

# STUDENT PUBLICATIONS MEDIA KIT

WESTERN KENTUCKY UNIVERSITY





## 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 plus 19 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 through a variety of digital platforms and its newsmagazine.

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)

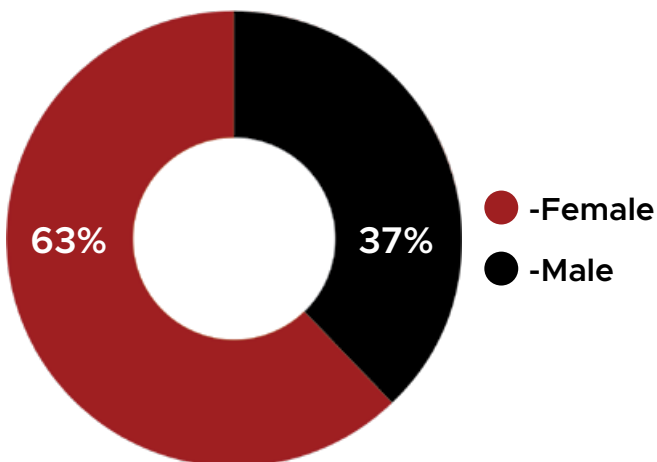
# 16,750 Enrolled Students

**21** | Average age of undergraduates

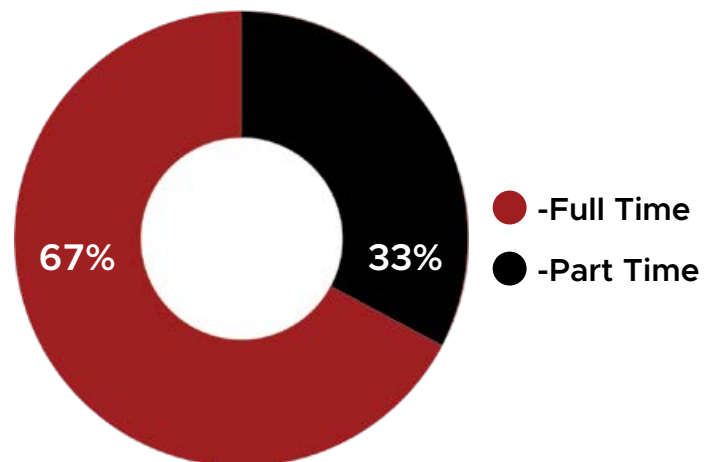
**32** | Average age of graduate students

