

STUDENT PUBLICATIONS



MEDIA KIT

Western Kentucky University
2024-2025



CONTRACT PACKAGES

Contract packages offer a discounted rate for all of our products when you commit to advertising throughout the academic year. View of the Hill, Housing Fair packages and video production receive a 10% discount as part of package 5 and no discount with other packages. All other advertising included in this media kit is eligible for the contract discounts.

Package 1: \$2,000
5% discount

Package 2: \$3,000
10% discount

Package 3: \$5,000
15% discount

Package 4: \$7,000
20% discount

Package 5: \$10,000
25% discount

DESIGN GUIDELINES

Required 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
- Bleeds only when indicated
- No printer's marks

Accepted Formats

- PDF*
- JPEG*
- PNG* (online only)
- GIF* (online only)
- Packaged Adobe InDesign
- Adobe Illustrator (.ai)
- Adobe EPS (.eps)

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

Rejected Formats

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



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

Deadline Policy

Print-ready advertisements designed by a client must be received by 4 p.m. on the artwork deadlines specified throughout this media kit. Art can be sent to your advertising consultant or to the design editor at: cherrycreative@wku.edu. Artwork sent via email must be **no more than 25mb** to be received by a WKU email address. If your artwork is larger, contact your advertising consultant to arrange another way to transmit the file.

Artwork sent after deadline for print publications is at risk of not running, and the client will still be charged.

Photography

Photography is not included in the price of advertising but can be provided by the Cherry Creative staff at a rate of \$100 per hour within Warren County. The minimum billed time is one hour. Photography services can only be provided in conjunction with an advertisement, but the edited photographs will be provided to you for other uses.

ONLINE ADVERTISING

Interstitial: 600px wide by 300px high

Appears as a pop-up over the website upon page load, exclusive space with no rotation

Masthead: 600px wide by 200px high

Positioned at the top of every page, exclusive space with no rotation

Sticky Bottom: 728px wide by 90px high

Statically positioned at the bottom of the browser window on every page, exclusive space with no rotation

Top Banner: 728px wide by 90px high

Positioned with site header on every page, served in a rotation of up to four ads in position

In-Post: 300px wide by 250px high

Positioned within story posts, served in a rotation of up to four ads in position

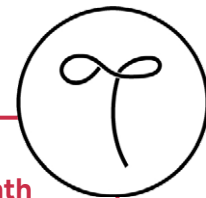
**all listed dimensions are responsive to screen size*

College Heights Herald



	1 day	1 week	1 month
Interstitial	\$100	\$300	\$1,250
Masthead	n/a	\$265	\$1,100
Sticky Bottom	n/a	\$250	\$1,000
Top Banner	n/a	\$135	\$500
In-Post	n/a	\$100	\$400

TALISMAN



	1 day	1 week	1 month
Interstitial	\$80	\$150	\$600
Masthead	n/a	\$130	\$520
Sticky Bottom	n/a	\$125	\$500
Top Banner	n/a	\$60	\$240
In-Post	n/a	\$50	\$200

EMAIL NEWSLETTERS

College Heights Herald



More than 25,000 subscribers receive the Herald's email newsletter each weekday during the academic year and weekly during academic breaks.

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

One spot available per day placed atop the email

One day
\$200/day

5-9 days
\$160/day

10 or more days
\$130/day

National
\$300/day

Standard Advertisement
300px wide by 250px high
(responsive to screen size)

Up to four spots available per day throughout the body of the email

One day
\$120/day

5-9 days
\$80/day

10 or more days
\$60/day

National
\$150/day



TALISMAN



More than 25,000 subscribers receive the Talisman's email newsletter weekly during the academic year.

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

One spot available per week placed atop the email

One week
\$200/week

Five or more weeks
\$130/week

National
\$300/week

Standard Advertisement
300px wide by 250px high
(responsive to screen size)

Up to four spots available per week throughout the body of the email

One week
\$120/week

Five or more weeks
\$75/week

National
\$150/week

SOCIAL MEDIA POSTS

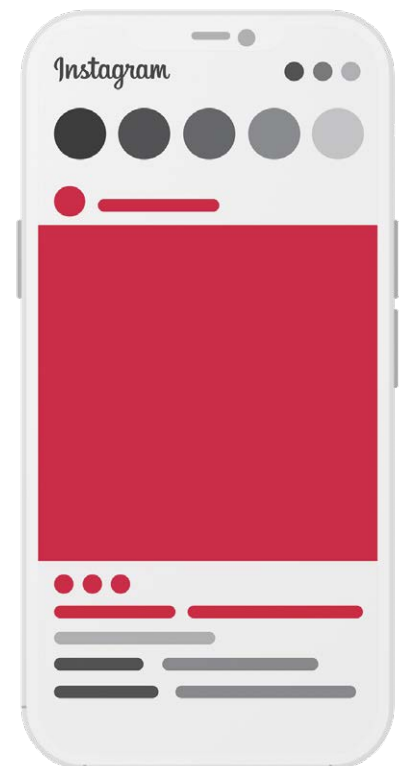
A series of social media posts allows your message to get in front of students multiple times to build a lasting impression. Sponsored posts can be shared by the Herald or Talisman on your choice of either Instagram, X (Twitter) or Facebook. Limited daily advertising availability keeps a balance with original content to engage followers.

