



**& CARDINAL COMMUNICATIONS**  
AT THE MCKINLEY AVENUE AGENCY

2020-2021 SERVICES GUIDE





Audience & Reach	4
Publication Schedule	6
Media Sales	7
Daily News	8
Inserts, Post-Its	9
The Marketplace	10
Special Publications	12-14
The Roost	15
Ball State Daily	17
Ball Bearings	21
Byte	21
NewsLink, Weather	22
Events	23
Public Relations	27
Creative Services	30
Media Buying	32
Campus Customers	34
The Fine Print	37

**CEASELESS CREATIVITY**  
**AUTHENTIC STORYTELLING**  
**STRATEGIC COLLABORATION**  
**UNPARALLELED EXPERIENCE**  
**VIBRANT COMMUNITY**



**The McKinley Avenue Agency** is a full service strategic communications and media sales agency. Led by a team of professionals from the world of journalism, public relations, sales and advertising - students develop proposals and media plans, sell advertising, design creative, engage in marketing and promotional events for both community and campus customers.

**Our mission** is to empower local businesses and garner professional expertise through a variety of creative, innovative and strategic solutions.

We are part of the Unified Media Alliance - a group of student media organizations at Ball State. All revenue sold into Unified Media products and earned from creative services and promotions goes directly back into the program to fund the students' educational experience. So, we thank you for supporting student media at Ball State University.

In the Spring of 2018, Cardinal Communications, a student-run public relations agency with a 40+-year history at Ball State, merged with McKinley Avenue. Cardinal Communications at The McKinley Avenue Agency will continue to offer public relations services as well as professional and educational experiences for students. We are excited to have them on our team and to see how their contributions will continue to make McKinley Avenue the best at what we do.

**OUR TEAM.**  
**YOUR NEEDS.**  
**REAL RESULTS.**



# WHO CAN WE HELP YOU REACH?

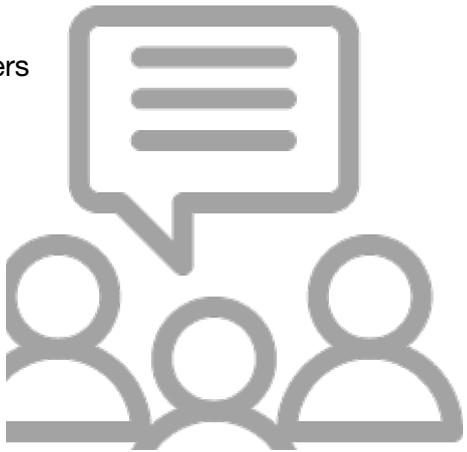
Here at McKinley Avenue Agency, we have a unique audience made up of the diversified students and staff of Ball States campus, along with Muncie and the surrounding communities of Delaware county. This allows us to reach over **36,000** consumers to ensure to meet your ideal customer. Our team can give you the competitive advantage in this market through customized marketing and strategic communication techniques to grow and satisfy all your business needs.

## How We Reach?

McKinley Avenue knows the importance of meeting the consumers where they are. This means we are constantly researching their ever-changing media habi help your business get the best exposure.

With a mix of old and new media, along with in-person marketing tactics, we can help you reach and connect your intended audience all throughout their day.

**550,000+ impressions yearly**



# Who is our Audience?

Muncie  
Indianapolis  
Chicago  
New York

56% Female  
44% Male

22,000 Students  
3,500 Staff  
10,000 Residents

Spend 3+ hours  
daily online

67% seek out a  
form of news  
daily

97% of consumers  
search online  
sources for local  
business

# OUR PLATFORMS



The Daily News, Ball Bearings, Cardinal Coupon Book and many other forms of print advertising reaches the Ball State audience all throughout the year. The Daily News has **10,000** printed copies weekly. **84%** of college students spend more than 5-minutes reading each issue.



BallStateDaily.com receives over **800,000** pageviews a year with more **12,000** click-through actions, creating several ways to gain exposure to our unique audience.  
**72%** college students visit their schools' news source at least once a week.



By creating in-person marketing tactics, we have created memorable and enticing events that have been able to capture the attention of **hundreds** of students throughout the year. This will help you break through the clutter of traditional advertising.



With **76%** of our target audience on Facebook, Ball State Daily has been able to reach a following of more than **5,200** people. The page, with high engagement rates, has had **27%** increasing of following in the past year, making it an up and coming way to reach the Muncie communities.



Ball State Daily on Twitter allows you to be exposed to over **2,200** followers. With **44%** of college age students engaging in the platform, this is a great way for your local business to digitally gain exposure.



With nearly **1,000** followers in a year, Ball State Daily on Instagram is the newest addition to our social media platforms allowing us to adapt and grow with our changing audience. This gives you a visual platform to interact with the **75%** of consumers on the platform.



With over **25,000** emails of faculty and staff, we can help promote our events to help your company success. **95%** of students check their email multiple times a day, helping providing trust to any brand.

