

# STUDENT PUBLICATIONS MEDIA KIT

Western Kentucky  
University  
2021-2022





## 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 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 and in its twice-annual magazine, 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

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

**General Advertising Questions:** [herald.advertising@wku.edu](mailto:herald.advertising@wku.edu)

# 17,517 Enrolled Students

**21**

Average age of  
undergraduates

**32**

Average age of  
graduate students

*Approximately*

**2,800**

Faculty & Staff

**61%**

Female



**39%**

Male



**\$70,600**

Average salary for full-time faculty

**77%**

In-State



**23%**

Out-of-State

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.

## Online Advertising

WKUHerald.com is the place to get seen by WKU students, faculty, staff and alumni. 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

**Masthead: 960px wide by 250px high**

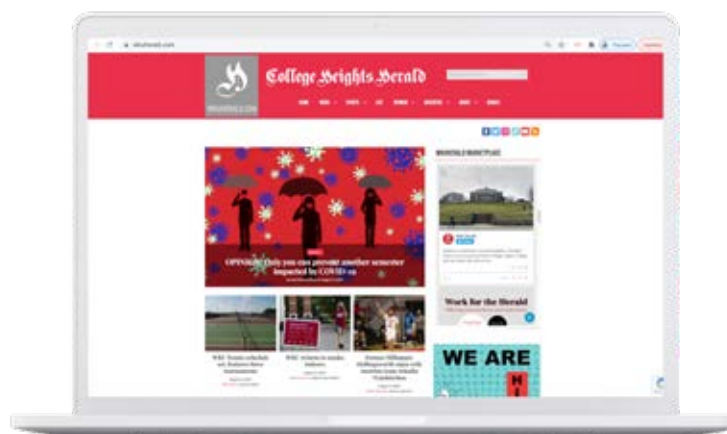
Slides in from top of the window as page loads.

**Banner: 900px wide by 100px 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 siderail on each page or within the post on story pages.



### 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
<b>Top Banner</b> .....	\$11 .....	\$50
<b>In-Post Rectangle</b> .....	\$9 .....	\$100
<b>Sidebar Rectangle</b> .....	\$8 .....	\$30
<b>Masthead</b> .....	N/A .....	\$100



# Email Newsletter

More than 28,000 subscribers receive the Herald's email newsletter each weekday during the academic year and weekly during winter and summer breaks, 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 banners per email.

<b>One day</b>	<b>5-9 days</b>	<b>10 or more days</b>
\$100/day	\$75/day	\$50/day

## Presenting Sponsor Banner

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

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

<b>One day</b>	<b>20 or more days</b>
\$175/day	\$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.

<b>3 posts</b>	<b>10 posts</b>
\$135 - \$45/each	\$350 - \$35/each
<b>5 posts</b>	<b>20 posts</b>
\$200 - \$40/each	\$600 - \$30/each

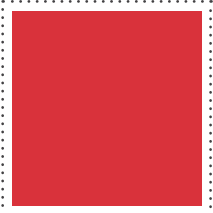
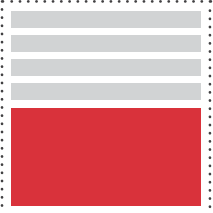
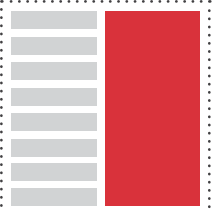
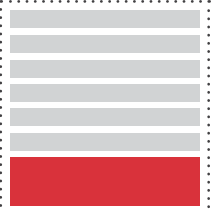
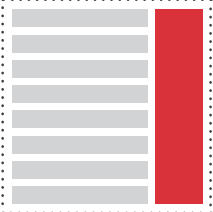
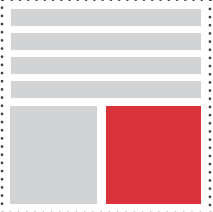
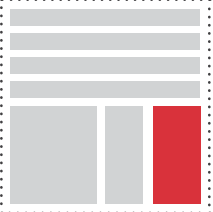
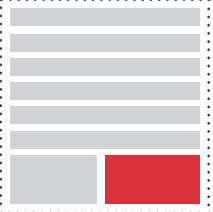
# Print Advertising

The College Heights Herald is the No. 1 source of campus news and the best way to reach the WKU market. The monthly print edition will get your message in front of thousands of WKU students and community members through distribution both on and off campus. All rates include full color. For information on sponsored content, see page 10.

