

Student Publications Media Kit



Western Kentucky University
Spring 2021

18,183 Enrolled Students



77%
In-State



23%
Out-of-State

27% from Warren or neighboring counties

Nearly
3,000
faculty and staff

\$67,402
average salary for
full-time faculty

21 Average age of
undergraduates

32 Average age of
graduate students

61% Female

39% Male

Data obtained from the 2020 WKU Fact Book and the 2018-2019 AAUP Faculty Compensation Survey.

Student Publications

WKU Student Publications is home to the College Heights Herald, Talisman and Cherry Creative. We provide our audiences with engaging, informative content and offer a variety of ways to reach students, faculty, staff and alumni through advertising in print, online, out-of-home and special events.

The Herald boasts a strong weekly readership both in print and online and 18 Pacemaker Awards, the highest honor in collegiate journalism. As one of the most nationally honored student-run news organizations since 1925, the Herald can help you connect with consumers daily online at WKUHerald.com and weekly in print.

The Talisman publishes an eclectic mix of life and culture content on WKUTalisman.com, serving its loyal readers with event coverage, profile stories and in-depth features showing life on the Hill and in Bowling Green. Started as WKU's yearbook in 1924, the Talisman has earned 21 Pacemaker Awards over its illustrious history.

Cherry Creative is a group of skilled storytellers who will help you connect with the WKU community by working with you to create sponsored content published in our specialty publications or through the Herald or Talisman. Cherry Creative received the inaugural Innovation Pacemaker in 2020.

Contact us

Will Hoagland
Advertising Adviser
270-745-6285
william.hoagland@wku.edu

Sam Oldenburg
Cherry Creative Adviser
270-745-3055
samual.oldenburg@wku.edu

Chuck Clark
Student Publications Director
270-745-4206
chuck.clark@wku.edu

Billing Office
1906 College Heights Blvd. #11084
Bowling Green, KY 42101
270-745-2653

General Advertising Questions
herald.advertising@wku.edu

Brian Kehne
Advertising Manager
270-745-6284
herald.advertising@wku.edu

Emma Spainhoward
Cherry Creative Director
270-745-6287
cherrycreativewku@gmail.com

Ashlyn Crawford
Art Director
270-745-6287
herald.creative@wku.edu

College Heights Herald

The College Heights Herald is the go-to publication to know all the happenings in and around WKU. Not only is the coverage from the Herald important, it's relevant and interesting. As an advertiser your message will be well seen by our thousands of viewers and readers.

WKUHERALD



Online Advertising

WKUHerald.com is the place to get seen by WKU students, faculty, staff and alumni. Averaging more than 120,000 pageviews per month during the academic year, the website is the perfect way to connect to the campus community and beyond. The go-to source for need-to-know information, WKUHerald.com provides breaking news, in-depth features and other unique content to an ideal audience for your business.

Positions & Dimensions

Page curl: 960px wide by 250px high

Slides in from top of the window as page loads

Banner: 728px wide by 90px high

Positioned at the top or bottom of each page, or the middle of the homepage and section pages

Rectangle: 300px wide by 250px high

Positioned in the sidebar on each page or within the post on story pages

Skyscraper: 300px wide by 525px high

Positioned in the sidebar on each page

Marketplace

Showcase your social media posts throughout our website in a customized widget placed in a highly visible area.

Monthly annual rate

\$100

Month-to-month rate

\$200

Rates

Each position serves a rotating set of up to four ads with a new ad served each time a page is loaded. You can also purchase an exclusive takeover of a position for a set time period.

	1,000 impressions (CPM)	1 day takeover
Top banner	\$11	\$50
In-post rectangle	\$9	\$100
Skyscraper	\$10	\$40
Sidebar rectangle	\$8	\$30
Mid-page banner	\$9	\$12
Bottom banner	\$6	\$20
Page curl	n/a	\$100



Email Newsletter

More than 23,000 subscribers receive a daily email newsletter recapping and condensing the Herald's top stories.

Standard Banner

728px wide by 90px high (responsive to screen size)

Placed throughout the body of the email. Up to four available per email.