3 posts
\$180 (\$60/each)

5 posts
\$250 (\$50/each)

10 posts
\$400 (\$40/each)

20 posts
\$700 (\$35/each)



PRINT ADVERTISING



College Heights Herald

Back Cover: \$600 / \$700 N	Inside Front: \$550 / \$635 N	Front Banner: \$300
Full Page: \$460 / \$600 N	Half (H or V): \$250	Quarter (H or V): \$150

Homecoming Herald

Back Cover: \$700	Inside Front: \$640	Front Banner: \$400
Full Page: \$600	Half Horizontal: \$400	Quarter Vertical: \$250

Other Special Sections

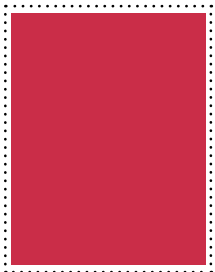
Back Cover: \$600 / \$700 N	Inside Front: \$550 / \$635 N	Front Banner: \$300 / \$300
Full Page: \$500 / \$600 N	Half Horizontal: \$300	Quarter Vertical: \$225

TALISMAN

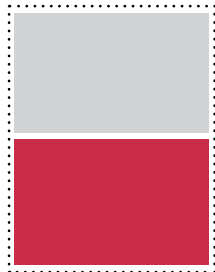
Back Cover: \$800	Full Page: \$600	Half Horizontal: \$400
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Print Ad Sizes

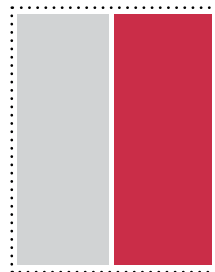
Full
8.25" W x 10.75" H
.125" bleed



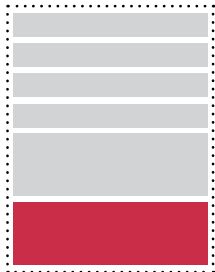
Half Horizontal
7.5" W x 4.875" H
no bleed



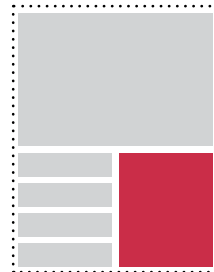
Half Vertical
3.689" W x 9.875" H
no bleed



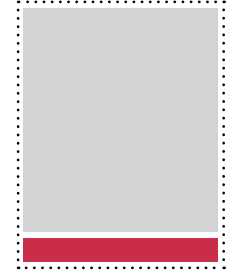
Quarter Horizontal
7.5" W x 2.375" H
no bleed



Quarter Vertical
3.689" W x 4.875" H
no bleed



Front Banner
8.25" W x 1" H
.125" bleed



Important Dates

Publication	Publication Date	Sponsored Commitment	Ad Commitment	Artwork Deadline
Herald	Oct. 9	Sept. 12	Sept. 23	Sept. 26
Herald Homecoming	Nov. 11	Oct. 17	Oct. 28	Oct. 31
Talisman	Dec. 4	Oct. 14	Oct. 14	Nov. 1
Graduation Guide	Dec. 6	Nov. 4	Nov. 18	Nov. 21
Herald	Feb. 17	Jan. 23	Feb. 3	Feb. 6
Housing Guide	Feb. 24	Jan. 30	Feb. 10	Feb. 13
Best of the Hill	April 14	March 27	March 31	April 3
Herald	April 21	March 27	April 7	April 10
Talisman	April 30	March 10	March 10	March 28
Graduation Guide	May 8	April 4	April 17	April 23

N = National advertising rate

All deadlines are 4 p.m. Central Time on the dates above.

SPONSORED CONTENT



Let us tell your story. Cherry Creative writers, photographers and designers will work with you to create a piece on a topic agreed upon by your business. Sponsored content pieces will be similar in style to the editorial content in the publications but will be labeled as being sponsored by your business. You will have the opportunity to be involved throughout the process, giving input and proofing the piece multiple times before publication.

