30309  
Fax: 404-253-3107

ads@scadconnector.com  
Tel: 404-253-2777

## The Connector

The Connector is SCAD Atlanta's award-winning, editorially independent student news source, available at [www.scadconnector.com](http://www.scadconnector.com). Updated daily, The Connector is the main source of news and information for the Atlanta location and includes articles, photo features, cartoons, and theater, art and restaurant reviews. The Connector offers opportunities for students in journalism, graphic design and Web development, and maintains memberships in the Georgia College Press Association and Associated Collegiate Press.

### Ad sizes

Rates are monthly and are for run of site.

Header (920 x 120 pixels)	\$360
Story bar (600 x 120 pixels)	\$240
Large square (300 x 260 pixels)	\$240
Horizontal banner (300 x 120 pixels)	\$120
Banner (140 x 120 pixels)	\$80
Vertical banner (140 x 260 pixels)	\$120
Tower (140 x 400 pixels)	\$200

### Advertising standards

The following advertisements are not allowed: Adoption, Dating Services, Homework, Mail order, Modeling, Personals, Political, Term papers, and Trades.

Ask your advertising executive or classified ad manager about applicable restrictions on Alcohol, Classifieds, and Credit card/financing advertisements.

### Web ad specs

Images will be accepted as GIF or JPEG files with a standard resolution of 72 dpi. The Connector reserves the right to modify any submitted HTML codes. They should be submitted without HTML, title, head or body tags. All HTML attributes must be coded properly. All tags should be properly nested.

All links should load a new Web page in the existing browser window. Links posted on The Connector's website must take users directly to the advertiser's website, unless written permission for another site location is provided. Mouseover interaction cannot take users to another site. All ads that do not meet the criteria after being uploaded will be removed from The Connector's website and treated as canceled ads. All ads must be completely functional and not designed to deceive.

### Deadlines and policies

New online ads will be posted seven days after receipt of ad copy. All will be reviewed by The Connector for approval prior to posting. Online ads will be subject to edits according to Associated Press style. One proof will be provided for submitted content. The Connector has the right to refuse any advertising that is deceptive, fraudulent or offensive to our viewers. Ads with sound are not accepted. Animated ads are accepted on occasion and are limited to three panes.

### Weekly rate

Ask your advertising account executive about weekly rates. Weekly rates are available for special announcements and events only.

Non-profit discount	20%
Agency Discount	15%
Preferred business discount	15%
Frequency discounts	20%
Three-month minimum run. Only available on banner ads. May not be used with any other offer.	
Animation	\$50 fee
Premium placement	5% fee

### Classifieds

Classified ads are updated weekly on Fridays. New ads must be submitted one week prior to scheduled start date. The deadline is 5 p.m. All ads are subject to approval by The Connector.

45 words and link (1,000 click maximum)	\$15
\$3 special formatting surcharge	
10 cents for each additional work	
20 percent discount with valid SCAD ID	



Do you go gaga for technology? Do hybrids, voice-activation and touch screens make you feel comfortable?



Roll over for a special offer



Henri Cartier-Bresson: The Modern Century Quarterly publication SNEEZE previews its upcoming issue for Spring 2011 featuring... Read More

#### News



Easy Dinner Recipe

Quarterly publication SNEEZE previews its upcoming issue for Spring 2011 featuring Tyler the Creator and Jason Dill, with photography from Kenneth Cappello. Dubbed "The

#### Features



Foundation classes: Curriculum filler or necessity?

Quarterly publication SNEEZE previews its upcoming issue for Spring 2011 featuring Tyler the Creator and Jason Dill, with photography from Kenneth Cappello. Dubbed "The



[scadconnector.com/scan](http://scadconnector.com/scan)

## SCAN

SCAN is the award-winning student magazine of SCAD Atlanta, featuring student writing, photography, artwork and design. Produced quarterly, the publication appeals to the college community through an artistic approach. The magazine is printed on high-quality matte finished paper and employs a vibrant color palette to catch readers' eyes. Two thousand copies are distributed at SCAD Atlanta locations and are available free-of-charge to students, faculty, staff and alumni.

### Magazine ad space

Mac users must provide PDF, Illustrator, InDesign, Photoshop or Quark XPress file. PC users must provide high resolution or press-ready PDF. All PDF files must contain only four-color or CMYK process images. All images, including TIF and EPS files, must be 300 dpi. Please include all placed files and fonts in the submission. All submitted ads should be camera ready.

If files are prepared improperly or requirements are not met, then SCAN cannot guarantee the production of the ad, or files may not be accepted.

