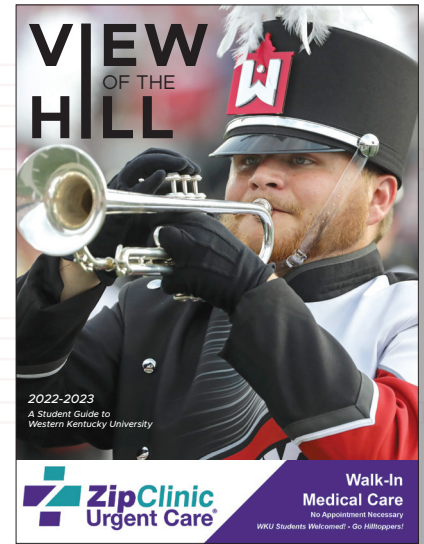


2023

# 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.

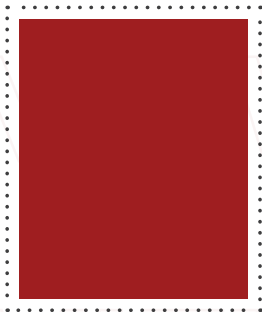


## Display Ads

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

Full

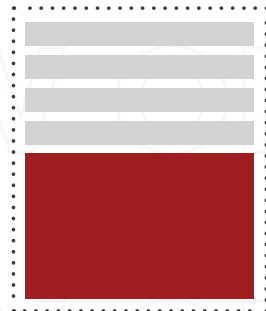
8.125" w x 10.875" h  
.125" bleed



\$950

Half

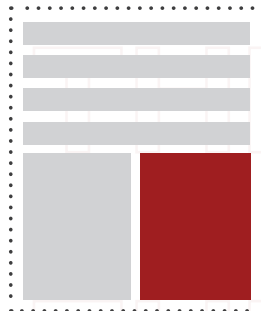
7.625" w x 4.875" h  
no bleed



\$650

Quarter

3.75" w x 4.875" h  
no bleed



\$375

## Deadlines

Ad Commitment

**May 24**

Artwork Deadline

**June 8**

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](mailto: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 fair Cherry Hill on the top of the Hill. "Service One Credit Union began on and continues to be a member of the WKU community," says Paul Babin, Service One branch manager at the WKU campus office. "As a student, this organization offered me a great location to handle my finances." As a credit union, Service One offers their financial aid benefits to its members including certified financial counselors. They provide their services and 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," Babin says. 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-sterile aesthetic," 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 email or text. "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, so he can be confident." Service One has a special place at WKU and is a great resource for students learning to manage money on their own. Alumni can visit Paul at the Service One Campus location at 422 College Heights Blvd., or they may reach out to Paul at [pabin@serviceone.com](mailto:pabin@serviceone.com) or 270-745-6285.