One day
\$100/day

5-9 days
\$75/day

10 or more days
\$50/day

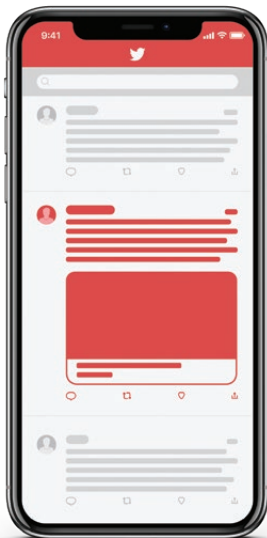
Presenting Sponsor

600px wide by 300px high (responsive to screen size)

Placed at the top of the email. One available per email.

One day
\$175/day

20 or more days
\$150/day



Sponsored Social Media Posts

Have the Herald share your promos on Twitter, Facebook or an Instagram story and grow your audience at \$50 per post, or less if bundled.

3 posts
\$135 - \$45/each

5 posts
\$200 - \$40/each

10 posts
\$350 - \$35/each

20 posts
\$600 - \$30/each

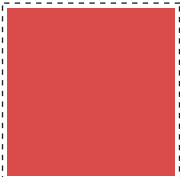
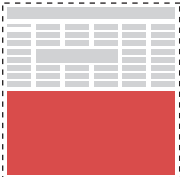


Herald Business Directory

A premium listing presents your information with a customized profile page on the Herald's website. Upload your own content — including videos, photos, coupons, menus and more. You'll get in front of our broad audience while also building your search engine optimization for Bowling Green and WKU's campus via our website. A premium listing can only be purchased in conjunction with other digital or print advertising.

Add-on only: \$20/month

Print Advertising

The College Heights Herald is the No. 1 source of campus news and the best way to reach the WKU market. The print edition is published every Tuesday to the WKU community and handed directly to students by our distribution team. We can get your message out! All rates include full color. For information on sponsored content, see page 8.

Full 9.5"w x 10"h P: \$420 BC: \$440 BL: \$460	Half Horizontal 9.5"w x 4.6875"h P: \$220 BC: \$235 BL: \$250	Half Vertical 4.6875"w x 9.5"h P: \$220 BC: \$235 BL: \$250	Quarter Horizontal 9.5"w x 2.2812"h P: \$115 BC: \$130 BL: \$150
			

Standard Advertisements

Sizes & Pricing

P - Prepaid

BC - Billed Campus

BL - Billed Local

Color + \$150.00

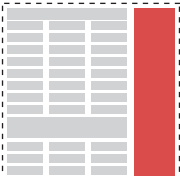
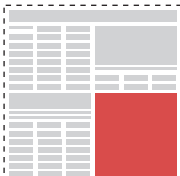

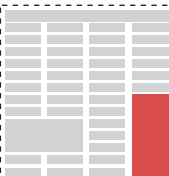
Deadlines

Sales

Tuesday, 4 p.m.

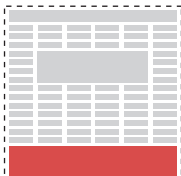
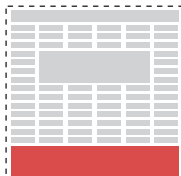
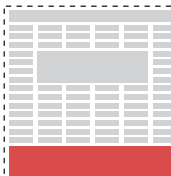
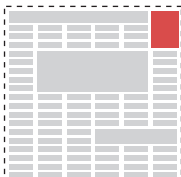

Provided Artwork

Thursday, noon

Quarter Vertical 2.2812"w x 9.5"h P: \$115 BC: \$130 BL: \$150	Quarter Square 4.6875"w x 4.6875"h P: \$115 BC: \$130 BL: \$150	Eighth Horizontal 4.6875"w x 2.2812"h P: \$70 BC: \$80 BL: \$90	Eighth Vertical 2.2812"w x 4.6875"h P: \$70 BC: \$80 BL: \$90
			

Premium Advertisements

Bring extra attention to your ad with a premium placement opportunity. Shape ads are also available on inside pages at a 20% charge above the nearest modular size.

