

HIRING HILLTOPPERS



Students are looking for work as they move to Bowling Green for the first time or return to the Hill. Fill your job openings with promotion across multiple digital platforms. The discounted bundle capitalizes on high reach and frequency for a successful hiring campaign.

Hiring Package

1 Week - Digital Ad

Select either the interstitial, masthead or sticky bottom banner space on WKUHerald.com, dependent on availability

1 Day - Newsletter Presenting Sponsor

Select either a Herald or Talisman email newsletter, both of which are sent to more than 16,000 people

3 Social Media Posts

Posts can be shared on Instagram, Facebook or X by @WKUHerald or @WKUTalisman, selecting either the same option for all three posts or a mix of options

Bundle Price: \$500

A 20% discount from list price!

Advertising Terms

- All bundled advertising must be utilized during the spring 2025 semester. Any unused portion of the bundle will be forfeited at the conclusion of the semester with no refunds.
- The entirety of the hiring package bundle will be due with the first posted ad. Clients without established credit through WKU Student Publications must prepay the bundle before that date. Clients with established credit will be invoiced on the first business day of the following month.
- Date and position preferences are subject to the Herald and Talisman's standard advertising limits, which includes no more than four total sponsored social media posts per platform each day and no more than one presenting sponsor per newsletter.
- All language in hiring ads must comply with laws enforced by the U.S. Equal Employment Opportunity Commission to prevent discrimination in hiring.