

2022

Adulthood Guide

As college students mature into adulthood, they make purchasing decisions they'll stick with for years. The Adulthood Guide offers advice and resources on understanding finances, planning for the future, and a myriad of other topics. Share your products and services with students as they learn how to adult with everything from auto purchases to Zoom workspaces. This guide is published within an issue of the Herald magazine.



Important Dates

Sponsored Commitment: **October 19**

Ad Commitment: **November 2**

Artwork Deadline: **November 7**

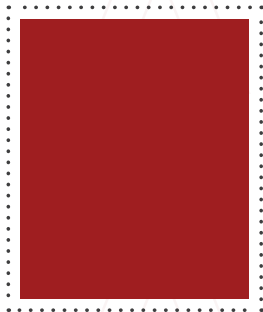
Publication Date: **November 28**

All deadlines 4 p.m. Central Time



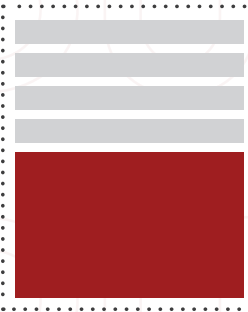
Rates

Full
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.125" bleed



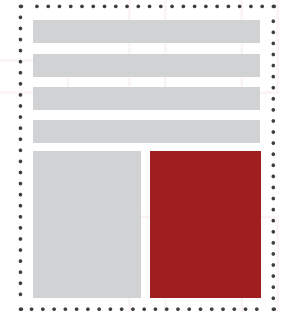
\$460

Half
7.5" w x 4.875" h
no bleed



\$250

Quarter
3.689" w x 4.875" h
no bleed



\$150

Sponsored Content

Full page story;
approximately
400-600
words and 1-2
photographs

\$550

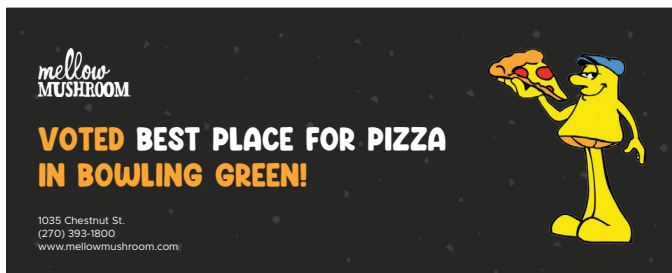
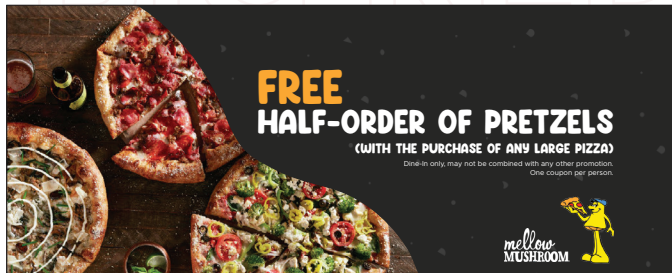
For more information, or to reserve your space, contact:
270-745-6285 | herald.advertising@wku.edu



2023

Big Red Coupon Book

Draw students into your business by pulling them in with a coupon in the Big Red Coupon Book. As students come back to Bowling Green for the start of the school year, you'll get in front of both new and returning Hilltoppers. Beginning in late August, 2,500 copies will be distributed on campus.



Contact Us

✉ herald.advertising@wku.edu

☎ 270-745-6285

Rates

Standard coupon: \$250

Presenting sponsor: \$1,000

Presenting sponsorship includes:

- One standard coupon
- One premium placement coupon
- Logo on front cover

Specs

Coupons are:

- Full color
- Double-sided
- 5.25" wide x 2" high
- .125" bleed

Important Dates

Ad Commitment: July 25

Artwork Deadline: August 3

All deadlines 4 p.m. Central Time on dates above

2023

Bowling Green Dining Guide

The dining guide gives visitors and locals alike insight into every flavor Bowling Green has to offer. The directory lists the name and address of every restaurant in Warren County, but an advertisement will make your business stand out. The guide is produced in partnership with the Bowling Green Area Convention & Visitors Bureau. CVB partners receive reduced rates and a complimentary blurb.

