

Student Publications Media Kit

Western Kentucky University
2019-2020



19,456 Enrolled Students



79%
In-State



21%
Out-of-State

17,030
Undergraduates



More than 3,000 faculty and staff

60% Female

40% Male

Data obtained from the National Center for Education Statistics and the 2018 WKU Fact Book.

Student Publications

Student Publications is home to the College Heights Herald, Talisman and Cherry Creative.

The Herald, which was founded in 1925, is among the most honored student-run news organizations in the country. Holding 17 national Pacemaker Awards, the highest honor in collegiate journalism, the Herald publishes each Tuesday during the academic year and updates WKUHerald.com daily.

The Talisman is a high-end, semi-annual magazine and ever-changing website covering the life and culture of WKU and Bowling Green. Talisman is proud to boast 20 Pacemaker Awards.

Cherry Creative is a group of skilled storytellers who help clients reach the WKU community through sponsored content and specialty publications.

Student Publications provides students with experiences and career opportunities. We provide our audiences with news, information and an accurate representation of life.

Contact us

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College Heights Herald

Founded in 1925, the College Heights Herald is among the most honored student-run news organizations in the country. The Herald holds 17 national Pacemaker Awards, the highest honor in collegiate journalism.

WKUHERALD



Print advertising

The College Heights Herald is the No. 1 source of campus news and the best way to reach the WKU market. The print edition is published every Tuesday to the WKU community and handed directly to students by our distribution team. We can get your message out! For information on sponsored content, see page 8.

Standard advertisements

Sizes & Pricing

P - Prepaid

BC - Billed Campus

BL - Billed Local

Color + \$150.00

Deadlines

Sales - Tuesday, 4 p.m.

Artwork - Wednesday, 4 p.m.

<p>P: \$831.60 BC: \$864.36 BL: \$918.54</p> <p>9.75"w x 21"h</p> <p>Full</p>	<p>P: \$412.63 BC: \$428.88 BL: \$455.77</p> <p>9.75"w x 10.42"h</p> <p>Half Horizontal</p>	<p>P: \$415.80 BC: \$432.18 BL: \$459.27</p> <p>4.81"w x 21"h</p> <p>Half Vertical</p>	<p>P: \$203.94 BC: \$211.97 BL: \$225.26</p> <p>9.75"w x 5.15"h</p> <p>Quarter Horizontal</p>
<p>P: \$206.31 BC: \$214.44 BL: \$227.88</p> <p>4.81"w x 10.42"h</p> <p>Quarter Vertical</p>	<p>P: \$99.39 BC: \$103.31 BL: \$109.78</p> <p>9.75"w x 2.51"h</p> <p>Eighth Horizontal</p>	<p>P: \$101.97 BC: \$105.98 BL: \$112.63</p> <p>4.81"w x 5.15"h</p> <p>Eighth Vertical</p>	<p>P: \$67.98 BC: \$70.66 BL: \$75.09</p> <p>4.81"w x 2.57"h</p> <p>Sixteenth Horizontal</p>

Premium advertisements

Advertise on our front page or other main section fronts. This premium placement is an eighth-page, full-color, horizontal for section fronts and the photo page, or eighth vertical or horizontal black and white for the fun page. Premium placement can also be requested on A2 or A3 at a 5% premium or on the back page of any section at a 10% premium.

<p>News \$500</p>	<p>Sports \$400</p>	<p>Life \$400</p>	<p>Fun \$250</p>
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Contract packages

Contract packages allow you to receive a discounted rate for all of our Herald products when you commit to advertising throughout the academic year. All contracts can include print, online, sponsored content, special sections, kiosks and social media. View of the Hill, Dining Guide, Big Red Coupon Book, Talisman and special events are excluded from the packages.