## Standard Advertising


### Sizes & Pricing


**P:** Prepaid  
**BC:** Billed Campus  
**BL:** Billed Local

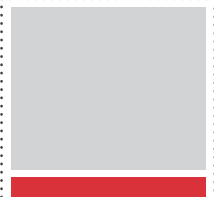
<b>Full</b> 9.75" w x 10" h  <b>P:</b> \$420 <b>BC:</b> \$440 <b>BL:</b> \$460	<b>Half Horizontal</b> 9.75" w x 4.6875" h  <b>P:</b> \$220 <b>BC:</b> \$235 <b>BL:</b> \$250	<b>Half Vertical</b> 4.8125" w x 9.5" h  <b>P:</b> \$220 <b>BC:</b> \$235 <b>BL:</b> \$250	<b>Quarter Horizontal</b> 9.75" w x 2.2812" h  <b>P:</b> \$115 <b>BC:</b> \$130 <b>BL:</b> \$150
<b>Quarter Vertical</b> 2.3438" w x 9.5" h  <b>P:</b> \$115 <b>BC:</b> \$130 <b>BL:</b> \$150	<b>Quarter Square</b> 4.8125" w x 4.6875" h  <b>P:</b> \$115 <b>BC:</b> \$130 <b>BL:</b> \$150	<b>Eighth Vertical</b> 2.3438" w x 4.6875" h  <b>P:</b> \$70 <b>BC:</b> \$80 <b>BL:</b> \$90	<b>Eighth Horizontal</b> 4.8125" w x 2.2812" h  <b>P:</b> \$70 <b>BC:</b> \$80 <b>BL:</b> \$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.

	<b>Center Double Truck</b> 20.5" w x 10" h <b>P:</b> \$900 <b>BC:</b> \$950 <b>BL:</b> \$1,000
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	<b>Back Page</b> 9.75" w x 10" h <b>P:</b> \$520 <b>BC:</b> \$540 <b>BL:</b> \$560
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	<b>Front Page Banner*</b> 9.75" w x 0.5" h Add an additional half-inch tall banner at the bottom of the front page for <b>\$100</b> . <i>*Only available as an add-on to the back page.</i>
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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 WKU Herald, DATE OF INSERTION"

Indianapolis Star Press  
8278 Georgetown Road  
Indianapolis, IN 46268

	Rate per thousand
Single sheet .....	\$48
Multi-fold .....	\$80
20+ pages .....	\$96

Maximum insert amount: 4,000

Fall Print Dates

Publication Date	Sponsored Commitment	Ad Commitment	Artwork Deadline
Aug. 23	Aug. 2	Aug. 16	Aug. 19
Sept. 20	Aug. 30	Sept. 13	Sept. 16
Oct. 25	Oct. 4	Oct. 18	Oct. 21
Nov. 15	Oct. 25	Nov. 8	Nov. 11

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

# Kiosk Advertisement

Fifteen highly visible kiosks throughout campus are passed by students, faculty, staff and visitors each day and serve as distribution points for the printed newspaper and special sections. 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 First Year Village, along central walkway
- 4 Centennial Mall, endcap closest to Downing Student Union
- 5 Downing Student Union, along Avenue of Champions
- 6 Colonnade Drive, between Wetherby Administration and Terry Colonnade
- 7 Old Fort, across from the central clock
- 8 The Valley, between Hilltopper Hall and neighboring dorms
- 9 WKU Transit Stop, across the street from Cherry Hall
- 10 WKU Transit Stop, near Environmental Sciences and Technology Hall

### Indoor Kiosks

- 11 Jody Richards Hall, first floor near the computer lab
- 12 Grise Hall, first floor inside front entrance
- 13 Fine Arts Center, first floor near elevator
- 14 Parking Structure 1, near elevator
- 15 Snell Hall, first floor entryway near DaVinci's





The Talisman magazine is published each semester with in-depth journalism and stunning photography. Students eagerly await its arrival at the end of each semester, and many keep each issue of the premium magazine for several months or longer. WKUTalisman.com has a voice of its own with news, culture and lifestyle content presented in an eclectic, intelligent style.

