

WKU Fashion Festival

Presented by

TALISMAN

Package A \$2,500 MORE THAN \$4,000 IN VALUE!

- 15' x 15' tent at the fashion festival
- Two-page sponsored content fashion spread in fashion guide
- High-resolution digital files of published photos for your future use
- Full-page ad in Talisman issue seven
- Four weeks of online ads on WKUTalisman.com
- Ten months of Marketplace advertising on WKUHerald.com
- Three sponsored tweets sent from @WKUHerald
- 20 minute time slot on fashion stage
- Logo on posters and ads displayed across campus before the fashion festival
- Two reserved parking spots

Package B \$1,500

- 15' x 15' tent at the fashion festival
- Two-page sponsored content fashion spread in fashion guide
- Half-page ad in Talisman issue seven
- Two weeks of online ads on WKUTalisman.com
- Five months of Marketplace advertising on WKUHerald.com
- 10 minute time slot on fashion stage
- One reserved parking spot

Package C \$800

- One table underneath a shared tent at the fashion festival
- Half-page display ad in fashion guide (7.625" W x 4.875" H)
- Two months of Marketplace advertising on WKUHerald.com
- 5 minute time slot on fashion stage
- One reserved parking spot

Pop-up shops
Fashion show
Fashion guide

Oct. 3, 2019
11 a.m. - 3 p.m.
WKU South Lawn

Things to Know

FASHION FESTIVAL

- The Talisman Fashion Festival will be held outside in the heart of campus on WKU's South Lawn.
- The event will run from 11 a.m. to 3 p.m. Oct. 3. Booths will be available for setup beginning at 9 a.m.
- Vendors selecting packages A or B that elect to bring their own pop-up tent rather than have a tent provided will receive a \$100 discount.
- In the event of inclement weather Oct. 3, the event will be held Oct. 4. The decision to reschedule will be made at the discretion of WKU Student Publications and will be announced by 8 a.m. on the day of the event.
- Additional parking spots must be reserved at the same time as your package. Additional spots will cost \$10. Alternatively, all-day parking is available in a paid visitors lot a short walk from South Lawn on a first-come, first-serve basis, and short-term (45 minute max) parking is available at meters throughout campus.
- Vendors are welcome to offer giveaway drawings, and we are able to announce winners from the stage.
- The fashion show will be ongoing throughout the event. Vendors will be randomly assigned to time slots by WKU Student Publications. The show schedule will be distributed the first week of September.
- During your allotted time on the fashion stage, you will be given the microphone to emcee. You can select music or have us select it for you. If you do not have your own models available to participate in the show, please let your advertising consultant know in advance so we can arrange students to model for you.
- Any food distributed in tented areas must be provided or approved by WKU Restaurant Group, 270-745-5242.

FASHION GUIDE

- The fashion guide will have a press run of 3,000. It will be distributed at the Talisman Fashion Festival and elsewhere across campus the following week.
- The guide will be 8.125" by 10.875" with saddle-stitch binding and printed in full color on quality paper.
- For sponsored content, a Cherry Creative photographer and writer will work with you to produce the spread. A photographer will contact you by Friday, Aug. 30, to discuss arranging a photo shoot. Photo shoots will be held no later than Sept. 12. You will be emailed a proof of your spread by 9 a.m. on Sept. 17 and must approve or request revisions by 3 p.m. the same day.
- Clients selecting package A will receive high-resolution images from the photo shoot for their future use. Other clients may purchase images for an additional charge.
- For display ads, print-ready files must be received by 3 p.m. on Sept. 16. If you prefer to have Cherry Creative design your ad for no additional charge, please let your advertising consultant know by Sept. 6.
- Following the schedules outlined above ensures we will meet the deadline set by our printer. If sponsored content or an ad is not able to be printed because of delays caused by the client, the client will still be charged the full amount of the advertisement.

OTHER PACKAGE ITEMS

- Marketplace advertising included in packages will have a start date of Sept. 3, 2019.
- Sponsored tweets must be used by the end of the fall 2019 semester.
- Talisman issue seven will be distributed during the last week of fall semester classes. For display ads, print-ready files must be received by Oct. 30. If you prefer to have Cherry Creative design your ad for no additional charge, please let your advertising consultant know by Oct. 14.
- Advertising on WKUTalisman.com will be served in the in-post advertising spots on a rotating basis. Online advertising included in your package must be used by the end of the fall 2019 semester. Online-ready advertisement files must be received one business day before your ad is scheduled to start. If you prefer to have Cherry Creative design your ad for no additional charge, please let your advertising consultant know.
- For further details on these or other products, please see the current WKU Student Publications media kit available from your advertising consultant.

Reserve Your Space

Will Hoagland *Advertising Adviser*

270-745-6285 | william.hoagland@wku.edu

Avari Stamps *Advertising Manager*

270-745-6284 | herald.advertising@wku.edu

Package
Reservation
Deadline

Aug. 29

Fashion Guide 2019

Produced in conjunction with the first Talisman Fashion Festival, the fashion guide will showcase area boutiques through high-quality fashion photography, alongside fashion tips and advice.

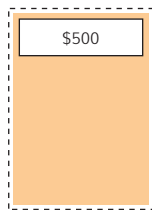
Quantity: 3,000

Distribution: On campus beginning at the Talisman Fashion Festival Oct. 3.

Quality: Full color, quality paper, saddle-stitch binding, 8.125" by 10.875"

Display Ads

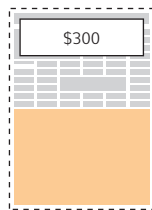
Create your own ad, or have our designers create it for no additional charge.



Full Page

8.125" w x 10.875" h

w/ bleed: 8.375" w x 11.125" h



Half Page

7.625" w x 4.875" h

no bleed

Ad Deadline
Sept. 6

Artwork Due
Sept. 16

For more information, or to reserve your space, contact:

Will Hoagland Advertising Adviser

270-745-6285 | william.hoagland@wku.edu

Avari Stamps Advertising Manager

270-745-6284 | herald.advertising@wku.edu

Fashion Guide 2019

Fashion spread theme suggestions

- WKU game day attire
- Date night
- Ballin' on a college budget (What to wear on a budget)
- How to be Greek (The perfect themed-party outfit)
- Athleisure (What to wear at the gym or what to wear to climb "the Hill")
- The grocery store look (Everyday attire)
- The first day of fall (What to wear on a fall weekend)
- How to: layer (Layering clothing for fall)
- Accessorize always (Best of accessories)
- The adventurer (Camping, fishing, outdoorsy)
- The hipster, coffee shop regular (Vintage)
- Throwback Thursday (Clothes inspired by past decades)