# Contract Credits

For customers who spend a certain dollar amount within the calendar year, will receive bonus credits for our services. The more you spend, the bigger the reward! All you do is sigh a contract for the year, and the credits are yours to allocate as you wish!

## How much do I get?

Total Spend	Total Earned
\$3,000 - \$5,000	\$950
\$5,001 - \$7,000	\$1,450
\$7,001 - \$9,000	\$1,950
\$9,001 - \$11,000	\$2,450
\$11,001 - \$13,000	\$2,950
\$13,001 - \$16,000	\$3,450
\$16,001 - \$19,000	\$3,950
\$19,001 - \$22,000	\$4,450
\$22,001 - \$25,000	\$4,950
\$25,000+	\$5,450

\*credits cannot include: Special edition/special section sponsorship, packages, or front-page strip ads

\*\*Customers who don't spend the contracted amount by the end of the term will be charged for the credit given

# Not For Profit?

At McKinley Avenue, we about giving back to our community. Therefore, you can choose any of our various services or packages to receive 25% off your total purchase for your not for profit organization!



# 2020–2021 PUBLISH DATES & DEADLINES

## THE DAILY NEWS PRINT EDITION

Publishes **Thursday** during the Fall and Spring Semesters\*

- Format: Tabloid
- Deadline: Tuesday at 2 p.m.

*\*The Daily News will not publish during the Holiday break from Nov. 26, 2021-Jan. 10, 2021 as well as during the Spring Break holiday March 7-14, 2021.*

## CARDINAL FIELD GUIDE: SPECIAL PUBLICATION

- Publish Date: Thurs., Aug. 20, 2020
- Format: Mini Tabloid Magazine
- Deadline: Fri., July 20, 2020

## ROLL CALL: SPECIAL EDITION OF THE DAILY NEWS

- Publish Date: Thurs., Aug. 20, 2020
- Deadline: Tues., Aug. 11, 2020

## FAMILY WEEKEND

SPECIAL EDITION OF THE DAILY NEWS

- Publish Date: Thurs., Sept. 24, 2020
- Deadline: Tues., Sept. 22, 2020

## THE ROOST FALL HOUSING FAIR

MCKINLEY AVENUE SPECIAL EVENT

- Date: Wed., Sept. 16, 2020 | 10:30 a.m.–1:30 p.m.
- Deadline: Wed., Sept. 9, 2020 at 5 p.m.

## THE ROOST FALL HOUSING GUIDE

SPECIAL PUBLICATION IN THE DAILY NEWS\*

- Publish Date: Wed., Sept. 16, 2020.
- Also inserted into the Sept. 17 Daily News.
- Format: Mini Tabloid Magazine
  - Deadline: Wed., Sept. 9, 2020 at 5 p.m.

## HOMECOMING:

SPECIAL EDITION OF THE DAILY NEWS

- Publish Date: Thurs., Oct. 15, 2020
- Deadline: Tues., Oct. 13, 2020

## BALL BEARINGS MAGAZINE: FALL

- Publish Date: November 2020
- Format: Mini Tabloid Magazine
- Deadline: Oct. 13, 2020

## FALL GRAD WISHES:

SPECIAL PUBLICATION IN THE DAILY NEWS

- Publish Date: Thurs., Nov. 19, 2020
- Format: Mini Tabloid Magazine
- Deadline: Tues., Nov. 10, 2020

## WELCOME BACK:

SPECIAL EDITION OF THE DAILY NEWS

- Publish Date: Thurs., Jan. 14, 2021
- Deadline: Tues., Jan. 7, 2021

## CARDINAL COUPON BOOK:

MCKINLEY AVENUE SPECIAL PUBLICATION

- Publish Date: Thurs, Jan. 21, 2021
- Format: 4.625 inch X 2-inch perforated booklet
- Deadline: Nov. 17, 2020

## THE ROOST SPRING HOUSING FAIR:

MCKINLEY AVENUE SPECIAL EVENT

- Date: TBD
- Deadline: Wed., Feb. 10, 2021 at 5 p.m.

## THE ROOST SPRING HOUSING GUIDE:

SPECIAL PUBLICATION IN THE DAILY NEWS\*

- Publish Date: TBD
- Format: Mini Tabloid Magazine
- Deadline: Wed., Feb. 10, 2021 at 5 p.m.

## BALL BEARINGS MAGAZINE: SPRING

- Publish Date: April 2021
- Format: Mini Tabloid Magazine
- Deadline: Tues., March 16, 2021

## BEST OF BALL STATE:

MCKINLEY AVENUE SPECIAL EVENT

- Voting Period: March 16-27, 2021.
- Winners Announced April 1, 2021 in DN
- Deadline: Wed., March 3, 2021

## THE PARTNERSHIP PROJECT: SPRING

SPECIAL EDITION OF THE DAILY NEWS

- Publish Date: Thurs., Apr. 15, 2021
- Deadline: Tues., Apr. 13, 2021

## THE FINALE: END OF YEAR EDITION

SPECIAL EDITION OF THE DAILY NEWS

- Publish Date: Thurs., Apr. 29, 2021
- Deadline: Tues., April 27, 2021

## GRADUATION EDITION

SPECIAL EDITION OF THE DAILY NEWS\*

- Publish Date: Thurs., Apr. 29, 2021
- Format: Mini Tabloid Magazine
- Deadline: Tues., April 20, 2021

