

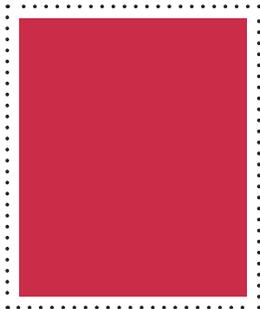
# HOMECOMING GUIDE



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

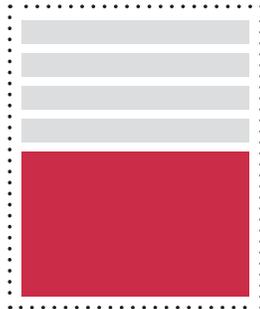
8.25" W x 10.75" H  
.125" bleed



**\$600**

## Half

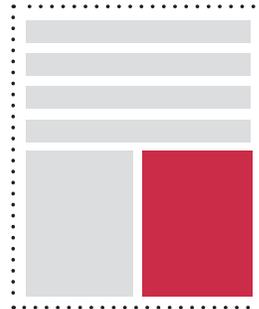
7.5" W x 4.875" H  
no bleed



**\$400**

## Quarter

3.689" W x 4.875" H  
no bleed



**\$250**

## Sponsored Content

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

**1 page: \$700**

## Premium

**Back Cover: \$700**  
**Inside Front: \$640**  
**Front Banner: \$400**

## Important Dates

**Sponsored Content Commitment:** October 18

**Ad Commitment:** October 23

**Artwork Deadline:** October 26

**Publication Date:** November 6

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

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

 270-745-6285

 [herald.advertising@wku.edu](mailto:herald.advertising@wku.edu)

**College Heights Herald**

# HOMECOMING MAP

Highlight your business with a spot on the downtown map included in the Homecoming issue of the Herald. Distributed during the Homecoming parade, as well as at other events and distribution points during Homecoming week, the Homecoming Herald is a weekend guide for visitors who return to town and want to take advantage of all Bowling Green offers.

## Map Placement \$100

### Includes

- Placement on map
- 50 word blurb
- Logo placement



Example map from 2022

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