Distribution

The guide will be available beginning in March in brochure racks and other points of interest, as well as major events that bring visitors to Bowling Green.

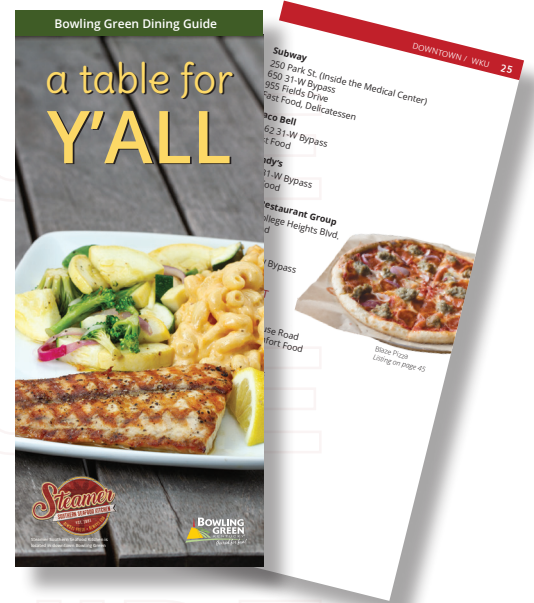
Cover Sponsorship \$1,200

The cover sponsorship package includes:

- A photograph from your restaurant on the cover
- Your logo on the cover
- A full page ad inside the guide
- Blurb in restaurant listings
- A section of full-resolution images shot by our photographers

Sizes & Rates

Advertising Rates	Standard	CVB Partners
Blurb & Logo <i>30 words + website, phone number, & logo</i>	\$100	\$50
Half-page ad & Blurb <i>4" w x 4.5" h + .125" bleed</i>	\$350	\$300
Full-page ad & Blurb <i>4" w x 9" h + .125" bleed</i>	\$575	\$475
Inside front or inside back cover <i>Premium placement full size ad + blurb</i>	\$800	\$800
Double truck & Blurb <i>8" w x 9" h + .125" bleed</i>	\$1,500	\$1,500



Deadlines

Ad Commitment
Oct. 21, 2022

Artwork Deadline
Nov. 10, 2022

For more information, or to reserve your space, contact:
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2023 Fit Guide

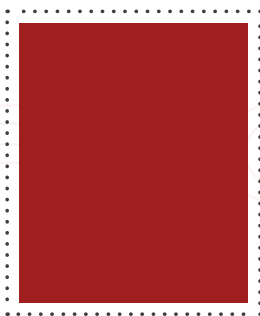
When it comes to health and wellness, students develop lifelong habits during their college years regarding food, fitness, healthcare, and other aspects of their physical or mental wellbeing. During this formative period, the Fit guide gives you an opportunity to introduce them to your business and what you offer. This guide is published within an issue of the Herald newsmagazine.