## CARDINAL FIELD GUIDE:

SPECIAL PUBLICATION

- Publish Date: Mon., Jun. 7, 2021
- Format: Mini Tabloid Magazine
- Deadline: Fri., May 7, 2021

# MEDIA SALES

BALL STATE DAILY

BALL BEARINGS

BYTE

CARDINAL WEATHER

NEWSLINK INDIANA

THE DAILY NEWS

THE ROOST

*Sales fliers are available upon request. All special section publication dates are subject to change. Sales and creative deadlines will vary per special section publication.*



# THE DAILY NEWS PRINT EDITION

7,000 copies of The Daily News, Ball State's tabloid-style newspaper, are distributed to every building across campus, and to over 20 off-campus locations on Thursday during the academic year. This publication targets an audiences of more than 23,000 individuals throughout Muncie, Indiana. Advertising in The Daily News will help you reach a widely diverse audience and expand your marketing outreach to key demographics.

## THE DAILY NEWS WEEKLY TABLOID

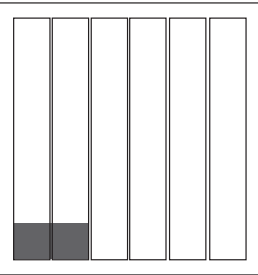
Publishes **Thursdays** during the Fall and Spring Semesters\*

- Deadline: Tuesdays at 2 p.m.

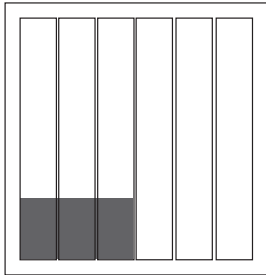
*\*The Daily News will not publish during the Holiday break from Nov. 26, 2021-Jan. 10, 2021 as well as during the Spring Break holiday March 7-14, 2021.*

## PRINT SIZES & PRICING

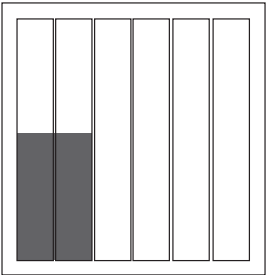
Full color included in price. 25% monthly frequency discount available on most.



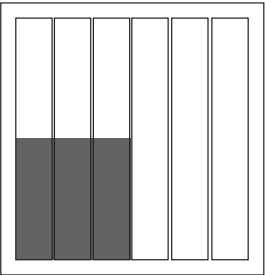
Business Card\*  
3.375" x 1.85": **\$150**  
Monthly/4X: **\$450**



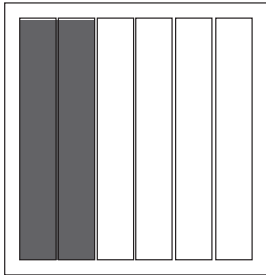
Eighth Page  
5.125" x 2.4": **\$275**  
Monthly/4X: **\$825**



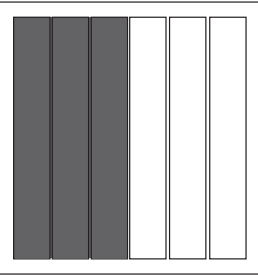
Sixth Page  
3.375" x 4.9": **\$375**  
Monthly/4X: **\$1,125**



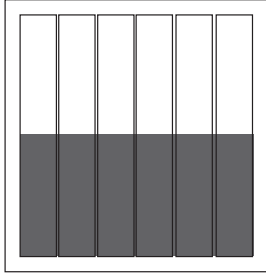
Quarter Page  
5.125" x 4.9": **\$450**  
Monthly/4X: **\$1,350**



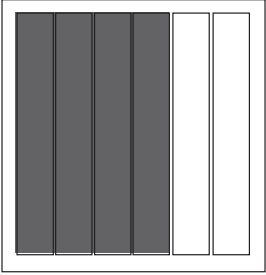
Third Page  
3.375" x 9.95": **\$525**  
Monthly/4X: **\$1,575**



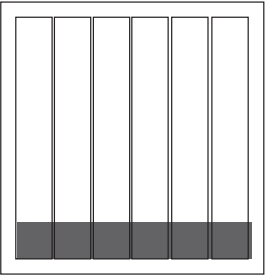
Half Page  
5.125" x 9.95": **\$675**  
Monthly/4X: **\$2,025**



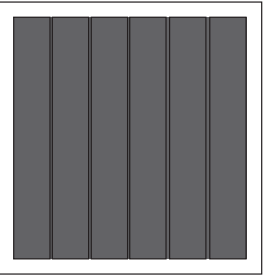
Half Page  
10.375" x 4.9": **\$675**  
Monthly/4X: **\$2,025**