Package 1

\$500 - 5% discount

Package 3

\$2,000 - 15% discount

Package 5

\$4,000 - 25% discount

Package 2

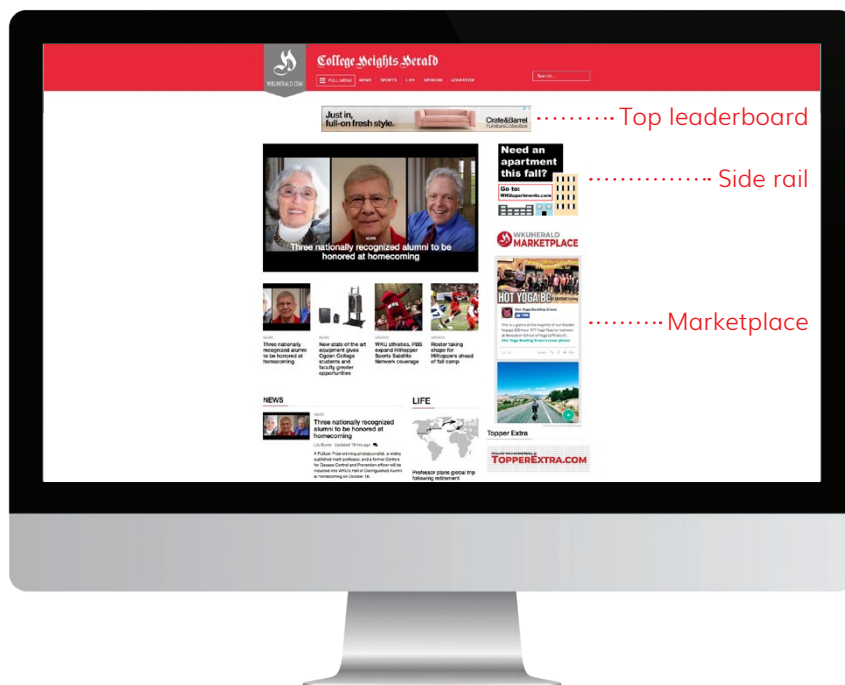
\$1,000 - 10% discount

Package 4

\$3,000 - 20% discount

Package 6

\$8,000 - 25% discount and no additional charges for position or color



Online advertising

WKUHerald.com is the place to get seen by WKU students, faculty, staff and alumni. Averaging more than 150,000 page views per month, the website is the perfect way to connect to the campus community and beyond. The go-to source for need-to-know information, WKUHerald.com provides breaking news, in-depth features and other unique content to an ideal audience for your business.

Marketplace

Showcase your social media posts throughout our website on a customized widget placed in a highly visual area for all of our users to see.

Monthly annual rate

\$100

Month-to-month rate

\$200

Website advertisements

Rates are per month; consult your advertising rep for discounts on longer commitments.

	Run of site	Home
Top leaderboard 728px wide - 90px high	\$600	\$500
Side rail 300px wide - 250px high	\$700	\$600
Bottom leaderboard 728px wide - 90px high	\$500	\$400





Distribution

There are 55 locations to pick up the Herald on campus, including 10 kiosks strategically located at high-traffic areas where Herald ambassadors personally hand out the paper every week. The Herald also has an expanding footprint in the near-campus Bowling Green community with more than 40 pick up locations.

WKU kiosk locations

- 1 Gary Ransdell Hall, at transit stop
- 2 Guthrie Tower, along central walkway on north edge
- 3 Downing Student Union, east entrance facing Minton Hall
- 4 Centennial Mall, endcap closest to Downing Student Union
- 5 Parking Structure 1, near elevators on the main entrance
- 6 Colonnade Drive, between Wetherby Administration Building and Terry Colonnade
- 7 Old Fort, across from central clock
- 8 The Valley, between Hilltopper Hall and neighboring dorms
- 9 WKU Transit stop, across the street from Henry Hardin Cherry Hall
- 10 WKU Transit stop, near Environmental Sciences and Technology Hall



Kiosk advertisements

Ten highly visible kiosks throughout the heart of campus are passed by thousands of students, faculty, staff and visitors each day. The kiosks are the only outdoor advertising on campus outside of athletic facilities. Ads can be printed and provided by the client or printed by the Herald. All ads must be laminated for maximum weather protection.

Print & Lamination \$100 each
Lamination Only \$25 each

	Month	Semester
One side on one box	\$200	\$500
One side on three boxes	\$500	\$1,250

Newsletters

More than 1,200 subscribers receive a twice-weekly email newsletter recapping and condensing the Herald's top stories.

One week

\$45

One month

\$150

Semester rate

\$500

Sponsored social media posts

Have the Herald share your promos on Twitter or Facebook and grow your audience at \$50 per post, or less if bundled.