Rates

Full

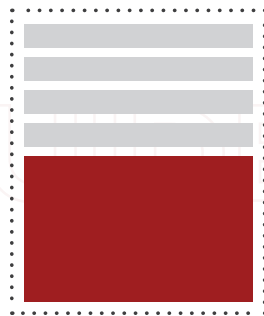
8.25" w x 10.75" h
.125" bleed



\$460

Half

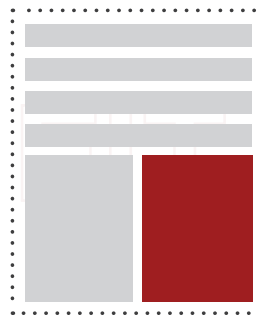
7.5" w x 4.875" h
no bleed



\$250

Quarter

3.689" w x 4.875" h
no bleed



\$150

Sponsored Content

Full page story;
approximately
400-600
words and 1-2
photographs

\$550

Important Dates

Ad Commitment: **February 20**

Sponsored Commitment: **February 6**

Artwork Deadline: **February 23**

Publication Date: **March 6**

All deadlines 4 p.m. Central Time on dates above

5 FITNESS PROGRAMS YOU DIDN'T KNOW THE PRESTON CENTER OFFERED

1 Weight Training Orientation
\$ 10 @ Health & Fitness Lab
An introductory orientation course...
\$ 20 @ March 17 April 2 and 5 @ 5 p.m.
@ Basketball court &...
\$ 20 @ March 17 April 2 and 5 @ 5 p.m.
@ Basketball court &...
\$ 20 @ March 17 April 2 and 5 @ 5 p.m.
@ Basketball court &...

2 ACE Group Fitness Instructor Workshops
\$ 20 @ Multipurpose room
This workshop series is a 12-week...
\$ 20 @ 10 a.m. at 5 p.m.
@ Basketball court &...

3 Group Functional Training
\$ 20 @ Multipurpose room
This course is designed to improve...
\$ 20 @ March 17 April 2 and 5 @ 5 p.m.
@ Basketball court &...

4 Latin Dance Class
\$ 20 @ March 17 April 2 and 5 @ 5 p.m.
@ Basketball court &...

5 Women & Weights
\$ 20 @ 10 a.m. at 5 p.m.
@ Basketball court &...

BEST TIMES TO VISIT PRESTON CENTER

Line graph showing visit counts: 119, 115, 116, 115, 120, 126, 129, 129, 137, 143, 147, 146, 139, 131, 126, 112.

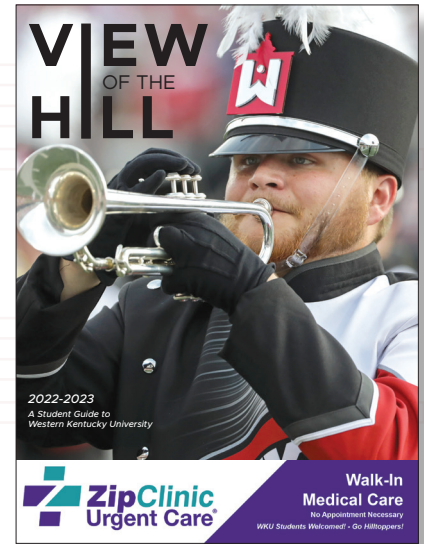
For more information, or to reserve your space, contact:
270-745-6285 | herald.advertising@wku.edu



2023

View of the Hill

Distributed to all incoming WKU freshmen, View of the Hill highlights what new students can expect at WKU, including clubs and organizations, WKU traditions and the local businesses Bowling Green offers. The magazine is mailed to incoming students in mid July.

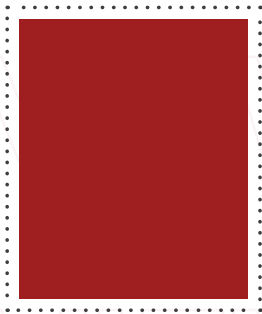


Display Ads

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

Full

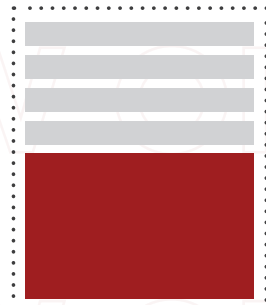
8.125" w x 10.875" h
.125" bleed



\$950

Half

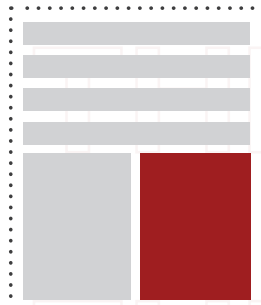
7.625" w x 4.875" h
no bleed



\$650

Quarter

3.75" w x 4.875" h
no bleed



\$375

Deadlines

Ad Commitment
May 31

Artwork Deadline
June 15

All deadlines 4 p.m. Central Time on dates above

Sponsored Content

A writer and photographer from Cherry Creative will work with you to craft compelling content about your business.