SCAN provides professional ad design assistance, layout and preparation of electronic files. SCAN will accept images with 300 dpi resolution to create ads. TIF, EPS and JPG files are accepted. Images pulled from the Internet or embedded in a Word-document will not be accepted.

### Ad sizes and rates

Full page (7.5 x 8.9583 in.)	\$800
2/3 page vertical (4.9444 in. x 8.9583 in.)	\$600
2/3 page horizontal (7.5 in. x 5.9167 in.)	\$536
1/3 page vertical (2.3889 in x 8.9583 in.)	\$200
1/3 page horizontal (7.5 in. x 2.875 in.)	\$264
2.3889 x 5.9167 in.	\$176
4.9444 x 2.875 in.	\$176
2.3889 x 2.875 in.	\$88



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## SCAD Atlanta Radio

SCAD Atlanta Radio makes student-produced, non-commercial radio available to listeners on campus and all over the globe via our mp3 stream and Real Audio/Video streams. SCAD Atlanta Radio is entirely student-operated, and station programming is designed to represent the diversity and creativity of the Savannah College of Art and Design student body. In addition, SCAD Atlanta Radio is dedicated to offering music and programming not heard on other Atlanta radio stations, with particular emphasis

on music performed by SCAD students and other local artists.

SCAD Atlanta Radio offers comprehensive training in radio station operation, Federal Communications Commission regulations and professional practices relevant to the broadcasting field. The station enhances the campus community by airing public service announcements and news coverage of SCAD student organizations and events.

## SCAD Atlanta Radio underwriting

25 spots/week	\$50
100 spots/month	\$100

## Acceptable policies

Telephone number, e-mail address, website and business location or service area.

Product origin ("Savannah Red Rice" or "Brunswick Stew")

Product content ("silk blouses" or "leather shoes")

Day of operation.

A listing of up to three products and services

Intended use of product ("men's suits" or "leather shoes")

Form of delivery or method of preparation ("made from paper" or "cooked with herbs")

## Underwriting policies

All payments are due within 30 days of written ad agreement. Full payment is expected for canceled ads. \$35 service fee will be charged for returned checks.

Underwriting supports SCAD student media education. Financial support for current programming at SCAD Atlanta

Radio will not imply that sponsors may influence program content or programming decisions. Legal or trade names must be stated to identify underwriters. Well established non-promotional corporate slogans may be used if they meet the FCC guidelines provided here. All underwritten copy, including corporate slogans, is subject to approval by SCAD Atlanta Radio. SCAD Atlanta Radio is a non-commercial station regulated by the FCC. Below is a list of guidelines for underwritten copy.

## Unacceptable policies

Qualitative language ("handcrafted," "homemade," "great" or "wonderful")

Comparative language ("better" or "most")

Call to action ("call today" or "come by")

Business location using another business as point of reference ("located next to/near Coca Cola")

Number of years in business ("serving the Greater Atlanta area for over 25 years")

First person statements ("I recommend ...")

Second person statements ("You can stop by ...")



### Album Review: Washed Out

By Robby White Washed Out is a name to remember this summer after his recent album release *Within and Without* hit the shelves July 12, 2011. For one had never heard of Washed Out before the release of this album, but I know it won't get lost in all the other summer jams reaching our ears this summer. Washed Out is the stage name of musician Ernest Greene. I discovered that Greene is also a Georgia Native from Perry Georgia. Not too far south from SCAD Atlanta.

[Read the review](#)

### BLOG POSTS

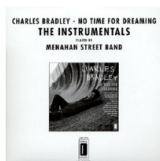
Playlist for the Fuzz Factory with Brett Callero - 8/4/11



Hello, hello. Last week was so much fun, I decided to continue the feature this week. Therefore let's get right to it. The Fuzz Factory *Literally Rock N' Roll Show, Part 2* playlist. Long Live Rock N' Roll. [Read More](#)

### WEEKLY CHARTS

8/9/11 Charts



Hey everyone,

I did a decent amount of nothing this past week. I walked around SoHo with my dad because he wanted to buy porcupine quills from a store that sells a lot of animal related things like quills and skeletons and taxidermy in bell jars. [Read More](#)

### ALBUM REVIEW

Album Review: Washed Out



By Robby White

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**Just played: Second Song - TV On The Radio - Nine Types Of Light [Deluxe] (unknown)** 3 minutes ago [scadatlradio](#)

**Continuing the literal celebration of Rock & Roll on the Fuzz Factory tonight. Songs about the fine art of...** 4 days ago [scadatlradio](#)