3 posts

\$135 - \$45/each

5 posts

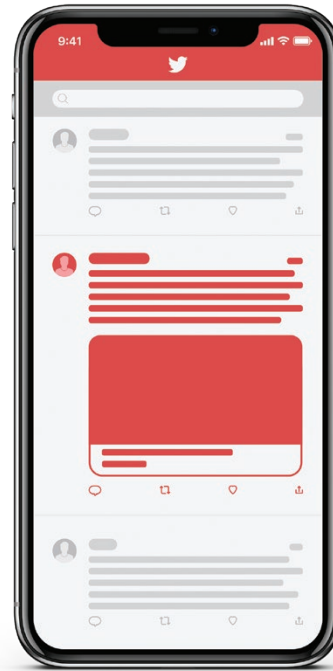
\$200 - \$40/each

10 posts

\$350 - \$35/each

20 posts

\$600 - \$30/each



Topper Extra

Get in on all the action with Topper Extra, our in-depth online coverage published ahead of each WKU football and basketball game. Your business can be the sole sponsor highlighted on the Topper Extra section of the website with a package that includes sponsored tweets and exclusive Marketplace access. Contact your ad consultant for rates and additional details.

Herald Business Directory

A premium listing presents your information with a customized profile page on the Herald's website. Upload your own content — including videos, photos, coupons, menus and more. You'll get in front of our broad audience while also building your search engine optimization for Bowling Green and WKU's campus via our website. A premium listing can only be purchased in conjunction with other digital or print advertising.

Add-on only: \$20/month

WKUApartments.com

The premier local search for WKU students looking for housing close to campus, WKUApartments.com allows property managers and apartments to share their property listings. The user-friendly site allows potential renters to search by rooms, price or amenities as they seek out housing near campus.

Complexes, property managers

Monthly

\$100/month

Quarterly

\$75/month

Annually

\$50/month

Single unit

House, duplex or sublease

\$30 - One month online and one print classified



TALISMAN

The Talisman magazine is a high-end semi-annual magazine that is dedicated to high-quality journalism, stunning photography and fun, quirky content that is relevant to the WKU community. As a premium magazine, many readers keep each issue for several months or longer. A website companion to the magazine, WKUTalisman.com has a voice of its own. The site's news, culture and lifestyle content is presented in an eclectic, intelligent style.

WKUTALISMAN



Newsletter

More than 1,100 subscribers receive a weekly email newsletter sharing a mix of stories from the week. Ad size is 728px wide by 90 px high.

One week

\$45

One month

\$150

Semester rate

\$500



Magazine advertisements

Full	Half	Inside Front or Back Cover
<p>\$1,000 8.25"w x 10.75"h</p>	<p>\$700 8.25"w x 5.375"h</p>	<p>\$1,350 8.25"w x 10.75"h</p>

	Fall	Spring
Commitment Date	Oct. 17	March 16
Artwork Deadline	Oct. 30	March 25
Publication Date	Dec. 4	May 6

Online advertising

Top Banner	In-Post
<p>\$15/day \$90/week 728px wide - 90px high</p>	<p>\$12/day \$75/week 300px wide - 250px high</p>

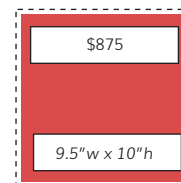
The Cherry Creative staff produces sponsored content pieces that are published in print or online through the Herald, Talisman or other specialty publications put out by WKU Student Publications. A Cherry Creative writer, photographer or designer will work with you to create a piece on a topic agreed upon by your business.

Special sections

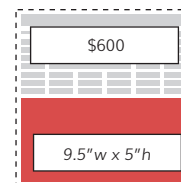
Each special section offers a specific theme that may be a perfect fit for your business. All special sections are printed in full color.

Sizes & Prices

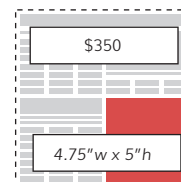
Homecoming Guide



Full

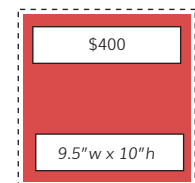


Half

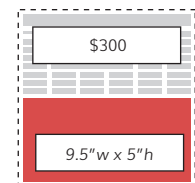


Quarter

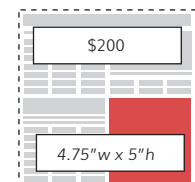
Other special sections



Full



Half



Quarter



Fall Semester	Fashion*	Homecoming	Adulting 101	Graduation
Sponsored commitment	Aug. 29	Sept. 19	Oct. 24	Nov. 6
Ad commitment	Sept. 6	Oct. 2	Nov. 7	Nov. 19
Artwork deadline	Sept. 16	Oct. 7	Nov. 11	Nov. 21
Publication date	Oct. 3	Oct. 15	Nov. 19	Dec. 3

Spring Semester	Housing	Fit	Best of the Hill	Graduation
Sponsored commitment	Jan. 30	Feb. 13	March 5	April 9
Ad commitment	Feb. 13	Feb. 27	March 26	April 23
Artwork deadline	Feb. 17	March 2	March 30	April 27
Publication date	Feb. 25	March 17	April 7	May 5

*The fashion special section will be printed as a glossy magazine. Check with your ad consultant for dimensions and rates.