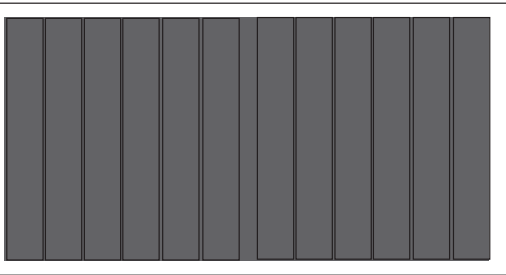
Two-Thirds Page  
8.625" x 9.95": **\$825**  
Monthly/4X: **\$2,475**



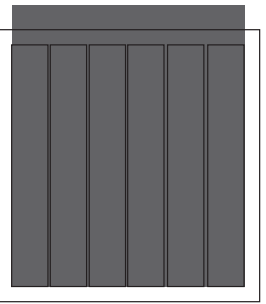
Front Page Strip  
10.375" x 2": **\$500**  
No frequency discount



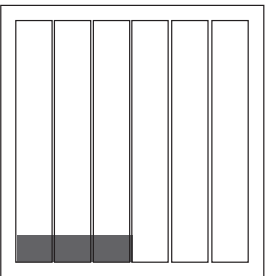
Full Page  
10.375" x 9.95": **\$950**  
Monthly/4X: **\$2,850**



2-Page Center Spread  
21.5" x 9.95": **\$1,600**  
Monthly/4X: **\$4,800**



Over-sized page  
10.375" x 12": **\$1,895**  
Monthly/4X: **\$5,685**



Puzzles Sponsor  
5.125" x 2": **\$50**  
Fall Semester: **\$850**  
Spring Semester: **\$750**  
Academic Year: **\$1,395**

PREMIUM  
FULL-PAGE POSITIONS  
Inside Front Cover  
10.375 in x 9.95 in:  
**\$1,150**  
Monthly/4X: **\$3,450**

Back Cover:  
10.375 in x 9.95 in:  
**\$1,500**  
Monthly/4X: **\$4,500**



# INSERTING INTO THE DAILY NEWS

Daily News inserts are promotional flyers placed into the Daily News. Taking advantage of this insert to promote your business is an exciting way to draw more attention to your products and services. Inserts will stand out against the newspaper pages and can be directly removed from the publication. Coupons and promotions can be incredibly valuable as an insert, as our audience will be able to remove the insert and take it directly to your business.

## FULL RUN, ONE DATE

- \$400 (\$40 per thousand)

## FULL RUN, MULTIPLE DATES

- **4-8:** \$350 (\$35 per thousand)
- **9-12:** \$300 (\$30 per thousand)
- **13-16:** \$250 (\$25 per thousand)
- **17+:** \$200 (\$20 per thousand)

Printing costs are additional, see rates below. Files must be sent to McKinley Avenue or printer 14 business days prior to publishing date. Fees are separate for printing and inserting.

## INSERT PRINTING

- **SINGLE SIDED** : \$550 (\$55 per thousand)
- **DOUBLE SIDED** : \$600 (\$60 per thousand)

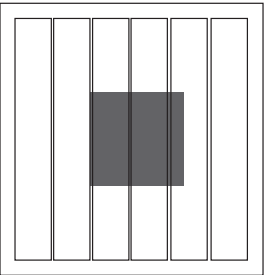
For letter-size documents or smaller. Other sizes and paper types may result in higher fees. If you wish to print inserts on your own, please include date to be inserted and mail them to: HNE Printers, c/o Ball State Daily News, 22 W. New Road, Greenfield, IN 46140

# FRONT PAGE POST-IT

Front page post-its are promotional stickers placed on the front cover on The Daily News. This unique form of print advertising gives you exclusive positioning, and is sure to catch every readers' eye as they pick up the newspaper.

- 1x: \$150 per thousand (minimum order is 7,000)
- 2x: \$125 per thousand (minimum order 16,000, 2 dates scheduled)
- 3x: \$100 per thousand (minimum order 24,000, 3 dates scheduled)
- 4x: \$75 per thousand (minimum order 32,000, 4 dates scheduled)

POST-IT files must be sent 14 business days prior to publication date

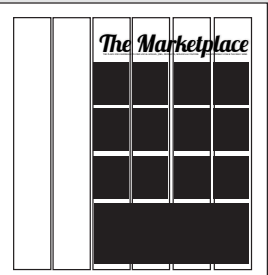


3" x 3"

\*If a customer sends in a camera ready ad that is not the required file type, The McKinley Avenue Agency reserves the right to reject the ad and cannot guarantee the quality of the printed ad if the format is incorrect.

## THE MARKETPLACE

The Marketplace allows you to place advertisements in The Daily News and on the BallStateDaily.com. For more details, see **Page 10**.



1.625" x 2"



\$150 + original ad price

## ADSCAPE

An adscape is a creative advertisement that has a nontraditional border and breaks into the editorial content of the newspaper. The text wraps to the edge of the ad. Choose an ad size from above (for initial pricing) and let this unique style work for you.



