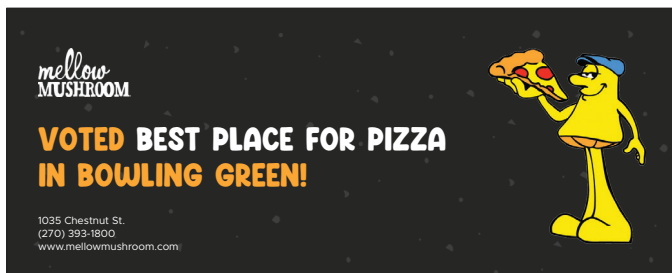
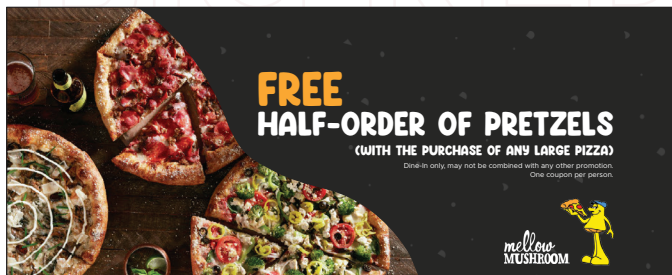


2023

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 19

Artwork Deadline: July 27

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