Sponsored content

Let us tell your story. WKU Student Publications has unparalleled reach into the WKU community, and we are the best avenue to get your story out. Sponsored content pieces will be similar in style to the editorial content in the publication but will be labeled as being sponsored by your business. The piece can be provided by your business or produced by our creative staff. If our staff is producing the piece, you will be able to be involved throughout the process and proof the piece before publication.

The standard rates for sponsored content are listed below. However, the sky is the limit when it comes to what the Cherry Creative staff can create for your business. Intensive, in-depth pieces, including video, will be priced on a case-by-case basis.

College Heights Herald

Print - \$500 black and white, \$650 color

Half page, approximately 500 words and one photograph.

Online - \$350

Approximately 500 words and 1-3 photographs, stays online for three months and shared once on social media

View of the Hill

Print - \$1,000

One page, approximately 400-600 words and 1-2 photographs

Talisman

Print - \$1,500

Two page spread, approximately 400-600 words and 1-3 photos

Online - \$350

Approximately 500 words and 1-3 photographs or illustrations, stays online for three months and shared once on social media

Special Sections

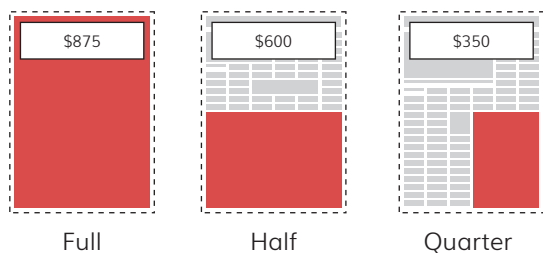
Print - \$500

Full page, tabloid size, approximately 400-600 words and 1-2 photographs

View of the Hill

Published each summer, View of the Hill is mailed to the homes of all incoming WKU freshmen and distributed during welcome back events at the beginning of the fall semester. The magazine highlights what a new student can expect at WKU, including clubs and organizations, university traditions and the local businesses Bowling Green offers. Distribution begins mid-summer. Check with your ad consultant for this year's deadlines and design specifications.

Sizes & Prices



Dining Guide

Our "A Table for Y'all" dining guide is the comprehensive source for restaurant options in Bowling Green. All establishments serving food in Warren County are listed in the directory, but you'll want to invest in an advertisement to stand out among the hundreds of options. Produced in partnership with the Bowling Green Convention & Visitors Bureau, the guide is distributed on campus and at brochure racks in hotels and other points frequented by visitors throughout the community. Check with your ad consultant for this year's rates, deadlines and design specifications.

Big Red Coupon Book

Introduce students to your business by pulling them in with a coupon in the Big Red Coupon Book. As students descend on Bowling Green for the start of the school year, you'll get in front of both new and returning Hilltoppers. This publication is distributed during the first few weeks of the fall semester. Check with your ad consultant for this year's rates, deadlines and design specifications.



WKU Housing Fair

Our one-day housing fair Feb. 25 will provide students with a one-stop shop as they make housing decisions for the upcoming school year. Apartment complexes, property managers and service providers won't want to miss this opportunity to connect with students focused on their housing needs. The fair will be held in Downing Student Union, with a variety of space and table options. Talk with your ad consultant to find out about packages, rates and other details.

Talisman Fashion Festival

Our first-ever fashion event Oct. 3 will give you direct access to the WKU market with pop-up shops and a fashion show in conjunction with our glossy magazine fashion guide. The event will be held outside in the heart of campus on South Lawn. Talk with your ad consultant to find out about packages, rates and other details.