THE MARKETPLACE

The Marketplace is a print and online product that allows individuals and businesses to advertise goods and services in an enhanced way, but reminiscent of traditional Classified advertising. From rental properties to help-wanted, coupons, and more!

Marketplace ads are 1.625 inches X 2 inches — much larger than most traditional Classified listings. Plus, ads include color!

Each package includes placement in the print edition of The Daily News, The Marketplace page on BallStateDaily.com, and the weekly Marketplace video posted on Ball State Daily's Facebook page.

- **Deadline:** Tuesdays @ noon
- **Publish Date:** Thurs.-Wed.

EXCLUSIVE SPONSOR \$2,080

For just \$40 a week, for 52 weeks, you will get one 4-column (8.625" x 2") ad that runs below the Marketplace every week during the academic year (August-April) in The Daily News. Plus, the leaderboard (728X90) at the top of the Marketplace page on BallStateDaily.Com from August-July *and* the ad will be included in the weekly Marketplace video posted on Ball State Daily's Facebook page from August-July.

ONE WEEK \$50

You get one (1-column x 2") ad for one week on the Marketplace website (Thurs.-Wed.) and in the Thurs. print edition of The Daily News. The ad will be included in the weekly Marketplace video posted on Ball State Daily's Facebook page.

ONE MONTH \$180

You save 10% on the cost of this package. Your ad will be on the Marketplace website for four weeks and will run in four issues of The Daily News. Your ad will be found each week in the Marketplace video posted on Ball State Daily's Facebook page as well. (It must be the same ad running all four weeks.)

ONE SEMESTER \$560

You save 30% on the cost of this package. Your ad will be on the Marketplace website for 16 weeks and will run in every print edition of The Daily News during the semester. Your ad will be found each week in the Marketplace video posted on Ball State Daily's Facebook page as well. (You can update your ad every 4 weeks.)

ANNUAL \$1,300

You save 50% on the cost of this package. Your ad will be on the Marketplace website for 12 months and will run in every print edition of The Daily News during the year. Your ad will be found each week in the Marketplace video posted on Ball State Daily's Facebook page. (You can update your ad every 4 weeks.)

UNIVERSITY APARTMENTS  
All-inclusive campus living

- Affordable pricing that includes utilities, cable, and internet.
- Free snow removal and shuttle!
- No credit check or co-signer needed!
- On-site maintenance.
- BSU.EDU/Housing

BALL STATE UNIVERSITY  
University Apartments

SunShine CAFE

Breakfast anytime!  
Open 24 hours!

Ball State Students  
receive 10% off  
with ID

3113 N. Oakwood Ave • 765-288-5221

the daily

PRINTABLE WEEKLY COUPON  
to look for in The Daily News

Post an Ad

Categories

The Marketplace

ROOFING, SIDING AND MORE  
FREE ESTIMATES  
ADDITIONAL SERVICES  
CALL 520-525-1297

SunShine CAFE  
Curry, Delivery and  
Grab N' Go Delivery Open  
Sat. 10:30 a.m. - 2 p.m.

UNIVERSITY APARTMENTS  
All-inclusive campus living  
Call (765) 288-4618 or  
text (765) 795-1244 today!

SILVERTREE  
Tour today  
AND GET A PRIZE!

authentic  
15% OFF  
entire meal  
CALL 765-288-5221

THE DAILY NEWS SPECIAL EDITIONS

**ROLL CALL**  
Roll Call is the first and largest print edition of the year. It includes the 'Roll Call' section with the names and hometowns of the incoming Freshman class.  
• **Deadline:** Tues., Aug. 11  
• **Publish Date:** Thurs., Aug. 20

**FAMILY WEEKEND**  
Family Weekend is a great way for your business to promote itself to all the family's in town that weekend.  
• **Deadline:** Tues., Sept. 22  
• **Publish Date:** Thurs., Sept. 24

**HOMECOMING**  
Homecoming is when all the Cardinal's come back to the nest, and time for you to reach a prime audience.  
• **Deadline:** Tues., Oct. 13  
• **Publish Date:** Thurs., Oct. 15

**WELCOME BACK**  
Welcome Back is the first edition of the Spring Semester.  
• **Deadline:** Tues., Jan. 12  
• **Publish Date:** Thurs., Jan. 14

**THE PARTNERSHIP PROJECT**  
The Partnership Project edition showcases the strides that Ball State and Muncie are making as one community.  
• **Deadline:** Tues., April 13  
• **Publish Date:** Thurs., April 15

**THE FINALE**  
The Finale is the final edition of The Daily News of the 2020-2021 academic year and includes the special Grad Wishes publication inside.  
• **Deadline:** Tues., April 27  
• **Publish Date:** Thurs., April 29

EXCLUSIVE SPONSOR \$2,250

- One front page strip; full color, and back cover
- Online package during the publish month of the section
- 3 pop up ads on the date of your choice during the publish month of the section (*Customer's choice depending on availability*)
- One sponsored content post during the publish month of the section (*Customer's choice depending on availability*)