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## Student Population

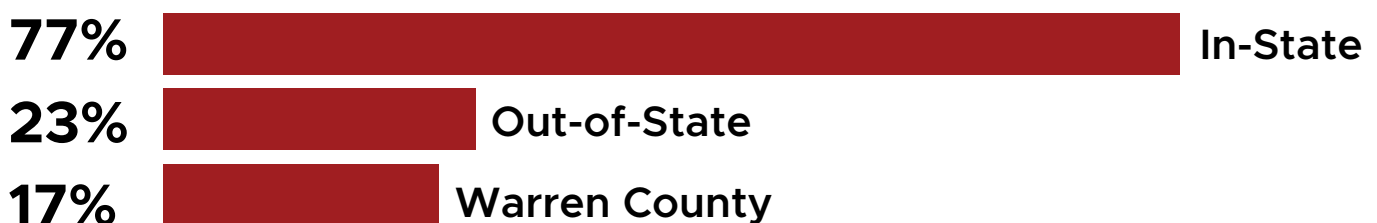


## Approximately 2,600 Employees



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## Student Origin



# 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.

## Online Advertising

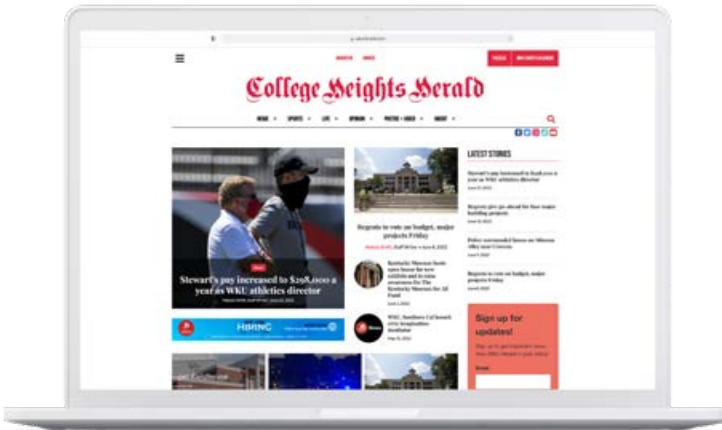
WKUHerald.com is the place to get seen by WKU students, faculty, staff and alumni. The website is the perfect way to connect to the campus community and beyond. The go-to source for need-to-know information, WKUHerald.com provides breaking news, in-depth features and other unique content to an ideal 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.



## 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 week	1 month
Top Banner .....	\$125 .....	\$500 .....
In-Post Rectangle .....	\$100 .....	\$400 .....
Sidebar Rectangle .....	\$100 .....	\$400 .....
Masthead .....	\$250 .....	\$1,000 .....



# Email Newsletter

More than 30,000 subscribers receive the Herald's email newsletter each weekday during the academic year and weekly during winter and summer breaks, recapping and condensing the 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.

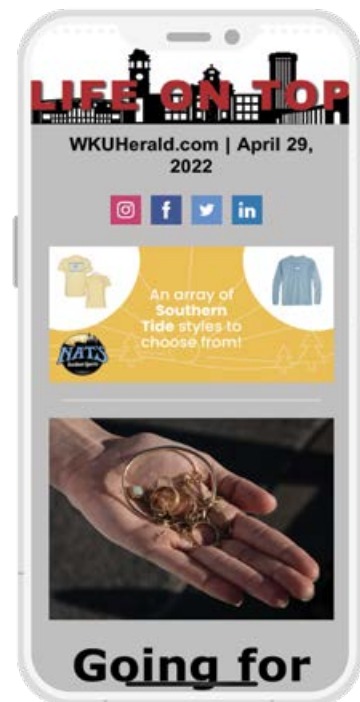
<b>One day</b>	<b>5-9 days</b>	<b>10 or more days</b>
\$100/day	\$75/day	\$50/day

## 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 Instagram 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

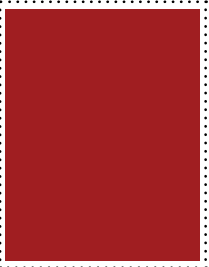
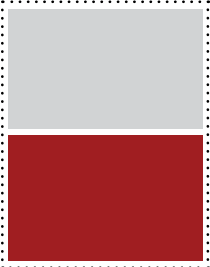
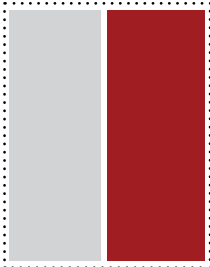
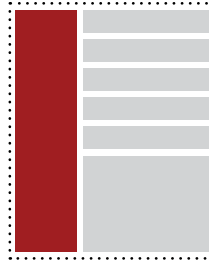
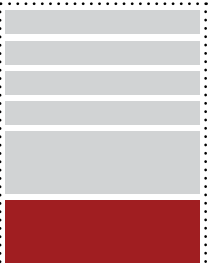
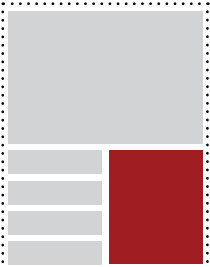
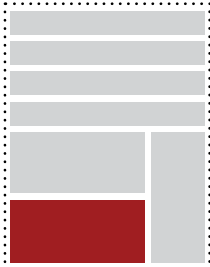
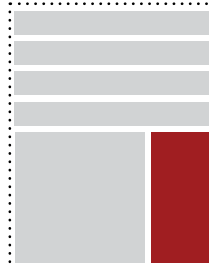
# Print Advertising

The newsmagazine 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 11.