<p>Front Page Banner 9"w x 1.75"h</p> <p>P: \$410 BC: \$430 BL: \$450</p> 	<p>Sports or Life Banner 9"w x 1.75"h</p> <p>P: \$200 BC: \$225 BL: \$250</p> 	<p>Photo or Fun Banner 9"w x 1.75"h</p> <p>P: \$150 BC: \$175 BL: \$200</p> 
<p>Front Page Ear 1.5"w x 2"h</p> <p>P: \$900 BC: \$950 BL: \$1,000</p> 	<p>Center Doubletruck 20"w x 10"h</p> <p>P: \$900 BC: \$950 BL: \$1,000</p> 	

Inserts

The College Heights Herald must receive at least one copy of the insert for review of acceptability before shipment. The maximum insert size is 12 inches by 10 inches; anything larger must be folded. Die-cut inserts must have at least one straight edge. Inserts should be shipped to the address below one week before insertion. The Herald is not responsible for loss or cost of returning inserts shipped prior to notice. Shipments must be clearly labeled "For College Heights Herald, DATE OF INSERTION"

Courier Journal
525 W Broadway
Louisville, KY 40202

	Rate per thousand
Single sheet	\$48
Multi fold	\$80
20 plus pages	\$96

Maximum insert amount: 4,000

Kiosk Advertisements

Fifteen highly visible kiosks throughout campus are passed by students, faculty, staff and visitors each day and serve as distribution points for the paper every week. The outdoor kiosks are the only outdoor advertising on campus outside of athletic facilities.

Ads can be printed and provided by the client or printed by the Herald. All outdoor ads must be laminated against weather.

Print & Lamination	\$100 each
Lamination Only	\$25 each
Print Only (Indoor)	\$75 each

Dimensions
Outdoor: 23"w x 36"h
Indoor: 24"w x 48"h

	Month	Semester
One side on one kiosk	\$200	\$500
One side on three kiosks	\$500	\$1,250



Outdoor Kiosks

- 1 Gary Ransdell Hall, at transit stop
- 2 Guthrie Tower, along central walkway on north edge
- 3 Downing Student Union, east entrance facing Minton Hall
- 4 Centennial Mall, endcap closest to Downing Student Union
- 5 Parking Structure 1, near elevators on the main entrance
- 6 Colonnade Drive, between Wetherby Administration Building and Terry Colonnade
- 7 Old Fort, across from central clock
- 8 The Valley, between Hilltopper Hall and neighboring dorms
- 9 WKU Transit Stop, across the street from Henry Hardin Cherry Hall
- 10 WKU Transit Stop, near Environmental Sciences and Technology Hall

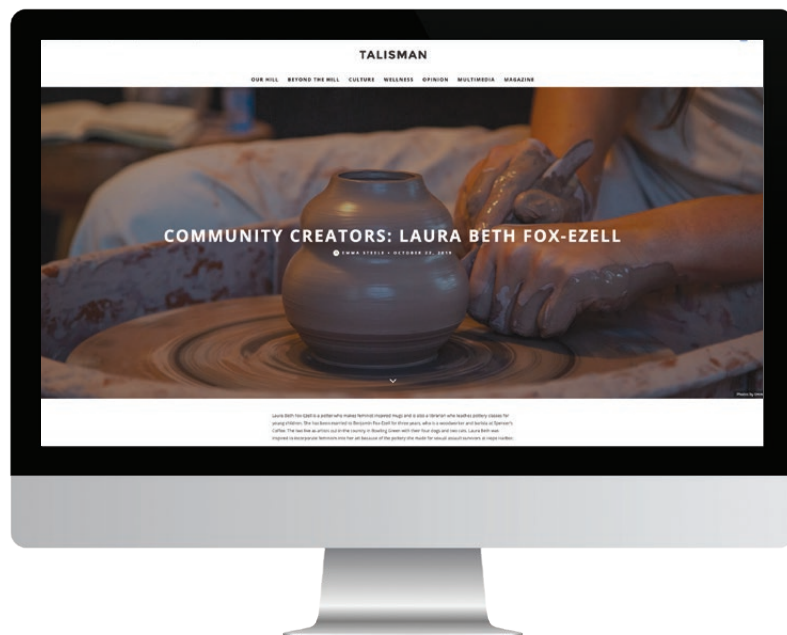
Indoor Kiosks

- 11 Jody Richards Hall, first floor near computer lab
- 12 Grise Hall, first floor inside front entrance
- 13 Fine Arts Center, first floor near elevator
- 14 Garrett Food Court, bottom level entrance
- 15 Snell Hall, first floor entryway near DaVinci's

TALISMAN

The Talisman is an online magazine dedicated to high-quality journalism, stunning photography and fun, quirky content that is relevant to the WKU community. WKUTalisman.com has a voice of its own. The site publishes fresh news, culture and lifestyle content daily. Loyal readers turn to the Talisman for event coverage, profile stories and in-depth features.