Contact Us

✉ herald.advertising@wku.edu

☎ 270-745-6285

Full page story;
approximately
400-600
words and 1-2
photographs

\$1,000

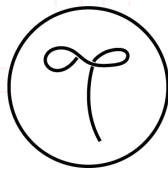
Sponsored Content
Commitment
May 18

Service One Credit Union celebrates its WKU history

Sponsored by ServiceOne

Service One has been a part of the Bowling Green and WKU community for the last 70 years and is committed to helping members reach their financial goals. The credit union has deep roots in WKU, dating back to their founding members in 1951. A group of WKU faculty and staff decided to help other people at WKU by loaning money at a lower rate than banks, and they came together to form the credit union. They made their philosophy "People Helping People" as a foundation for what they wanted to stand for as a credit union. As Service One has continued to grow and evolve, they have the Western Hill Area the same. In Campbell Lane, and in 2005 they opened their newest branch right here on WKU's campus, adjacent to the state's first Cherry Hill on the top of the Hill. "Service One Credit Union began on and continues to be a part of the WKU community," says Paul Bottomore, branch manager at the WKU campus office. "As a student, this organization offered me a great location to handle my finances." At a credit union, Service One offers their financial and benefits to its members including certified financial counselors. They prefer to see the events we related to the members in a variety of ways — including better rates on loans, lower fees, discounts, and improved service. "It's exciting to help our WKU faculty and employees, students, alumni, and our resident organizations," Bottomore said. Carter Whitehouse, a WKU senior, has been a member of the credit union since his freshman year of high school. "Service One has a very non-pretentious attitude," Whitehouse says. "They're very good with working with students who are just starting to get into banking. It's very approachable for me." In his second year, Service One has offered technology in several WKU activities. They improved mobile deposit functionality, early automatic electronic endorsements and have enhanced security for credit and debit cards with real-time alerts by text or email. "It has the convenience of being able to use the services on my phone. They have a user-friendly app that makes it easy to transfer money in different accounts," Whitehouse said. "My dad and I have shared accounts, so it is good to check my spending or transfer money to and from his account on the go." Service One has a goal to be a great resource for students learning to manage money on their own. A member can visit Paul at the Service One Campus location at 422 College Heights Blvd., or they may reach out to Paul at pbottomore@serviceone.com or 270-745-6285.

Talisman



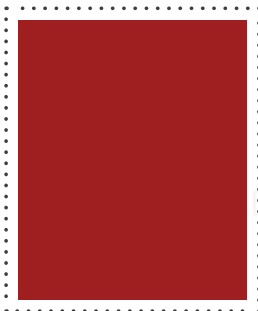
The Talisman magazine is published each semester with in-depth journalism and stunning photography. Students eagerly await its arrival at the end of the semester, and many keep each issue of the premium magazine for several months or longer.



Magazine Rates

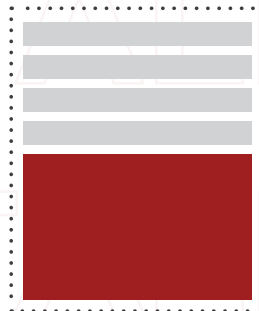
Full: **\$600**

8.25" w x 10.25" h
.125" bleed



Half: **\$400**

8.25" w x 5.25" h
.125" bleed



Back Cover: **\$800**

Sponsored Content

Print: \$1,000

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

Important Dates

Issue 13

Sponsored Commitment: **October 6**

Ad Commitment: **October 18**

Artwork Deadline: **November 2**

Publication Date: **November 29**

Issue 14

Sponsored Commitment: **March 2**

Ad Commitment: **March 9**

Artwork Deadline: **March 29**

Publication Date: **April 25**

All deadlines 4 p.m. Central Time

For more information, or to reserve your space, contact:
270-745-6285 | herald.advertising@wku.edu