VALUE: \$3,000; 1 available per edition

CARDINAL SPECIAL \$1,190

- One full-page ad in The Daily News
- Online Package for one month
- One sponsored content post during month of publication
- One social media post during month of publication

VALUE: \$1,700; 4 available per edition

A LA CARTE

Business Card  
3.375" x 1.85": \$150

Quarter Page  
5.12" x 4.9": \$450

Half Page - Horizontal  
10.375" x 4.9": \$675

Eighth Page  
5.125" x 2.4": \$275

Third Page  
3.375" x 9.95": \$525

Two-Thirds Page  
8.625" x 9.95": \$825

Sixth Page  
3.375" x 4.9": \$375

Half Page - Vertical  
5.125" x 9.95": \$675

Full Page  
10.375" x 9.95": \$950

the daily

Editorial  
Adapting for you, our loyal readers  
Find out why The Daily News is looking a little different this year. » 17

President  
Meaning plans for his first year  
Ball State's 17th president spent the summer in Muncie, new traditions for the 2017-18 year. » 8

Construction  
What's changed?  
With summer construction, see what's been updated around campus. » 12

The Great American SOLAR ECLIPSE  
Everything you need to know for Monday's phenomenon » 20

MUNCIE LIQUORS  
Weekly Specials: Flip to the back page of this edition of The Daily News!  
Check us out on Facebook & Twitter and on our website at muncieliquors.com  
Plus, download our free Muncie Liquor app to find our weekly specials and those crazy app giveaways.  
Voted Muncie's Finest & Best of Ball State

08.17.2017 » ballstatedaily.com

the daily

INSIDE: ALL YOU NEED TO KNOW ABOUT HOMECOMING » 15

CBD Oil: The Cup in the Village is now selling the product in drinks. » 08

Sports: The men's and women's basketball teams prepare for season » 11

Making a Comeback  
Can the Cardinals come out on top? » 16

FB | VVB | FH

BALL STATE ATHLETICS  
CHAMPION

10.19.2017 » ballstatedaily.com



SPECIAL PUBLICATIONS

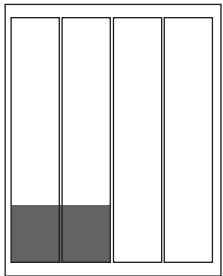
Special publications are unique prints that are separate from The Daily News. These mini magazines are more focused on a key audiences, however, they are distributed and promoted across campus. With five publications throughout the year, finding the right niche audience is always possible.

CARDINAL FIELD GUIDE  
Details: Page 13

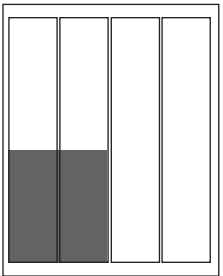
CARDINAL COUPON BOOK  
Details: Page 13

GRAD WISHES  
Details: Page 14

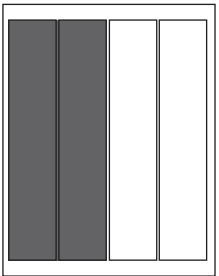
THE ROOST HOUSING GUIDE  
Details: Page 15-16



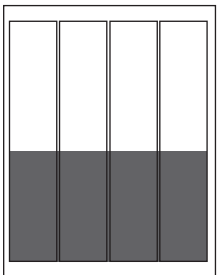
Eighth Page  
3.4" x 2.25"  
\$225



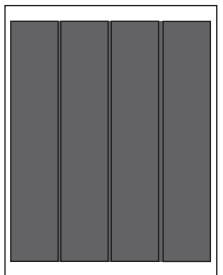
Quarter Page  
3.4" x 4.65"  
\$400



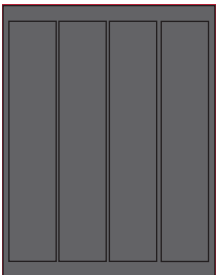
1/2 Page Vertical  
3.4" x 9.45"  
\$675



1/2 Page Horizontal  
7" x 4.65"  
\$675



Full Page  
7" x 9.45"  
\$850



Cover Pages/Premium  
Doc. Size: 7.875" x 10.625"  
Image area: 7" x 9.45"  
Bleed: 0.25".  
\$975

INSERTS ..... VARIES

Have your flyer printed, folded and inserted into a special section! All inserts for special publications must be folded if they are larger than 6"x 9." See Page 9 for pricing.

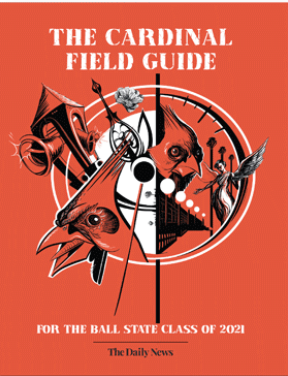
POSTCARD ..... \$1,500

Have a 3.5" x 6" (3" x 5" if including image) postcard printed, inserted and stitched into a special section. Postcards can be torn out and saved by readers of all publications. Only one available per section.