WKUTALISMAN



Email Newsletter

At the start of every week, more than 15,000 subscribers receive a newsletter sharing a mix of the best stories from the previous week.

Standard Banner

728px wide by 90px high (responsive to screen)
Placed throughout the body of the email.
Two spaces available per week.

One week
\$75/week

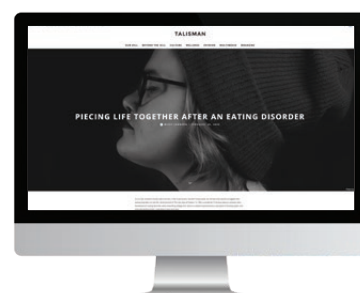
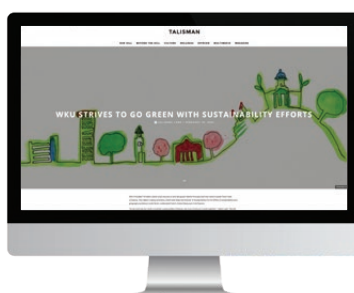
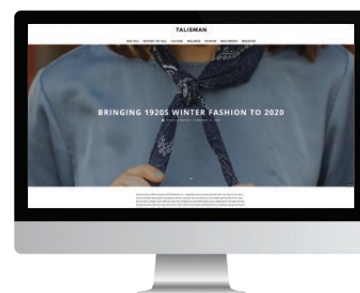
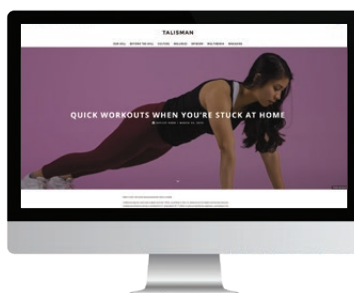
5+ weeks
\$50/week

Presenting Sponsor

600px wide by 300px high (responsive to screen)
Placed at the top of the email.
One space available per week.

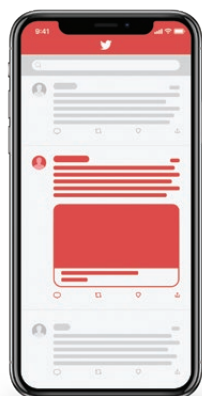
One week
\$150/week

5+ weeks
\$100/week



Sponsored Social Media Posts

Have the Talisman share your message on Twitter, Facebook or an Instagram story and grow your audience starting at \$50 per post.



3 posts
\$135 - \$45/each

10 posts
\$350 - \$35/each

5 posts
\$200 - \$40/each

20 posts
\$600 - \$30/each

Website Advertisements

Each position serves a rotating set of up to four ads with a new ad served each time a page is loaded. You can also purchase an exclusive takeover of a position for a set time period.

	1,000 impressions (CPM)	1 week takeover
Top banner 728px wide by 90px high	\$11	\$30
In-post rectangle 300px wide by 250px high	\$9	\$50



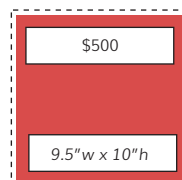
The Cherry Creative staff produces sponsored content pieces that are published through the Herald, Talisman or other specialty publications. A Cherry Creative writer, photographer or designer will work with you to create a piece on a topic agreed upon by your business.

Special sections

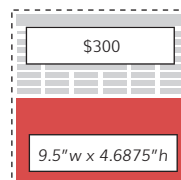
Each special section offers a specific theme that may be a perfect fit for your business. All special sections are printed in full color.

