

STUDENT PUBLICATIONS



MEDIA KIT

Western Kentucky University
2023-2024



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: \$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

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

College Heights Herald



Masthead: 960px wide by 250px high
Positioned at the top of every page, exclusive space with no rotation

Top Banner: 900px wide by 100px high
Positioned beneath site header on every page, served in a rotation of up to four ads in position

Small Rectangle: 300px wide by 250px high
Positioned within story posts or in the siderail, served in a rotation of up to four ads in position

	1 week	1 month
Masthead	\$250	\$1,000
Top Banner	\$125	\$500
Small Rectangle	\$100	\$400

TALISMAN



Top Banner: 728px wide by 90px high
Positioned at the top of every page, served in a rotation of up to four ads in position

Small Rectangle: 300px wide by 250px high
Positioned within story posts, served in a rotation of up to four ads in position

	1 week	1 month
Top Banner	\$50	\$200
Small Rectangle	\$40	\$160

EMAIL NEWSLETTERS

College Heights Herald

More than 30,000 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
\$175/day

5-9 days
\$150/day

10 or more days
\$125/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
\$100/day

5-9 days
\$75/day

10 or more days
\$50/day



TALISMAN

More than 30,000 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 \$150/week	Five or more weeks \$100/week
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Standard Advertisement
300px wide by 250px high
(responsive to screen size)

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

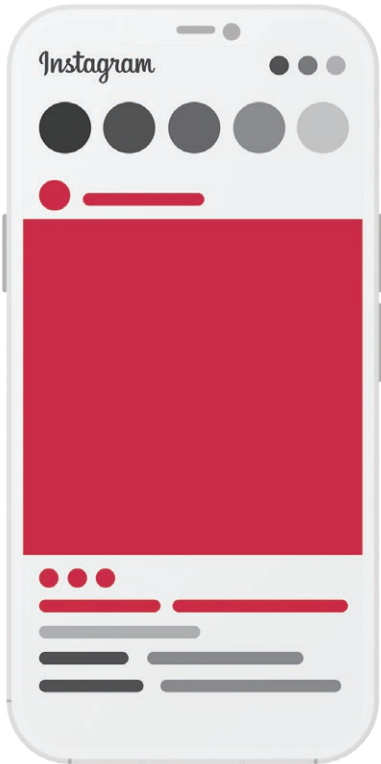
One week \$100/week	Five or more weeks \$75/week
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SOCIAL MEDIA POSTS

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 Instagram, Twitter (X) or Facebook.

3 posts \$135 (\$45/each)	5 posts \$200 (\$40/each)
10 posts \$350 (\$35/each)	20 posts \$600 (\$30/each)



PRINT ADVERTISING



College Heights Herald

Back Cover: **\$560**

Inside Front Cover: **\$500**

Front Banner: **\$250**

Full Page: **\$460**

Half (H or V): **\$250**

Quarter (H or V): **\$150**

Homecoming Herald

Back Cover: **\$700**

Inside Front Cover: **\$640**

Front Banner: **\$400**

Full Page: **\$600**

Half Horizontal: **\$400**

Quarter Vertical: **\$250**

Other Special Sections

Back Cover: **\$600**

Inside Front Cover: **\$540**

Front Banner: **\$300**

Full Page: **\$500**

Half Horizontal: **\$300**

Quarter Vertical: **\$225**

TALISMAN

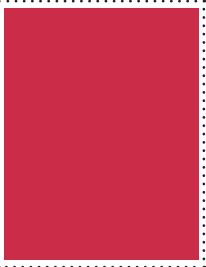
Back Cover: **\$800**

Full Page: **\$600**

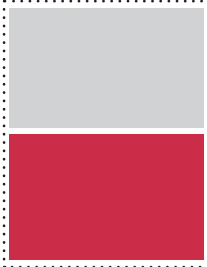
Half Horizontal: **\$400**

Print Ad Sizes

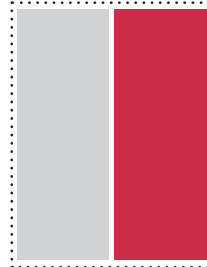
Full
8.25" W x 10.75" H
.125" bleed



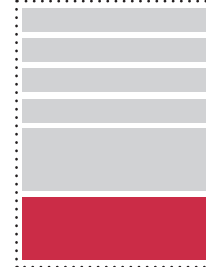
Half Horizontal
7.5" W x 4.875" H
no bleed




Half Vertical
3.689" W x 9.875" H
no bleed



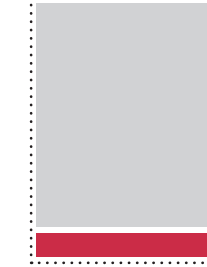
Quarter Horizontal
7.5" W x 2.375" H
no bleed