**Housing Guide Reply Card:**  
Reply cards to be inserted into the Roost Housing Guides typically are set up as 3.5" x 6", but can be larger. If a larger reply card is desired that includes an image, just ensure that the image is 1" smaller than the size of the card. Reply cards cannot be larger than the finished publication.

THE CARDINAL FIELD GUIDE

The Cardinal Field Guide is published each Summer and is targeted at incoming freshman and new students to the Ball State Community. The Cardinal Field Guide not only students to Ball State Daily but also to all of campus life, making it the perfect chance to catch their attention and get fresh exposure!



**Publish Date**  
Tuesday, July 27, 2021

*The magazine will be mailed to the homes of incoming Freshman that week.*

**Deadline**  
Friday July 2, 2021  
\*All camera ready ads due this day

EXCLUSIVE SPONSOR \$3,987.50

- 2, Full page, full color ads in premium positions (page 3 and back cover)

- BallStateDaily.Com** (main website rotation)
- Online package in June and July (300 x 600px and 300 x 250px)
  - 6 Pop up ads in June and July
  - 6 sponsored content posts in June and July

- Cardinal Field Guide website (located on BallStateDaily.com)**
- Exclusive ad positions on Cardinal Field Guide page (728 x 90px) for 12 months starting in July

- Promotion:**
- Name on the publication cover and all promotional materials

VALUE: \$7,250.00; 1 available  
\*\*Same story/photo reposted

CARDINAL SPECIAL \$1,828.75

- Full page, full color ad in a premium position (inside front cover, inside back cover, pgs. 5, 7, Glossy, Front/Back of the Center Spread; First Come, First Served)

- BallStateDaily.Com**
- Online package in July (300 x 600px and 300 x 250px)
  - 1 Pop up ad in July or August
  - 1 Sponsored content post in July or August
  - 6 Social media posts in July or August

- Cardinal Field Guide Website (located on BallStateDaily.com)**
- Online package on Cardinal Field Guide page (300 x 600px and 300 x 250px) for 12 months starting in July.

VALUE: \$3,325; 7 available  
\*\*Same story/photo reposted

CARDINAL COUPON BOOK

6,000 copies of this coupon book are distributed to Ball State University students, faculty and staff at the start of the Spring semester in January. Drive traffic to your businesses during the traditionally slow winter season following the holidays when people need to save money and incentive to get out during the colder winter months. With the Cardinal Coupon Book, the better the coupon, the larger student interest you will get in return!

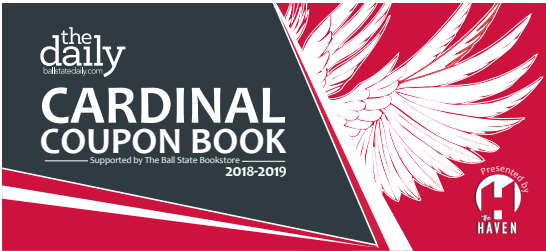
PRESENTING SPONSOR ..... \$2,500

- Three premium, full color positions: Inside front cover, inside back cover and back cover advertisements
- Four, full color, double-sided coupons at the front of the book
- Newsfeed Leaderboard package on BallStateDaily.com Jan-April.
- Name on cover and in all promotional materials

VALUE: \$7,450; 1 available

COUPONS ..... \$150

- One, full color, double-sided coupon (4.625" x 2")
- Buy two coupons and get a third for free!



- **Deadline:** Friday, Dec. 3, 2021
- **Publish Date:** Week of Jan. 10, 2021

*Designing your own coupons? Please set up your files with .25 inch bleed and submit your PDFs with crop marks and bleed marks!*



# GRADUATION EDITION OF THE DAILY NEWS

The Ball State Graduation Edition of The Daily News includes the names and majors of all graduates each semester and personalized messages from a student's parents, family, and friends. The magazine is distributed with the final edition of the Daily News and is also (normally) handed out at commencement, published in a digital edition online and promoted heavily through Ball State Daily's social media accounts. It will be produced in a magazine format, include a semester recap, stories about life after college, employment and more.

New in 2020, we are offering a special Employer's Package to companies seeking to reach graduates. You can promote your company, open positions, or offer tips for grads for landing their dream job. But, anyone can advertise in the magazine and we offer a la carte pricing for single display advertisements in the magazine.



**FALL 2020**  
• **Deadline:** Tues., Nov. 10, 2020  
• **Publish Date:** Thurs., Nov. 19, 2020

**SPRING 2021**  
• **Deadline:** Tues., April 20, 2021  
• **Publish Date:** Thurs., April 29, 2021

## EXCLUSIVE SPONSOR .....\$2,312.50

**Sponsorship includes one semester of publications and promotions.**  
**Print Publication:**  
• Full color ads in premium positions: center-spread and back cover.