## Standard Advertising

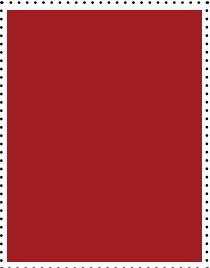
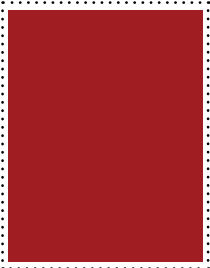
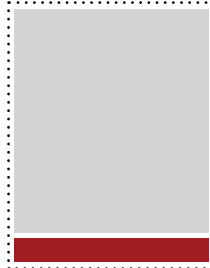
### Sizes & Pricing

P: Prepaid  
B: Billed

<div>Full</div> <div>8.25" w x 10.75" h</div> <div>.125" bleed</div> <div></div> <div>P: \$420</div> <div>B: \$460</div>	<div>Half Horizontal</div> <div>7.5" w x 4.875" h</div> <div>no bleed</div> <div></div> <div>P: \$220</div> <div>B: \$250</div>	<div>Half Vertical</div> <div>3.689" w x 9.875" h</div> <div>no bleed</div> <div></div> <div>P: \$220</div> <div>B: \$250</div>	<div>Third Vertical</div> <div>2.417" w x 9.875" h</div> <div>no bleed</div> <div></div> <div>P: \$175</div> <div>B: \$200</div>
<div>Quarter Horizontal</div> <div>7.5" w x 2.375" h</div> <div>no bleed</div> <div></div> <div>P: \$115</div> <div>B: \$150</div>	<div>Quarter Vertical</div> <div>3.689" w x 4.875" h</div> <div>no bleed</div> <div></div> <div>P: \$115</div> <div>B: \$150</div>	<div>Sixth Horizontal</div> <div>4.958" w x 2.375" h</div> <div>no bleed</div> <div></div> <div>P: \$70</div> <div>B: \$90</div>	<div>Sixth Vertical</div> <div>2.417" w x 4.875" h</div> <div>no bleed</div> <div></div> <div>P: \$70</div> <div>B: \$90</div>

## Premium Advertisements

Bring extra attention to your ad with a premium placement opportunity.

<div>Back Cover</div> <div>8.25" w x 10.75" h</div> <div>.125" bleed</div> <div></div> <div>P: \$520</div> <div>B: \$560</div>	<div>Inside Front</div> <div>8.25" w x 10.75" h</div> <div>.125" bleed</div> <div></div> <div>P: \$460</div> <div>B: \$500</div>	<div>Front Banner</div> <div>8.25" w x 1" h</div> <div>.125" bleed</div> <div></div> <div>P: \$220</div> <div>B: \$250</div>
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## PRINT DATES

Publication Date	Sponsored Commitment	Ad Commitment	Artwork Deadline
Sept. 6	Aug. 8	Aug. 22	Aug. 25
Nov. 28	Oct. 31	Nov. 14	Nov. 17
Jan. 30	Jan. 3	Jan. 17	Jan. 19
March 6	Feb. 6	Feb. 20	Feb. 23
April 17	March 20	April 3	April 6

# 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 newsmagazine 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 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 the street from Cherry Hall
- 2 **WKU Transit Stop**, near Environmental Sciences and Technology Hall
- 3 **Colonnade Drive**, between Wetherby Administration and Terry Colonnade
- 4 **Helm Library**, near Commons entrance
- 5 **The Valley**, between Hilltopper Hall and neighboring dorms
- 6 **Centennial Mall**, endcap closest to Downing Student Union
- 7 **Downing Student Union**, along Avenue of Champions
- 8 **Guthrie Tower**, along central walkway on north edge
- 9 **Gary Ransdell Hall**, at transit stop
- 10 **First Year Village**, along central walkway

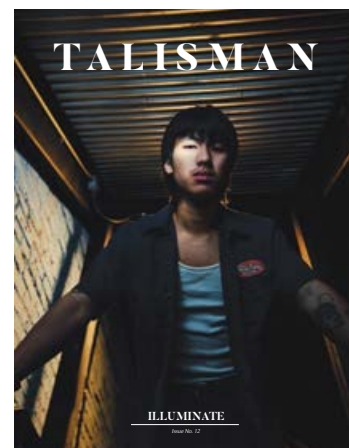
## Indoor Kiosks

- 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**, near elevator
- 15 **Jody Richards Hall**, first floor near the computer lab



# TALISMAN

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

Each week, more than 23,000 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.