## 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**

\$100/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

**5 posts**

\$200 - \$40/each

**10 posts**

\$350 - \$35/each

**20 posts**

\$600 - \$30/each

## Website Advertisements

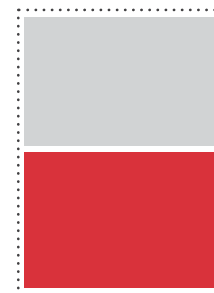
Each position serves a rotating set of up to four ads with a new ad served each time a page is loaded. You can also purchase an exclusive takeover of a position for a set time period.

	1,000 Impressions (CPM)	1 day takeover
<b>Top Banner</b> 728 px wide by 90 px high	\$11	\$30
<b>In-Post Rectangle</b> 300 px wide by 250 px high	\$9	\$50

## Magazine Rates

**Full Page:** \$800  
8.25" w x 10.75" h

**Half Page:** \$500  
8.25" w x 5.25" h



## Print Dates

Publication Date	Sponsored Commitment	Ad Commitment	Artwork Deadline
Dec. 1	Oct. 7	Oct. 18	Nov. 5
April 27	March 2	March 9	April 1

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

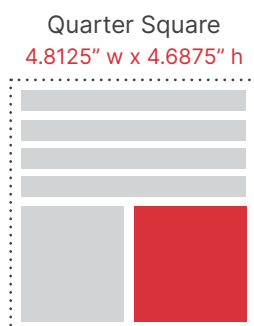
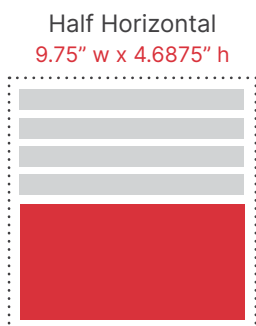
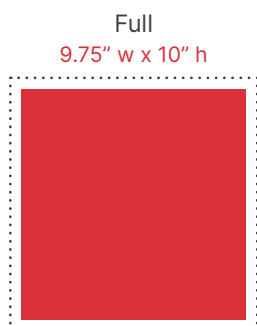
## Special Sections

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

### Best of the Hill\*      Homecoming      Other Special Sections

<b>Full:</b>	<b>\$500</b>	<b>Full:</b>	<b>\$600</b>	<b>Full:</b>	<b>\$460</b>
<b>Half:</b>	<b>\$300</b>	<b>Half:</b>	<b>\$400</b>	<b>Half:</b>	<b>\$250</b>
<b>Quarter:</b>	<b>\$225</b>	<b>Quarter:</b>	<b>\$250</b>	<b>Quarter:</b>	<b>\$150</b>

\*Best of the Hill rates include the opportunity to have a table at our outdoor on-campus Best of the Hill event **March 23**.



## Print Dates

Publications	Publication Date	Sponsored Commitment	Ad Commitment	Artwork Deadline
Fashion	Oct 5	Sept. 9	Sept. 22	Sept. 27
Homecoming	Oct. 25	Sept. 30	Oct. 13	Oct. 18
Adulting	Nov. 2	Oct. 7	Oct. 20	Oct. 25
Graduation	Nov. 30	Nov. 2	Nov. 15	Nov. 18
Housing	Feb. 22	Jan. 22	Feb. 9	Feb. 14
Best of the Hill	April 12	March 17	March 30	April 4
Graduation	May 3	April 5	April 18	April 21

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

# Sponsored Content

Let us tell your story. A Cherry Creative writer, photographer or designer will work with you to create a piece on a topic agreed upon by your business. 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 Cherry Creative can create for your business. Intensive, in-depth pieces will be priced on a case-by-case basis.**

## Special Sections

**Print, full-page: \$550**

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

**Homecoming guide: \$700**

**SPONSORED BY BOWLING GREEN MUNICIPAL UTILITIES**

### 5 TIPS TO HELP THE PLANET AND YOUR UTILITY BILL

"Minimizing your footprint" is a common goal when it comes to the environment, but it can be difficult to know how to start. Whether you live in a dorm, house or apartment, we have tips that will help you make small changes to conserve energy and lower your utility bills.