Print Sponsored Content

One Page

Approximately 400-600 words and 1-2 photos

Herald: \$600

Homecoming Herald: \$700

Special Sections: \$600

View of the Hill: \$1,200

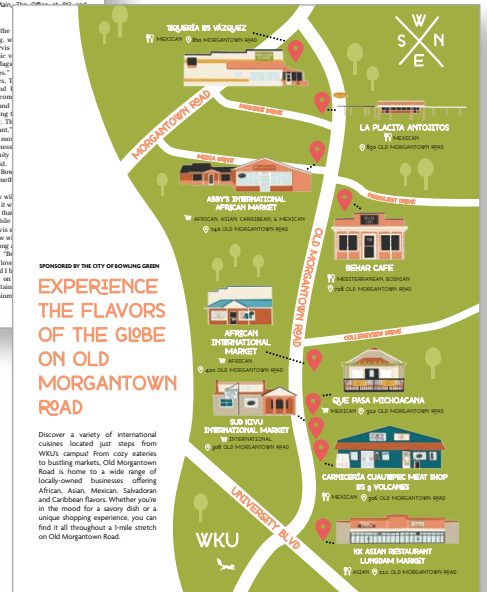
Two Page Spread

Approximately 500-700 words and 2-3 photos

Herald: \$1,000

Special Sections: \$1,100

Talisman: \$1,000



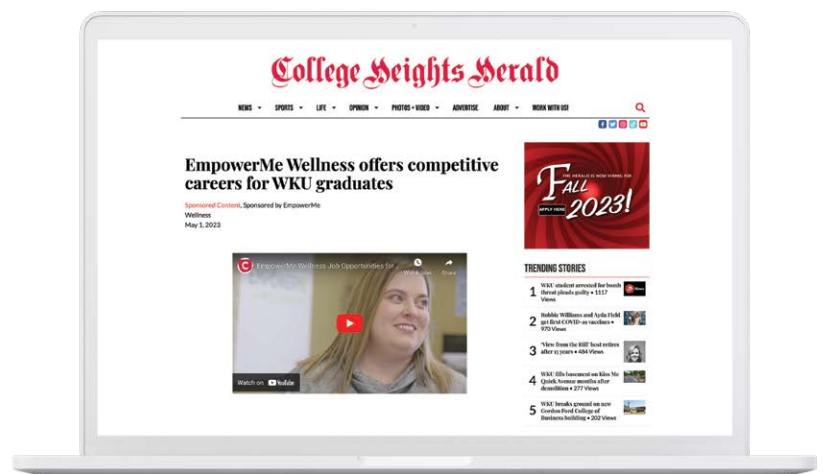
Online Sponsored Content

Online, Standard Story: \$350

Approximately 500 words and 1-3 photographs
Published on WKUHerald.com or WKUTalisman.com and shared once on the selected publication's social media and email newsletter

Online, Video: \$1,000

Approximately 2-3 minutes
Published on WKUHerald.com or WKUTalisman.com and shared once on the selected publication's social media and email newsletter. Video file provided for use elsewhere.



KIOSK ADVERTISING

Twenty-five highly visible magazine kiosks throughout campus are passed by students, faculty, staff and visitors each day. The outdoor kiosks are the only outdoor advertising on campus outside of athletic facilities. Rates include printing ad artwork and maintaining the artwork quality throughout the run of the ad.

	Month	Semester
One side on one kiosk	\$300	\$600
One side on three kiosks	\$700	\$1,500
One side, national	\$400	n/a

Dimensions

Outdoor: 24" W x 36" H Indoor: 24" W x 48" H



Outdoor Kiosks

- 1 WKU Transit Stop, across from Cherry Hall
- 2 WKU Transit Stop, near EST
- 3 Colonnade Drive, along staircase
- 4 Helm Library, near Commons entrance
- 5 The Valley, behind Hilltopper Hall
- 6 Centennial Mall, endcap closest to DSU
- 7 Downing Student Union, street side
- 8 Guthrie Tower, central walkway on north edge
- 9 Gary Ransdell Hall, at transit stop
- 10 First Year Village, along central walkway

Indoor Kiosks

- 11 Snell Hall, first floor entryway near DaVinci's
- 12 Fine Arts Center, first floor near elevator
- 13 Grise Hall, first floor vestibule
- 14 Parking Structure 1, first floor near elevator
- 15 Jody Richards Hall, first floor near computer lab
- 16 Gary Ransdell Hall, first floor lobby
- 17 Downing Student Union, near info desk
- 18 Downing Student Union, Centennial entrance
- 19 Academic Complex, first floor lobby
- 20 Grise Hall, fourth floor near elevator
- 21 Ogden College Hall, first floor near dean's office
- 22 Kelly Thompson Hall, first floor lobby
- 23 Environmental Sciences & Technology, lobby
- 24 Honors College International Center, lobby
- 25 Helm Library, Commons food court level

SPECIALTY PUBLICATIONS & EVENTS

Ask your advertising consultant for dates, rates and more details regarding these special opportunities.