Sizes & Prices

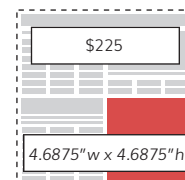
Best of the Hill*



Full

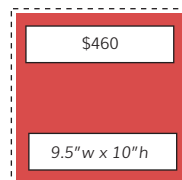


Half

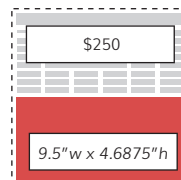


Quarter

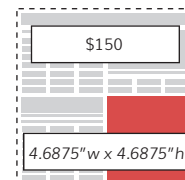
Other special sections



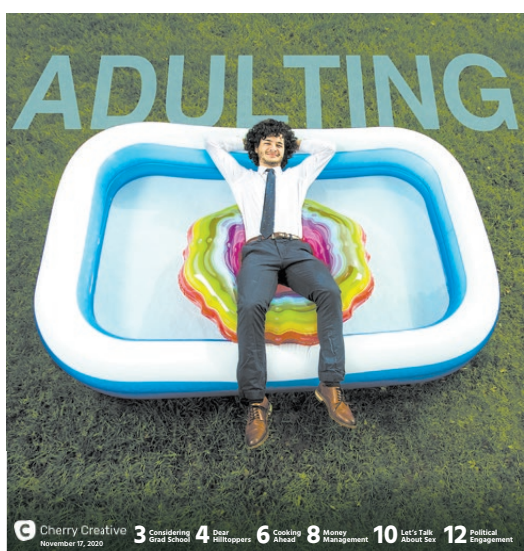
Full



Half



Quarter



Spring Semester	Housing	Fashion	Best of the Hill	Graduation
Sponsored commitment	Feb. 9	Feb. 26	n/a	April 1
Ad commitment	Feb. 19	March 11	April 1	April 13
Artwork deadline	Feb. 22	March 15	April 5	April 14
Publication date	March 2	March 23	April 13	April 27

* Best of the Hill rates include the opportunity to have a table at our outdoor on-campus Best of the Hill event March 24.

WKU Graduate Gallery

The graduate gallery is a website to celebrate WKU's graduating class each semester. Parents purchase gallery pages with a special message and photos from throughout their child's life to congratulate them on their graduation, with client ads interspersed throughout the site. Check with your advertising consultant for current options and rates.





Sponsored Content

Let us tell your story. With unparalleled reach into the WKU community, we are the best avenue to get your story out. Sponsored content pieces will be similar in style to the editorial content in the publication but will be labeled as being sponsored by your business. The piece can be provided by you or produced by our creative staff. If our staff is producing the piece, you will be able to be involved throughout the process and proof the piece multiple times before publication.

The standard rates for sponsored content are listed below. However, the sky is the limit when it comes to what the Cherry Creative staff can create for your business. Intensive, in-depth pieces will be priced on a case-by-case basis.

College Heights Herald

Print, full-page - \$550

Full color, approximately 500 words and one photograph

Online, standard story - \$350

Approximately 500 words and 1-3 photographs, shared once on social media.

Online, video - \$450

Approximately 2-3 minutes, posted online and shared once on social media. Video file provided for use elsewhere.

Special Sections

Print, full-page - \$550

Full page, approximately 400-600 words and 1-2 photographs

Talisman

Online, standard story - \$350

Approximately 500 words and 1-3 photographs, shared once on social media.

Online, video - \$450

Approximately 2-3 minutes, posted online and shared once on social media. Video file provided for use elsewhere.

View of the Hill

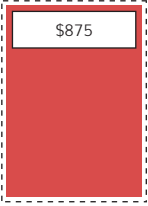
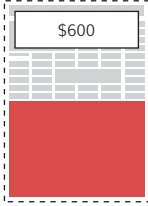
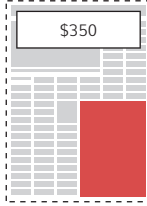
Print - \$1,000