Advertising policies

- WKU Student Publications reserves the right to refuse an advertisement it deems objectionable for any reason.
- No paid advertisement is accompanied by additional free notices or news stories.
- Advertising having the appearance of news must be clearly labeled as "Paid Advertising" or "Sponsored Content." The Herald or Talisman will determine if the labeling meets standards for clarity.
- Student Publications will not publish advertising that encourages irresponsible drinking and/or the illegal use of alcoholic beverages.
- All political, "closing" and "going out of business" advertising must be prepaid.
- Student Publications is not responsible for factual errors, quality of artwork or grammatical and/or typographical errors in an ad submitted by the advertiser.
- It is the responsibility of the advertiser to notify Student Publications of errors within five business days.
 - Student Publications will be responsible for errors the first time a Herald-created ad is published.
 - Allowances will be made only for errors that materially affect the value of the advertisement.
 - Non-compliance with this request leaves full responsibility with the advertisers.
- All advertisements are accepted and published upon the representation that the agency or the advertiser is authorized to publish the entire contents and subject matter there in.
- In consideration of the acceptance of such advertisements for publication, the agency or advertiser assumes liability for any claim based upon the content or subject matter of such advertisements, including, without limitation, claims or suits for libel, violations of rights of privacy, plagiarism and copyright infringement.
- All ad changes and cancellations must be made before the advertising deadline. Ads canceled after the deadline will be charged the amount of the ad's space.
- Student Publications will not knowingly accept any advertisement that is defamatory, promotes academic dishonesty, violates any federal, state or local laws or encourages discrimination against any individual or group on the basis of race, sex, sexual orientation, gender identity, color, creed, religion, national origin, or disability.
- Student Publications may make rate changes, with a 30-day notice. If so, you may cancel agreement with no penalty.
- Promotions not listed in the rate card may be offered.
- All rates are non-commissionable, net rates.
- Mastercard and Visa are accepted.
- Advertising statements and tearsheets are mailed at the first of each month.
- Accounts not paid within 60 days may be submitted for collection and will be charged a minimum 10% penalty. Accounts not paid after 90 days will be submitted for collection and assessed a late fee of up to 30%.
- Ads exceeding 19" in depth will be considered a full page and will be billed accordingly.
- If you have a question or if there is a discrepancy with your statement, please contact the business office at 270-745-2653.
- New advertising accounts will prepay until credit is established.
- Student Publications will extend credit to new accounts upon request under the following conditions:
 - The advertiser must have an established history of satisfactory credit purchases, and the advertiser must keep their account current. A credit application must be completed and will be evaluated based upon the credit sources listed by the advertiser. In most cases, the business office will notify the advertiser the status of the credit application within two weeks.

Sponsored posts policy

- The College Heights Herald will send out no more than three tweets per day.
- The client must fill out an insertion order with the list of dates and times they would like their message to be tweeted.
- This information must be submitted to the Herald two full business days in advance.
- The Herald will not post sponsored tweets that encourage irresponsible drinking and/or the illegal use of alcoholic beverages. (The Herald will not run "All-You-Can-Drink" advertisements.)

Design Checklist

Preferred Formats:

- Packaged Adobe InDesign
- Adobe Illustrator (.ai)
- Adobe EPS (.eps)

Other Accepted Formats*:

- PDF
- JPEGs
- PNGs

Rejected Formats:

- Microsoft Word
- Publisher
- Powerpoint
- Excel
- Pages
- GIFs
- Quark Express

Settings

- Correct dimensions of desired advertisement
- CMYK color mode
- 300 DPI resolution
- All fonts outlined
- All images embedded

*Size and setting must be correct for publication. We are not able to adjust settings from these formats.

Deadline

For College Heights Herald publication, artwork must be sent to the art director at herald.creative@wku.edu by 4 p.m. on Wednesdays. For other publications, see deadline charts for specific dates. Artwork sent after deadline is at risk for not running, and the client will still be charged.

No designer? No problem. Our design staff can create your ad for no additional charge.

Publication calendar

2019-20

28 Herald publication dates

28 Special publications

28 No classes

Special publications

Coupon Book: Aug. 15

Fashion: Oct. 3

Homecoming: Oct. 15

Adulthood 101: Nov. 19

Fall Graduation: Dec. 3

Talisman: Dec. 4

Housing: Feb. 25

Fit: March 17

Best of the Hill: April 7

Spring Graduation: May 5

Talisman: May 6

View of the Hill: June 25

Dining Guide: Aug. 4, 2020

Coupon Book: Aug. 18, 2020

Fall 2019

Classes begin: Aug. 26

Talisman Fashion Festival: Oct. 3

Fall break: Oct. 10-11

Homecoming: Oct. 19

Thanksgiving break: Nov. 27-29

Final exams: Dec. 9-13

Commencement: Dec. 14

Winter 2020

Classes begin: Jan. 6

MLK Day: Jan. 20

Final exams: Jan. 24

Spring 2020

Classes begin: Jan. 27

WKU Housing Fair: Feb. 25

Spring break: March 9-13

Final exams: May 11-15

Commencement: May 15-16

August 2019

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

September 2019

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

October 2019

S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

November 2019

S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

December 2019

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

January 2020

S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

February 2020

S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29

March 2020

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

April 2020

S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

May 2020

S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

June 2020

S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

July 2020

S	M	T	W	T	F	S
		1	2	3	4	
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	