<b>One week</b>	:	<b>5+ weeks</b>
\$75/week	:	\$100/week

### Presenting Sponsor

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

<b>One week</b>	:	<b>5+ weeks</b>
\$150/week	:	\$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.

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

	<b>1 week</b>	<b>1 month</b>
<b>Top Banner</b> 728 px wide by 90 px high	\$50	\$200
<b>In-Post Rectangle</b> 300 px wide by 250 px high	\$40	\$160

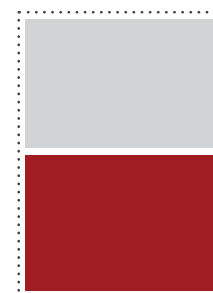
## Magazine Rates

**Full**  
8.25" w x 10.75" h  
.125" bleed



**\$600**

**Half**  
8.25" w x 5.25" h  
.125" bleed



**\$400**

## PRINT DATES

<b>Publication Date</b>	<b>Sponsored Commitment</b>	<b>Ad Commitment</b>	<b>Artwork Deadline</b>
Nov. 29	Oct. 6	Oct. 18	Nov. 2
April 5	March 2	March 9	March 29

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 section magazine is in full color.

### Premium Sections

(Best of the Hill, Grad Guide)

**Full:** \$500  
**Half:** \$300  
**Quarter:** \$225  
**Back Cover:** \$600  
**Inside Front:** \$540

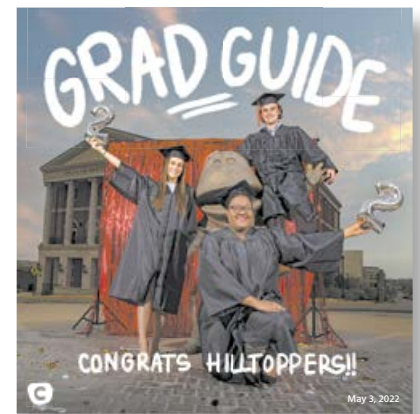
### Homecoming

**Full:** \$600  
**Half:** \$400  
**Quarter:** \$250  
**Back Cover:** \$700  
**Inside Front:** \$640

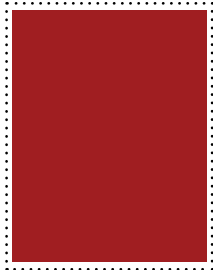
### Other Special Sections

**Full:** \$460  
**Half:** \$250  
**Quarter:** \$150

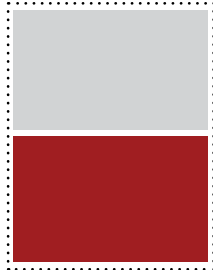
\*Best of the Hill rates include the opportunity to have a table at our outdoor on-campus Best of the Hill event **April 10**.



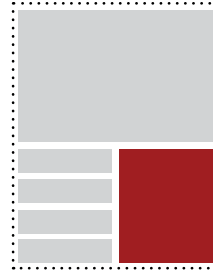
Full  
 8.25" w x 10.75" h  
 .125" bleed



Half Horizontal  
 7.5" w x 4.875" h  
 no bleed



Quarter Square  
 3.689" w x 4.875" h  
 no bleed



## Print Dates

Publication	Publication Date	Sponsored Commitment	Ad Commitment	Artwork Deadline
Homecoming	Oct. 24	Sept. 22	Oct. 6	Oct. 11
Adulting	Nov. 28	Oct. 19	Nov. 2	Nov. 7
Graduation	Dec. 5	Nov. 7	Nov. 21	Nov. 28
Housing	Feb. 20	Jan. 23	Feb. 6	Feb. 9
Fit	March 6	Feb. 6	Feb. 20	Feb. 23
Best of the Hill	April 10	March 9	March 27	March 30
Graduation	May 1	March 30	April 17	April 20