- 1. Turn off and unplug unnecessary electronics**  
The tip might seem obvious, but any computer, cell phone and appliances should be turned off or unplugged when not in use. This is an easy way to save energy and, in some cases, keep lower electricity bills.
- 2. Use natural light**  
The sun gives you a free source of light every day. Instead of turning on your artificial lights, you can get by with natural light. If you have to use artificial lights, use energy-efficient light bulbs. They last longer and use less energy.
- 3. Wash full loads**  
It's not just about the clothes; it's about the water. Full loads mean fewer loads overall, which helps reduce water consumption and, by extension, your water bill.
- 4. Take smart showers**  
Adjusting your shower length, using a showerhead that saves water, and turning off the water while soaping can help reduce water consumption and, by extension, your water bill.
- 5. Adjust your thermostat**  
Modifying your thermostat can save you money on your energy bill. In the winter, set it to 68 degrees Fahrenheit. In the summer, set it to 78 degrees Fahrenheit. This helps reduce energy consumption and, by extension, your utility bill.

Both energy conservation and waste minimization are known to improve the air quality and protect individuals by reducing stress on the environment. These small steps can make a big difference.

**SPONSORED BY UNIVERSITY OF LOUISVILLE MBA PROGRAM**

### WHAT TO CONSIDER WHEN CONSIDERING GRAD SCHOOL

With graduate programs becoming more competitive, it's important to consider what you want from a graduate degree. A graduate degree is not just a piece of paper; it's a commitment to further your education and career. Consider the following factors when deciding if grad school is right for you:

- 1. Career Goals**  
Do you want to advance in your current field or enter a new one? A graduate degree can provide the advanced knowledge and skills needed for higher-level positions.
- 2. Financial Considerations**  
Graduate programs can be expensive. Consider the cost of tuition, books, and living expenses. Are you prepared to invest in your education?
- 3. Time Commitment**  
Graduate programs typically require 1-2 years of full-time study. Are you able to commit this time to your studies?
- 4. Research Opportunities**  
If you're interested in research, a graduate program offers the chance to work with a professor on a project that interests you.
- 5. Networking**  
Graduate school is a great time to build a professional network. You'll be surrounded by like-minded individuals and faculty members who can provide valuable advice and connections.

Ultimately, the decision to pursue a graduate degree should be based on your personal goals and circumstances. It's a significant investment, but it can also lead to a more fulfilling career and life.

## View of the Hill

**Print: \$1,000**

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

**SPONSORED BY LIVING HOPE BAPTIST CHURCH**

### Navigating your faith after college

For many students, college is a time of spiritual growth and discovery. But what happens when you graduate and leave the structured environment of a church? Navigating your faith after college can be a challenging but rewarding journey.

Living Hope Baptist Church, a vibrant community of faith, offers a supportive environment for students and graduates alike. The church's commitment to discipleship and community is a cornerstone of its mission. Through various programs and ministries, Living Hope provides a place where individuals can grow in their faith and find a sense of belonging.

For graduates, the church offers a variety of opportunities to continue their spiritual journey. From small group studies to leadership training, there are many ways to stay connected to the church and its mission. The church's emphasis on service and outreach provides a natural platform for graduates to continue their faith journey in a practical way.

Living Hope Baptist Church is a place where faith is lived out. It's a community that welcomes everyone and provides a supportive environment for spiritual growth. For graduates, the church offers a place to continue their faith journey and find a sense of purpose and belonging.

