

WKU Fashion Week

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Package A: \$550

- Full page sponsored content in the printed fashion guide and on WKUTalisman.com
- 4 Instagram sponsored story slides on [@WKUTalisman](https://www.instagram.com/WKUTalisman)
- 1 Instagram post on [@WKUTalisman](https://www.instagram.com/WKUTalisman)
- 1 tweet from [@WKUTalisman](https://twitter.com/WKUTalisman)
- Sponsored content story promoted in fashion email newsletter

Package B: \$460

- Full page ad in fashion guide
- 2 Instagram sponsored story slides on [@WKUTalisman](https://www.instagram.com/WKUTalisman)
- 1 Instagram post on [@WKUTalisman](https://www.instagram.com/WKUTalisman)
- 1 tweet from [@WKUTalisman](https://twitter.com/WKUTalisman)
- Large ad in fashion email newsletter

Package C: \$250

- Half page ad in fashion guide
- 1 Instagram sponsored story slide on [@WKUTalisman](https://www.instagram.com/WKUTalisman)
- 1 tweet from [@WKUTalisman](https://twitter.com/WKUTalisman)
- Small ad in fashion email newsletter

Package D: \$150

- Quarter page ad in fashion guide
- 1 Instagram sponsored story slide on [@WKUTalisman](https://www.instagram.com/WKUTalisman)

Package Details

- Fashion guide and newsletter publication date: **Oct. 5**
- Social media posts will be shared during WKU Fashion Week **Oct. 4-8**
- Package A deadline: **Sept. 9**
- Packages B, C and D deadline: **Sept. 22**
- Artwork deadline: **Sept. 27**



Design your own ads or have our designers create it for no additional charge!

Newsletter Ad Sizes

- C:** Small ad (670 px wide, 83 px tall)
- B:** Large ad (670 px wide, 300 px tall)

Print Ad Size

- B:** Full page ad (9.75" wide, 10" tall)
- C:** Half page ad (9.75" wide, 4.6875" tall)
- D:** Quarter page ad (4.8125" wide, 4.6875" tall)