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**

## View of the Hill

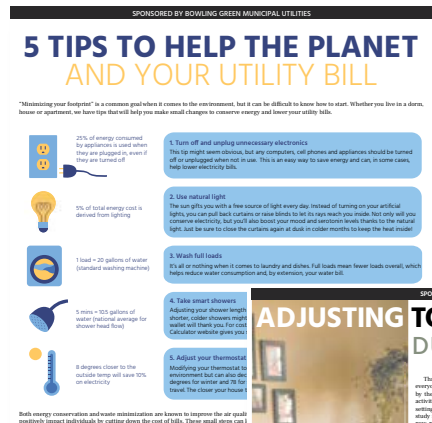
**Print: \$1,000**

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

## College Heights Herald

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

Approximately 500 words and 1-3 photographs, shared once on social media and once in email newsletter



## Talisman

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

Approximately 500 words and 1-3 photographs, shared once on social media and once in email newsletter

**Online, video: \$450**

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

**Print: \$1,000**

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

## Special Events

Our on-campus events are an opportunity to meet students where they're at and introduce them to your business.



## Best of the Hill Festival

The Best of the Hill Festival will take place April 10 outside in the heart of WKU's campus, Centennial Mall. You can interact with students, sharing giveaways, samples, promotional items, and other information. All businesses that purchase advertising in the Best of the Hill special section will have the opportunity to have a table at the event with no additional charge.

## WKU Housing Fair

Our housing fairs Oct. 10 and Feb. 22 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 more information.

## 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

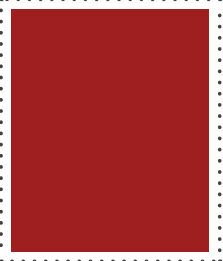
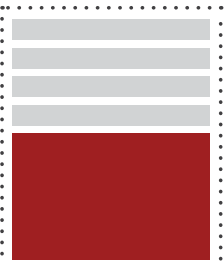
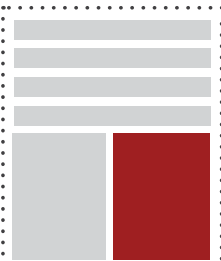
**House, duplex or sublease**  
\$30: One month online



## 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.



Full	Half	Quarter
8.25" w x 10.25" h	7.5" w x 4.875" h	3.689" w x 4.875" h
		
<b>\$950</b>	<b>\$650</b>	<b>\$375</b>

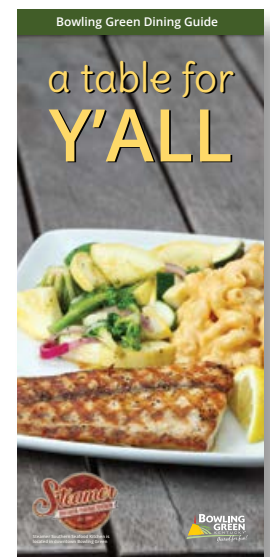
## Big Red Coupon Book

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.





# 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

## 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

## 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.



**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 Publication + Event
- 1 University Closed

## Publications

Sept. 6: **Herald**  
 Oct. 24: **Homecoming Herald**  
 Nov. 28: **Herald + Adulthood Guide**  
 Nov. 30: **Talisman**  
 Dec. 5: **Fall Graduation Guide**  
 Jan. 30: **Herald**  
 Feb. 20: **Housing Guide**  
 March 6: **Herald + Fit Guide**  
 April 10: **Best of the Hill**  
 April 17: **Herald**  
 April 26: **Talisman**  
 May 1: **Spring Graduation Guide**

## Events

**Fall Housing Fair:** Oct. 10 (*Rain date: Oct. 11*)  
**Spring Housing Fair:** Feb. 22  
**Best of the Hill Festival:** April 10 (*Rain date: April 12*)

## University Schedule

**Fall semester begins:** Aug. 22  
**Fall Break:** Oct. 13-14  
**Thanksgiving Break:** Nov. 23-25  
**Fall Commencement:** Dec. 10  
**Winter Break (University Closed):** Dec. 17-Jan. 2  
**Martin Luther King Day (University Closed):** Jan. 16  
**Spring Semester Begins:** Jan. 17  
**Spring break:** March 13-17  
**Spring commencement:** May 4-5

### August 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			

### September 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	

### October 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					

### November 2022

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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 2022

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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	30	31

### January 2023

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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 2023

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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 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	

### April 2023

						1
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9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						

### May 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			