## College Heights Herald

**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.

**Print, full-page: \$550**

Full color, approximately 500 words and one photograph

## Talisman

**Online, standard story: \$350**

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

**Online, video: \$450**

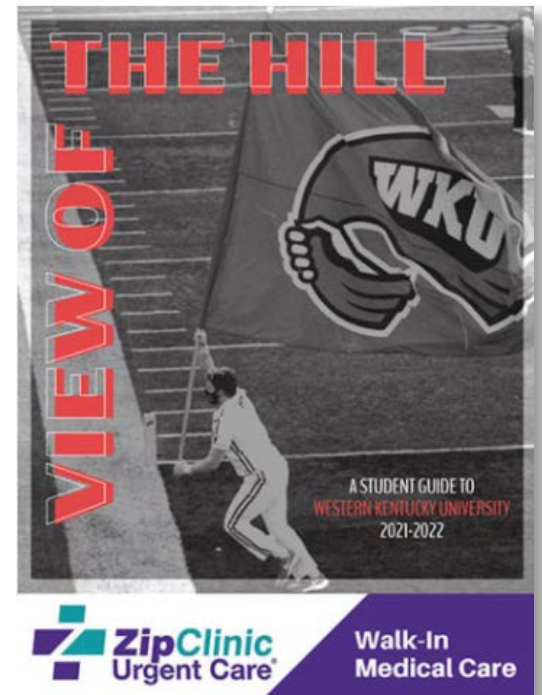
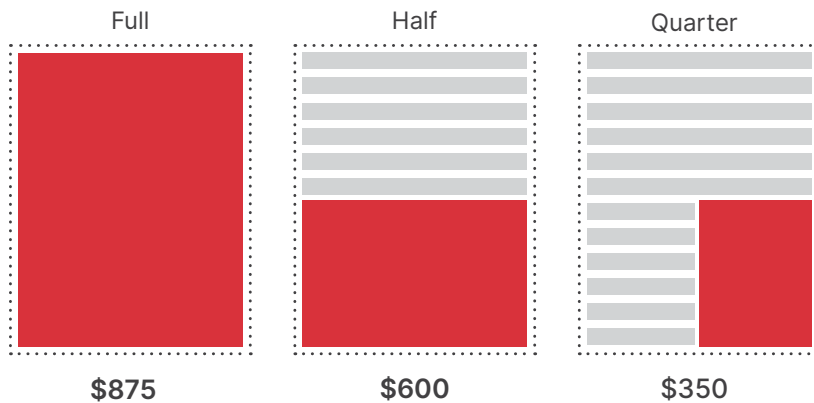
Approximately 2-3 minutes, posted online and shared once on social media. Video file provided for use elsewhere.

**Print: \$1,200**

Two page spread, approximately 400-600 words and 1-3 photos.

## 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.



## WKU Graduate Gallery

The graduate gallery is a website to celebrate WKU's graduating class each semester. Parents and others purchase gallery pages with a special message and photos from throughout a graduate'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.

## WKU Wall Calendar

Introduce parents and students to your business by advertising in our hanging wall calendar distributed to new Hilltopper parents unfamiliar with Bowling Green as well as other members of the WKU community. The calendar will be distributed beginning in mid-spring. Check with your advertising consultant for rates and more details.

## 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.

## WKU Housing Fair

Our housing fairs Oct. 6 and Feb. 23 will provide students with a one-stop shop as they make housing decisions for the upcoming school year. Apartment complexes, property managers and service providers won't want to miss this opportunity to connect with students in the heart of campus. Ask your advertising consultant for information on rates and packages.

## 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**  
**\$100/month**

**Quarterly**  
**\$75/month**

**Annually**  
**\$50/month**



### Single Unit

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



# 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 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.
- 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 media kit 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%.
- 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, 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 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

## Rejected Formats:

Microsoft Word  
Publisher  
Powerpoint  
Excel  
Pages  
Quark Express

## Preferred Formats

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

## Other Accepted Formats\*

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

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

## 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 art director at: [cherrycreative@wku.edu](mailto:cherrycreative@wku.edu).

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

## 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



**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

(& no additional charges for color)

# Publication Calendar

- ① Publication
- ① Event
- 1 University Closed

## Publications

Aug. 23: **Herald**  
 Sept. 20: **Herald**  
 Oct. 5: **Special Section** (*Fashion Guide*)  
 Oct. 25: **Herald**  
 Oct. 25: **Special Section** (*Homecoming*)  
 Nov. 2: **Special Section** (*Adulting*)  
 Nov. 15: **Herald**  
 Nov. 30: **Special Section** (*Graduation Guide*)  
 Dec. 1: **Talisman**  
 Feb. 22: **Special Section** (*Housing*)  
 April 12: **Special Section** (*Best of the Hill*)  
 April 27: **Talisman**  
 May 3: **Special Section** (*Graduation Guide*)

\*Spring Herald schedule TBD

## Events

**Fall Housing Fair:** Oct. 6  
 (Rain date: Oct. 11)  
**Spring Housing Fair:** Feb. 23  
**Best of the Hill Festival:** March 23  
 (Rain date: March 30)

## University Schedule

**Fall semester begins:** Aug. 23  
**Labor Day:** Sept. 6  
**Fall break:** Oct. 14-15  
**Homecoming:** Oct. 30  
**Thanksgiving break:** Nov. 24-26  
**Finals:** Dec. 6-10  
**Fall commencement:** Dec. 11  
**Spring semester begins:** Jan. 18  
**Spring break:** March 14-18  
**Finals:** May 2-6  
**Spring commencement:** May 6-7

### August 2021

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 2021

		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 2021

					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 2021

	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 2021

			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	

### January 2022

						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 2022

		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 2022

		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 2022

					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 2022

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				