Distribution Sponsorship - \$250

Join us for a magazine distribution event in a high-traffic area on campus. Your business will have a table to share information and engage students with giveaways. Limited dates available.

WKU Housing Fair

Our fall and spring housing fairs provide students with a one-stop shop as they make housing decisions for the upcoming school year. Apartment complexes, property managers and service providers don't want to miss this opportunity to connect with students in the heart of campus.

Best of the Hill Festival

Interact with students by sharing giveaways, samples and information in the heart of WKU's campus. All businesses that advertise in the Best of the Hill publication have the opportunity to have a table at the event for no additional charge.

View of the Hill

Published each summer, View of the Hill is mailed to the homes of incoming students. The magazine highlights what a new student can expect at WKU and the local businesses Bowling Green offers.

Big Red Coupon Book

Introduce students to your business by pulling them in with a deal in the Big Red Coupon Book distributed as students descend on Bowling Green for the start of the school year.

Dining Guide

Our "Table for Y'all" dining guide is the comprehensive source for restaurants in Warren County. Distributed with the Bowling Green Area Convention & Visitors Bureau, the guide is available to guests staying in hotels, visiting attractions and attending events.

WKU Apartments.com

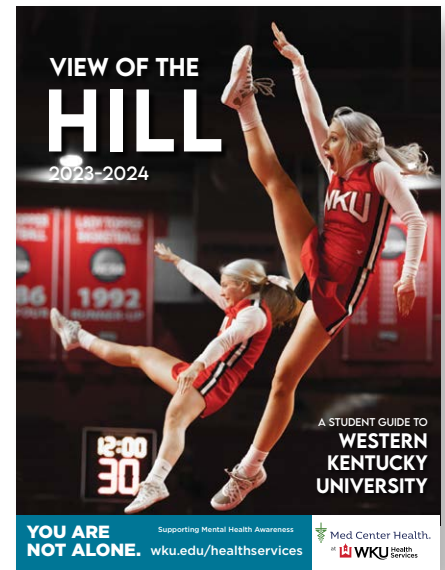
The premier local search for WKU students looking for housing close to campus, WKUApartments.com allows property managers and apartments to share their property listings. The user-friendly site allows potential renters to search by rooms, price or amenities.

Complexes, Property Managers

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

Single Unit

House, duplex or sublease
\$30/month



ADVERTISING POLICIES

- WKU Student Publications reserves the right to refuse an advertisement it deems objectionable for any reason.
- New advertising accounts will prepay until credit is established.
- 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.
- 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 therein.
- 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.
- 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 media kit may be offered.
- All rates are non-commissionable, net rates.
- Mastercard, Visa, American Express and Discover 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%.
- If you have a question or if there is a discrepancy with your statement, please contact the business office at 270-745-2653.

Sponsored Posts Policy

The College Heights Herald and Talisman will each send out no more than four sponsored posts per platform per day, except during specially-designated promotion weeks. The client must fill out an insertion order with the list of dates and times they would like their message to be posted and coordinate with their advertising consultant to confirm availability for those dates. 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.)

PUBLICATION CALENDAR

Publications

Oct. 9: **Herald**
 Nov. 11: **Homecoming Herald**
 Dec. 4: **Talisman**
 Dec. 6: **Fall Graduation Guide**
 Feb. 17: **Herald**
 Feb. 24: **Housing Guide**
 April 16: **Best of the Hill**
 April 21: **Herald**
 April 30: **Talisman**
 May 8: **Spring Graduation Guide**

Events

Fall Housing Fair: Oct. 16 (Rain date: Oct. 17)
Spring Housing Fair: Feb. 26
Best of the Hill Festival: April 16 (Rain date: April 17)

University Schedule

Fall semester begins: Aug. 19
Labor Day (university closed): Sept. 2
Fall break (university closed): Oct. 7-8
Thanksgiving break (university closed): Nov. 27-29
Fall commencement: Dec. 6
Winter break (university closed): Dec. 23-Jan. 3
Martin Luther King Day (university closed): Jan. 20
Spring semester begins: Jan. 21
Spring break (university closed): March 17-21
Spring commencement: May 8-9

CONTACT INFORMATION

Keelin Davis
Advertising Manager
 270-745-6284
 herald.advertising@wku.edu

Avari Stamps
Advertising Adviser
 270-745-6285
 avari.stamps@wku.edu

Billing Office

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

1 Publication 1 Event 1 Publication + Event

1 University Closed

August 2024

			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		

September 2024

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					

October 2024

			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			

November 2024

						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	

December 2024

			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					

January 2025

				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 2025

						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		

March 2025

							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						

April 2025

			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				

May 2025

						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		