

2023-24

the care of yourself
and our planet
we all can be
**healthy
for LIFE™**



WKU HOUSING FAIR

Red Package

\$2,500

- Premium space at spring Housing Fair
- Full page ad in Housing Guide
- 12 month listing on WKUApartments.com
- 2 parking permits for spring Housing Fair
- 1 choice from multimedia options below
- 1 choice from print options below
- 2 choices from digital options below

White Package

\$1,500

- Standard space at spring Housing Fair
- Half page ad in Housing Guide
- 12 month listing on WKUApartments.com
- 1 parking permit for spring Housing Fair
- 1 choice from print options below
- 1 choice from digital options below

Custom Package Options

Make your package fit your needs by selecting from the options below

Multimedia

- Video tour of one unit
- 360° tour of up to two units
- One day takeover of Instagram story on Herald and Talisman

Print

- Full page ad in any standard Herald during the 23-24 year
- One page sponsored content in any standard Herald issue during the 23-24 school year

Digital

- 4 days in an email newsletter, standard rectangle size ad
- 5 sponsored social media posts from Herald or Talisman
- 2 weeks banner WKUHerald.com

Fall Housing Fair \$1,000

Participation in the Fall Housing Fair includes one table at the outdoor event, one parking permit for the event, a listing in the fall housing newsletter, and one distribution event sponsorship during the 23-24 school year. The fall fair is available only as an add-on to packages above.

Non-Property Vendors \$750

Utilities, movers, furniture suppliers and other housing-related businesses can participate in the Spring Housing Fair with a package that includes a standard space, one parking permit, and the choice of either a half-page ad or full-page sponsored content in the Housing Guide.

Things to Know

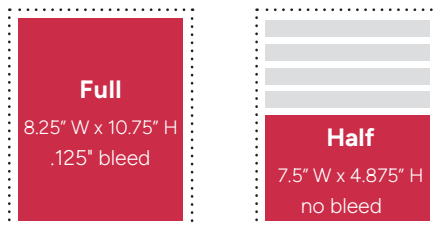
Spring Housing Fair will be held Feb. 28, 10 a.m. to 2 p.m., on the first floor of Downing Student Union. Deadline to sign up for the Spring Housing Fair is Jan. 31.

Fall Housing Fair will be held Oct. 9, 10 a.m. to 2 p.m., outside in Centennial Mall, rain date Oct. 10. Deadline to sign up for the Fall Housing Fair is Sept. 29.

Premium space at the Spring Housing Fair is wide enough to accommodate two 6-foot tables on the first floor of DSU. Provided tables may be removed if you wish to use the space in another way. You will have the opportunity to choose your table location ahead of the event on a first-come basis.

Standard space at the Spring Housing Fair is one 6-foot table on the first floor of DSU. Table locations will be assigned at the discretion of Student Publications staff.

The Housing Guide will be distributed beginning Feb. 26. Artwork is due by Feb. 15. Sizes are below.



Sponsored content is produced by Cherry Creative writers, photographers and designers working with you to craft a story agreed upon by your business.

Sponsored social media posts, available as an option for digital advertising, can be posted by @WKUHerald or @WKUTalisman on Instagram, Twitter (X), or Facebook anytime in the 23-24 year.

Email newsletters, available as an option for digital advertising, are sent daily by the Herald and weekly by the Talisman during the academic year. Standard rectangle ads are 300px wide x 250px tall.

Instagram takeovers, available as an option for multimedia advertising, last one day and occur concurrently on @WKUHerald and @WKUTalisman with exclusive use of Instagram stories. Takeovers can also include going live on Instagram. A Cherry Creative editor will work with you to craft engaging content and facilitate publishing it during the takeover period.

Distribution event sponsorship provides an additional opportunity to be on campus during a two-hour distribution event for a Herald, Talisman or Cherry Creative magazine. A limit of one client will be allowed per day. You may set up a table with us at distribution in a high-traffic area, or you can provide items for our staff to pass out during distribution. If you do not have items, we will print 250 letter-sized fliers for no extra charge.

Policies

Payment must be received in full prior to each housing fair. Payment for Fall Housing Fair packages is due by Oct. 5. Payment for Spring Housing Fair packages is due by Feb. 1.

Purchased event space, and all corresponding advertising, cannot be shared by more than one brand. No exhibitor shall share their allocated space with any other brand, person or party, or display or advertise any goods that are not their own.

The WKU Housing Fair is a trade show. Bring brochures and giveaways to hand out to students, or have a contest or game. The more fun, the better. Signing leases is not permitted at the events, nor are any sales.

Any food distributed in DSU must be approved in advance by WKU Restaurant Group.

Reserved parking permits for the WKU Housing Fair are limited to the quantity indicated with each package on this flier. Limited additional paid parking is available in lots specified by WKU Parking & Transportation, and additional space cannot be guaranteed by Student Publications.