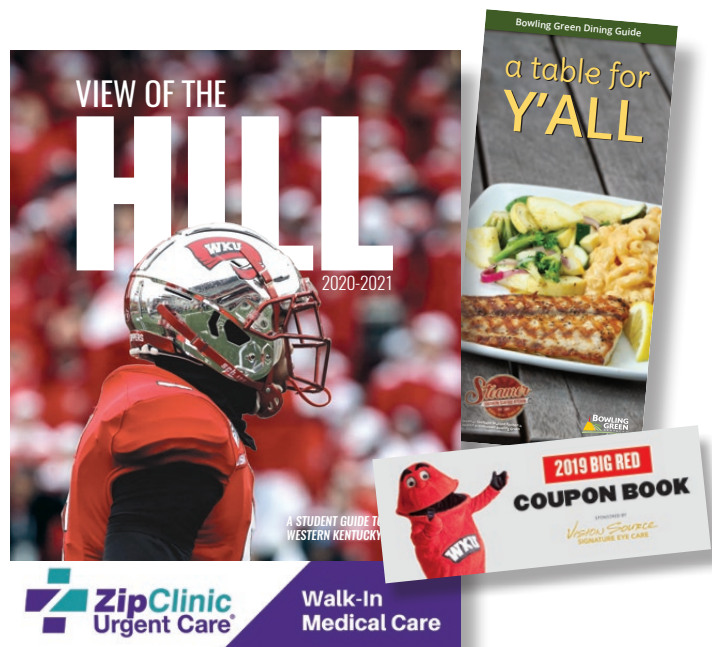
One page, approximately 400-600 words and 1-2 photographs

View of the Hill

Published each summer, View of the Hill is mailed to the homes of all incoming WKU freshmen and distributed during welcome back events at the beginning of the fall semester. The magazine highlights what a new student can expect at WKU, including clubs and organizations, university traditions and the local businesses Bowling Green offers. Distribution begins mid-summer. Check with your ad consultant for this year's deadlines and design specifications.

Sizes & Prices

		
\$875	\$600	\$350
Full	Half	Quarter



Big Red Coupon Book

Introduce students to your business by pulling them in with a coupon in the Big Red Coupon Book. As students descend on Bowling Green for the start of the school year, you'll get in front of both new and returning Hilltoppers. This publication is distributed during the first few weeks of the fall semester. Check with your ad consultant for this year's rates, deadlines and design specifications.

Dining Guide

Our "A Table for Y'all" dining guide is the comprehensive source for restaurant options in Bowling Green. All establishments serving food in Warren County are listed in the directory, but you'll want to invest in an advertisement to stand out among the hundreds of options. Check with your ad consultant for this year's rates, deadlines and design specifications.



WKUApartments.com

The premier local search for WKU students looking for housing close to campus, WKUApartments.com allows property managers and apartments to share their property listings. The user-friendly site allows potential renters to search by rooms, price or amenities as they seek out housing near campus.

Complexes, Property Managers

Monthly	Quarterly	Annually
\$100/month	\$75/month	\$50/month

Single Unit

House, duplex or sublease
\$30 - One month online and one print classified

WKU Housing Week

Housing Week will be a digital event March 1-5 centered around our housing website, WKUApartments.com, and promoted heavily by the Herald and Talisman both online and on campus. Ask your ad consultant for rates and more information.

