

College Heights Herald

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**WKU HOUSING
FAIR**

WKU

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**Feb. 23, 2022
10 am-2 pm**

Reserve your space

 herald.advertising@wku.edu  270-745-6285

Package A

\$2,700

Only 5 available

- Full-page ad in the housing guide
- 12-month listing on WKUApartments.com
- 2 premium six-foot tables on the first floor of DSU
- Featured on the housing email newsletter sent during housing week
- 360-degree walk-through of one rental unit
- WKU Apartment Hunters video
- One day Instagram takeover during housing week
- 1 Facebook post on the Herald and Talisman pages during housing week
- 2 tweets sent from @WKUHerald and @WKUTalisman during housing week
- 5 additional sponsored social media posts with either the Herald or Talisman to use any other time during the spring semester
- 2 reserved parking permits for the housing fair
- Logo on posters, ads, and other select materials promoting the housing fair

Package B

\$1,600

- Half-page ad in the housing guide
- 12-month listing on WKUApartments.com
- 1 six-foot table (additional tables \$150)
- 1 Facebook post on the Herald and Talisman pages during housing week
- 2 tweets sent from @WKUHerald and @WKUTalisman during housing week
- 3 additional sponsored social media posts with either the Herald or Talisman to use any other time during the spring semester
- 1 reserved parking permit for the housing fair

Package C

\$800

- Quarter-page ad in the housing guide
- 6-month listing on WKUApartments.com
- 1 six-foot table (additional tables \$150)
- 1 tweet sent from @WKUHerald and @WKUTalisman during housing week
- 1 reserved parking permit for the housing fair

Package D

\$600

- Eighth-page ad in the housing guide
- 3-month listing on WKUApartments.com
- 1 six-foot table (additional tables \$150)
- 1 tweet sent from @WKUHerald and @WKUTalisman during housing week
- 1 reserved parking permit for the housing fair

Package E

\$600

LIMITED TO NON-PROPERTY VENDORS

- Eighth-page ad in the housing guide
- One sponsored content story published in the housing guide and on WKUApartments.com, shared on Herald and Talisman, Facebook and Twitter during housing week
- 1 six-foot table (additional tables \$150)
- 2 additional sponsored social media posts on Facebook, Twitter or Instagram stories with either the Herald or Talisman to use any other time during the spring semester
- 1 reserved parking permit for the housing fair

ADD-ONS

Fall Housing Fair \$400

- 1 table
- 1 parking spot
- Featured photo and blurb on the fall housing email newsletter
- 3 sponsored social media posts to use during the fall semester
- Add an additional table and parking permit for \$50
- Deadline to sign up for Fall Housing Fair is Sept. 30

Photography \$100

Need fresh pictures for your online listing? One of our photographers will spend up to 90 minutes at your property taking photos for your listing on WKUApartments.com. You will be provided with files to use elsewhere.

360 tour \$50

One of our photographers will capture a 360-degree walk-through of one of your units to include in your online listing. An embed code can also be provided to use the tour on another site. One tour included in package A.

THINGS TO KNOW

Housing Fairs

- The spring Housing Fair will be held in Downing Student Union. Premium tables will be located on the main floor, with other tables on the second floor. In the event of inclement weather on Feb. 23, the event will be held on March 2. Time for the event is 10 a.m.-2 p.m.
- The fall Housing Fair will be held outside Oct. 6 in the Centennial Mall area of campus. In the event of inclement weather, the event will be held on Oct. 11. Time for the event is 10 a.m.-2 p.m.
- The housing guide will be distributed beginning Tuesday, Feb. 22.
- Additional parking spots must be reserved at the same time as your package. Additional spots will cost \$10. Alternatively, all-day parking is available in a paid visitors lot across the street from DSU on a first-come, first-serve basis, and short-term (45 minute max) parking is available at meters throughout campus.
- During the spring Housing Fair, banners and signs can be freestanding or placed on your table. Downing Student Union does not permit material to be taped to walls or rails.
- 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 event.
- Any food distributed in Downing Student Union must be approved in advance by the WKU Restaurant Group, 270-745-5242.

Housing Week

- Instagram takeovers will be hosted on the Herald and Talisman accounts, which together have nearly 5,000 followers. Each client selecting package A will takeover Instagram stories for one day during the week of the Housing Fair. A Cherry Creative editor will work with you to facilitate posting and assist in coming up with creative ideas.
- Email newsletter promoting the WKU Housing Fair and WKUApartments.com will be sent twice ahead of the event to all subscribers to Herald and Talisman email newsletters reaching more than 23,000 subscribers.
- Sponsored social media posts will be shared by the Herald and Talisman accounts which combined have more than 12,000 Twitter followers and more than 10,000 Facebook followers.