

**CS COLLEGIATE STANDARD**

**INTERCOLLEGIATE NEWS OF THE CAROLINAS**

# **2021/2022 Advertising Rates**



PHOTO: ANDREA PIACQUADIO

**(000)000-0000**

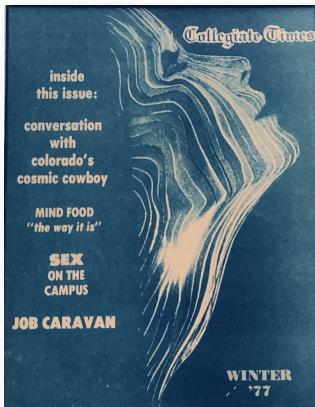
**ads@collegiatestandard.com**

# **CS COLLEGIATE STANDARD**

# WHO WE ARE

The *Collegiate Standard* is the intercollegiate news/magazine for the students, faculty, and staff of the 257 colleges and universities in North and South Carolina.

# HISTORY



The *Collegiate Times* began publishing in 1977 and has received national recognition for editorial content and advertising design. CS earned critical acclaim with its popular *exclusive* interviews featuring some of the biggest names in the entertainment industry.

In the new millennium, *Collegiate Times'* name was changed to *Collegiate Standard* to reflect more of a magazine title.

In 2003 a tsunami struck when UNC Charlotte student Clay Aiken became a contestant on the wildly popular TV show "American Idol." And when Diane Sawyer and ABC visited UNC Charlotte to follow Clay around the campus and the camera man zoomed in on the cover of a *Collegiate Standard* that Clay was

signing in a queue of fans holding copies for him to sign — that day the phone never stopped ringing and CS email directories quickly filled up with queries. As one editor quipped, “I realized we were entering the eye of a perfect storm when middle-aged women from all over the nation started phoning the office seeking info on Clay Aiken.” Distribution racks on campuses across North Carolina were stripped clean, leaving a trail of empty boxes.

North Carolina were stripped as soon as they were filled and copies started selling on eBay for \$25 and more. Claymania was fun but became too big an enterprise and caused other areas of *Collegiate Standard* to be neglected so finally it was decided to publish a farewell to Clay issue which sold out with orders of copies from all over of the world – Singapore to Tulau and all areas in between.



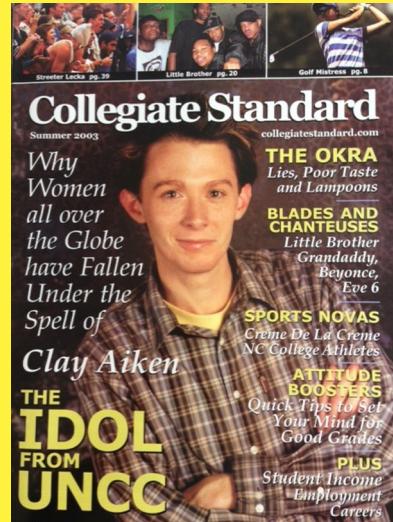
In 2011, the Collegiate Standard ceased distributing on paper and moved to an online delivery title only.

In 2021, the *Collegiate Standard* began serving the Carolinas—adding South Carolina schools with North Carolina schools.

# COLLEGIATE STANDARD VIEWERSHIP

- The *Collegiate Standard* serves students, faculty and staff in **297 colleges and universities** of the Carolinas with an online target viewership of over **800,000** people in the 2021/2022 year!
- The *Collegiate Standard* is the **ONLY intercollegiate title distributed in North Carolina and South Carolina** making it one of the most vital news and information sources for the college and university communities in the Carolinas.
- College students average about **\$800 per month** in discretionary spending. That's **\$640 million** per month for students in the Carolinas!
- The *Collegiate Standard* is viewed up to over 33,000 viewers per day with 70% of viewership from the North Carolina Metro areas of Charlotte, Raleigh-Durham, Greensboro, and South Carolina Metro areas of Columbia, Charleston, and Greenville-Spartanburg.
- Estimated annual expenditures related to students, faculty, staff and visitors in the Carolinas is over **\$7.5 billion**.

**Build A Relationship  
With Your Local  
Collegiate Community!**



# GENERAL AD POLICIES

an open marketplace of ideas and safeguarding USC's Principles of Community, the Daily Trojan has established the following guidelines:

The primary purpose of accepting advertising in the Daily Trojan is to inform the USC community about products, services, and events in which members of the community may reasonably have an interest. Events can take any number of forms, including but not limited to: classes, workshops, forums, performances, activities, vigils, protests, parades, celebrations, voter registration, field trips, and seminars.

The channel for expression of viewpoints, including those of political or religious nature, is through letters to the editor, opinion columns, or other editorial content.

The newspaper reserves the right to determine what it deems the primary purpose of any ad and act accordingly. Furthermore, the Daily Trojan will not publish advertising that it deems inflammatory in nature or otherwise inconsistent with its general advertising policies.

The intention of these guidelines is not to obstruct or censor ideas, but rather to redirect the discussion of viewpoints to the community itself, where edifying dialogue can foster a better understanding of divergent opinions. We hope these guidelines will engender a greater sense of community at USC and encourage the intellectual, emotional and moral growth of its individuals.

The Daily Trojan abides by all applicable state and federal regulations governing advertising.

Additionally, the Daily Trojan adheres to the following policies with regard to advertising:

**ADVERTISING NOT ACCEPTED:** The Daily Trojan will not accept advertising for tobacco, liquor, beer, wine, medical/recreational cannabis and related products/services, gambling, term paper sales, editing services, writing services, research assistance services, or for models to pose semi-clad or undressed (except for art classes). It reserves the right to refuse advertising



Rates and terms

email newsletters