Advertising Policies

- WKU Student Publications reserves the right to refuse an advertisement it deems objectionable for any reason.
- No paid advertisement is accompanied by additional free notices or news stories.
- Advertising having the appearance of news must be clearly labeled as "Paid Advertising" or "Sponsored Content." The Herald or Talisman will determine if the labeling meets standards for clarity.
- Student Publications will not publish advertising that encourages irresponsible drinking and/or the illegal use of alcoholic beverages.
- All political, "closing" and "going out of business" advertising must be prepaid.
- Student Publications is not responsible for factual errors, quality of artwork or grammatical and/or typographical errors in an ad submitted by the advertiser.
- It is the responsibility of the advertiser to notify Student Publications of errors within five business days.
 - Student Publications will be responsible for errors the first time an ad we create is published.
 - Allowances will be made only for errors that materially affect the value of the advertisement.
 - Non-compliance with this request leaves full responsibility with the advertisers.
- All advertisements are accepted and published upon the representation that the agency or the advertiser is authorized to publish the entire contents and subject matter there in.
- In consideration of the acceptance of such advertisements for publication, the agency or advertiser assumes liability for any claim based upon the content or subject matter of such advertisements, including, without limitation, claims or suits for libel, violations of rights of privacy, plagiarism and copyright infringement.
- All ad changes and cancellations must be made before the advertising deadline. Ads canceled after the deadline will be charged the amount of the ad's space.
- Student Publications will not knowingly accept any advertisement that is defamatory, promotes academic dishonesty, violates any federal, state or local laws or encourages discrimination against any individual or group on the basis of race, sex, sexual orientation, gender identity, color, creed, religion, national origin or disability.
- Student Publications may make rate changes, with a 30-day notice. If so, you may cancel agreement with no penalty.
- Promotions not listed in the rate card may be offered.
- All rates are non-commissionable, net rates.
- Mastercard and Visa are accepted.
- Advertising statements and tearsheets are mailed at the first of each month.
- Accounts not paid within 60 days may be submitted for collection and will be charged a minimum 10% penalty. Accounts not paid after 90 days will be submitted for collection and assessed a late fee of up to 30%.
- Ads exceeding 19" in depth will be considered a full page and will be billed accordingly.
- If you have a question or if there is a discrepancy with your statement, please contact the business office at 270-745-2653.
- New advertising accounts will prepay until credit is established.
- Student Publications will extend credit to new accounts upon request under the following conditions:
 - The advertiser must have an established history of satisfactory credit purchases, and the advertiser must keep their account current. A credit application must be completed and will be evaluated based upon the credit sources listed by the advertiser. In most cases, the business office will notify the advertiser the status of the credit application within two weeks.

Sponsored posts policy

- The College Heights Herald and Talisman will each send out no more than three sponsored posts per platform per day.
- The client must fill out an insertion order with the list of dates and times they would like their message to be tweeted.
- This information must be submitted to Student Publications two full business days in advance.
- Student Publications will not post sponsored tweets that encourage irresponsible drinking and/or the illegal use of alcoholic beverages. (For example, "All-You-Can-Drink" advertisements.)

Design Checklist

Preferred Formats:

- Packaged Adobe InDesign
- Adobe Illustrator (.ai)
- Adobe EPS (.eps)

Other Accepted Formats*:

- PDF
- JPEG
- PNG (online only)
- GIF (online only)

Rejected Formats:

- Microsoft Word
- Publisher
- Powerpoint
- Excel
- Pages
- Quark Express

Settings

- Correct dimensions of selected advertisement
- Print: CMYK color mode
- Web: RGB color mode
- Print: 300 PPI resolution
- Web: 72 PPI resolution
- All fonts outlined
- All images embedded

*Size and setting must be correct for publication. We are not able to adjust settings from these formats.

Deadline

For College Heights Herald publication, artwork must be sent to your advertising consultant or the art director at herald.creative@wku.edu by noon on Thursdays. For other publications, see deadline charts for specific dates. Artwork sent after deadline for print publications is at risk for not running, and the client will still be charged.

No designer? No problem. Our design staff can create your ad for no additional charge.

Contract Packages

Contract packages offer a discounted rate for all of our products when you commit to advertising throughout the academic year. All contracts can include print, online, newsletters, sponsored content, special sections, kiosks, events and social media. View of the Hill is excluded from package rates, except for package 5. The WKU Housing Fair receives a 10% discount as part of package 5 and no discount with other packages.

Package 1

\$1,000 - 5% discount

Package 2

\$2,000 - 10% discount

Package 3

\$3,000 - 15% discount

Package 4

\$4,000 - 20% discount

Package 5

\$8,000 - 25% discount and no additional charges for color

Publication Calendar

Spring 2021

28 Herald print publication dates*

28 Special publications*

28 No classes

January 2021

S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

February 2021

S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28						

Special Publications

Housing Guide: March 2

Fashion Guide: March 23

Best of the Hill: April 13

Talisman Digital Magazine: April 21

WKU Graduate Gallery: April 23

Graduation Guide: April 27

Special Events

Housing Week: March 1-5

Best of the Hill Festival: March 24

(Rain date March 31)

March 2021

S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

University Schedule

Classes begin: Jan. 19

Final exams: April 26-30

Spring 2021/Fall 2020 Graduation:

April 30 & May 1

Spring 2020 Graduation: May 7 & 8

*The Herald and special sections will be printed as long as classes are held in-person.

April 2021

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	