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	Sept. 5	Aug. 9	Aug. 21	Aug. 24
Herald	Oct. 4	Sept. 6	Sept. 18	Sept. 21
Thrive	Oct. 30	Oct. 4	Oct 16	Oct. 19
Herald Homecoming	Nov. 6	Oct. 18	Oct. 23	Oct. 26
Talisman	Nov. 29	Oct. 16	Oct. 16	Nov. 1
Graduation Guide (Fall)	Dec. 8	Nov. 7	Nov. 20	Nov. 27
Herald	Jan. 29	Jan. 3	Jan. 16	Jan. 18
Housing Guide	Feb. 26	Jan. 31	Feb. 12	Feb. 15
Herald	March 4	Feb. 7	Feb. 19	Feb. 22
Best of the Hill	April 8	March 11	March 25	March 28
Herald	April 8	March 11	March 25	March 28
Talisman	April 24	March 4	March 4	March 28
Graduation Guide (Spring)	May 2	April 2	April 15	April 18

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: \$550

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



Local Bank Helps Make Twisted Sisters Nutrition Possible



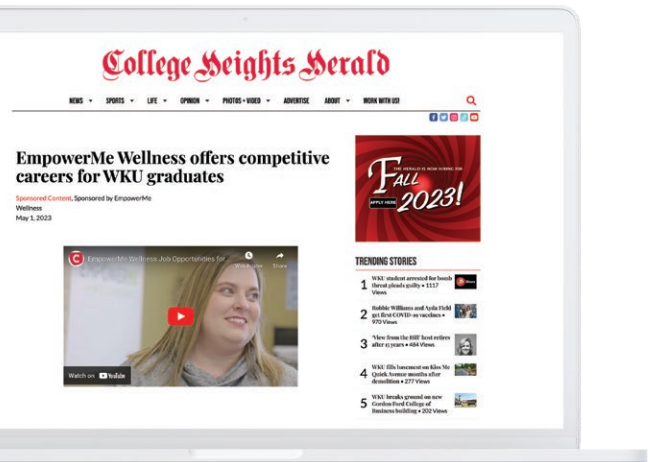
Online Sponsored Content

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

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

Ads can be printed by the client or by WKU Student Publications. 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 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.

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

You can interact with students by sharing giveaways, samples and information in the heart of WKU's campus, Centennial Mall. All businesses that purchase advertising in the Best of the Hill special section 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 all incoming freshmen. The magazine highlights what a new student can expect at WKU, including clubs and organizations, university traditions, 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. As students descend on Bowling Green for the start of the school year, you'll get in front of both new and returning Hilltoppers.

Dining Guide

Our "Table for Y'all" dining guide is the comprehensive source for restaurant options in Warren County. Distributed in partnership 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

\$100/month

Quarterly

\$75/month

Annually

\$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 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.)

PUBLICATION CALENDAR

Publications

Sept. 5: **Herald**

Oct. 4: **Herald**

Oct. 30: **Thrive**

Nov. 6: **Homecoming Herald**

Nov. 29: **Talisman**

Dec. 8: **Fall Graduation Guide**

Jan. 29: **Herald**

Feb. 26: **Housing Guide**

March 4: **Herald**

April 8: **Best of the Hill**

April 8: **Herald**

April 24: **Talisman**

May 2: **Spring Graduation Guide**

Events

Fall Housing Fair: Oct. 9 (Rain date: Oct. 10)

Spring Housing Fair: Feb. 28

Best of the Hill Festival: April 8 (Rain date: April 10)

University Schedule

Fall semester begins: Aug. 21

Labor Day (University Closed): Sept. 4

Fall Break (University Closed): Oct. 2-3

Thanksgiving Break (University Closed): Nov. 22-24

Fall Commencement: Dec. 8

Winter Break (University Closed): Dec. 18-Jan. 1

Martin Luther King Day (University Closed): Jan. 15

Spring Semester Begins: Jan. 16

Spring break (University Closed): March 18-22

Spring commencement: May 2-3

CONTACT INFORMATION

Abby Loftus

Advertising Manager

270-745-6284

herald.advertising@wku.edu

Wes Orange

Advertising Adviser

270-745-6285

wes.orange@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 2023

			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 2023

						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 2023

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 2023

			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 2023

					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 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					

February 2024

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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				

March 2024

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10	11	12	13	14	15	16		
17	18	19	20	21	22	23		
24	25	26	27	28	29	30		
31								

April 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						

May 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			