TALISMAN
MAGAZINE + WEBSITE

Spring 2023

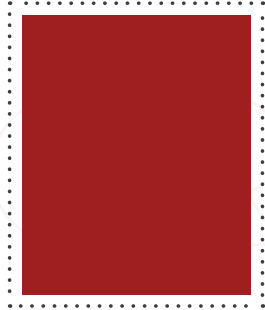
Graduation Guide



Celebrate WKU graduates and share a message from your organization

Full

8.25" w x 10.75" h
.125" bleed

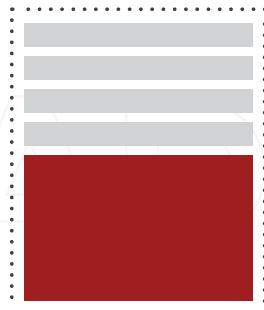


\$500

Back Cover \$600
Inside Front \$540

Half

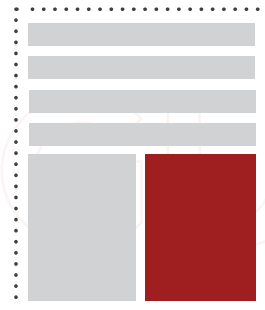
7.5" w x 4.875" h
no bleed



\$300

Quarter

3.689" w x 4.875" h
no bleed



\$225

Sponsored Content

Full page story;
approximately
400-600
words and 1-2
photographs

\$550

All print ads include a page on the WKU Graduate Gallery at www.WKUGrads.com

The printed graduation guide will be published May 1 and distributed at on-campus commencement racks. The Graduate Gallery website will have spring 2023 graduates published beginning May 1.


Important Dates

Sponsored Content Commitment: **March 30**

Ad Commitment: **April 17**

Artwork Deadline: **April 20**

Publication Date: **May 1**

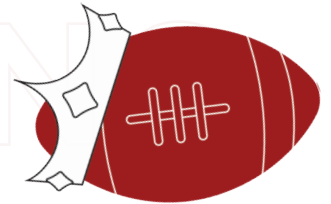
 270-745-6285

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All deadlines 4 p.m. Central Time on dates above

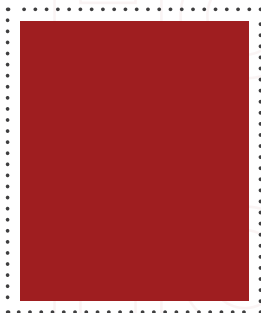
2022

Homecoming Guide



Get your business in front of WKU alumni as they return to the Hill. The Homecoming guide will be distributed at special events throughout Homecoming week.

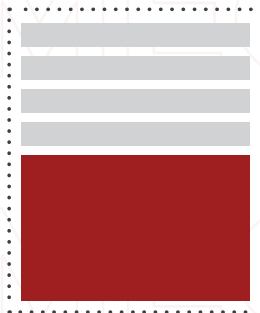
Full
8.25" w x 10.75" h
.125" bleed



\$600

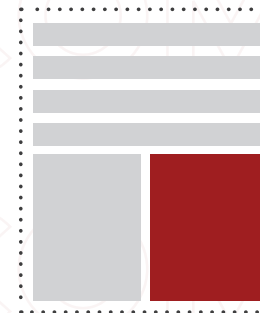
Back Cover
Inside Front

Half
7.5" w x 4.875" h
no bleed



\$400

Quarter
3.689" w x 4.875" h
no bleed



\$250

Sponsored Content

Full page story;
approximately
400-600
words and 1-2
photographs

\$700

Important Dates

Sponsored Commitment: **September 22**

Ad Commitment: **October 6**

Artwork Deadline: **October 11**

Publication Date: **October 24**

Contact Us

✉ herald.advertising@wku.edu

☎ 270-745-6285

All deadlines 4 p.m. Central Time on dates above