**BallStateDaily.com:**  
• Online package during December or April  
• Exclusive ad positioning on the Grad Wishes website for 6 months  
• 2 pop-up ads  
• 2 sponsored content posts

**Overall Promotion:**  
• Name on publication covers; Logo or name recognition on all promotional materials (letters, flyers, banners, online/print ads, social media posts)

VALUE: \$5,950; 1 available  
\*Same story/photo reposted

## EMPLOYER PACKAGE .....\$1,470

- 1 full page ad in Graduation Magazine.
- Sponsored Content: One full page sponsored content page facing the full page advertisement in the magazine and the same copy and image on BallStateDaily.com during the month of publication.
- Social Media Post: One social media post during the month of publication on Ball State Daily's social media channels.
- Marketplace ad to run for three consecutive months in The Daily News, on BallStateDaily.Com and included in the marketplace video on Ball State Daily's social media channels.

VALUE: \$2,040  
\*Same story/photo reposted

## A LA CARTE

Eighth Page	Quarter Page	½ Page Vertical	½ Page Horizontal	Full Page
3.4" x 2.25"	3.4" x 4.65"	3.4" x 9.45"	7" x 4.65"	7" x 9.45"
\$225	\$400	\$675	\$675	\$850

# THE ROOST

The Roost is an overarching brand for all of McKinley Avenue's housing services. It includes The Roost Online Guide, The Roost Fair and The Roost Housing Guide Magazine. The services included allow housing clients, big or small, to advertise to thousands of students who are looking for their ideal on-campus or off-campus housing arrangements. From individual houses, to entire apartment communities, The Roost is the place to list your property.



## THE ROOST HOUSING GUIDE MAGAZINE

This magazine is published twice a year and is distributed during Fall and Spring Roost Housing Fairs AND is inserted into The Daily News during the week of the fair. 10,500 copies are printed each time and reach over 7,000 students, faculty and staff on the Ball State campus. New this year, The Roost Housing Guide will include sponsored content opportunities. Clients who purchase a full page ad individually, or in conjunction with a package, will receive another full page ad specifically to display their sponsored content story and photo. These two pages will face each other within the magazine.

## THE ROOST ONLINE HOUSING GUIDE

This website is THE place for Ball State students to find local housing options on and off-campus year around! The Roost Online Guide is part of The Ball State Daily page giving students easy access to your property listings. It is promoted heavily throughout the year through street team events, Ball State Daily online ads and social media postings as well as through paid Facebook and Google advertisements.



## THE ROOST HOUSING FAIR

The Fall and Spring Roost Housing Fairs is a way for housing clients to interact face-to-face with students, promote their properties and collect student information. With an average of 2,400 students attending this interactive event located within the Atrium, finding the perfect tenants for your properties is as easy as ever!

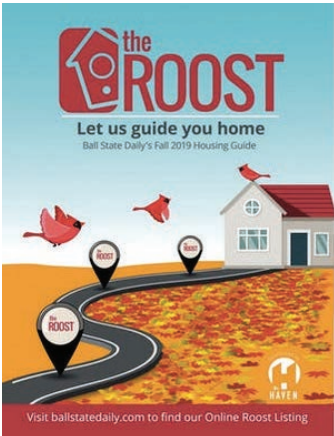
We hope you decide to participate in our Roost Housing Fair. However, because Ball State allows us to put on this event, we have to follow Ball State rules and guidelines: Please respect the following:

- We ask that participants stay confined to their tables. Please do not approach students in the Atrium. Instead, let them come to you if interested.
- No loud music allowed. We ask that if you choose to play music, you keep it low enough so it is not distracting to the other participants interacting with students.
- No promotional materials on your table that are taller than 5 feet, or that extends beyond your 6 foot booth are permitted. If you need a larger accommodation, you must discuss with your sales rep about your desired space, and purchase another booth if needed.
- If you require access to an outlet, you must inform your sales rep and bring your own extension cord.
- No food is allowed except pre-packaged,, store-bought candy or snacks. Ball State has strict policies on providing food on campus.
- Be courteous to other participants.
- We ask that you follow through with the Around The Roost Contest and give out labels to students participating.



THE ROOST PACKAGES

Like everything that The Roost has to offer? Get it all in one of five convenient packages so that you can rule The Roost!



**FALL 2020**  
• **Deadline:** Mon., Sept. 9, 2020  
• **Fair:** Wed., Sept. 18, 2020  
10:30 a.m.-1:30 p.m.  
• **Guide:** Publishes Wed., Sept. 18 and is also inserted into the Sept. 19 Daily News

**SPRING 2021**  
• **Deadline:** Mon., March 1, 2021  
• **Fair:** March - April  
11:00 a.m.-2:00 p.m.  
• **Guide:** Publishes Thurs., March 4 and is also inserted into the March 4 Daily News

\* All camera ready ads and booth sales due on the deadline date.

\* We do not alter package options

THE ROOST A LA CARTE

- **Online Guide:** \$150 per month or \$900 for a one-year contract
- **Housing Fair Booth:** \$350
- **Roost Housing Guide Individual Ad Options:**

Eighth Page 3.4 in x 2.25 in \$225	Quarter Page 3.4 in x 4.65 in \$400	Half Page Vertical 3.4 in x 9.45 in \$675	Half Page Horizontal 7 in x 4.65 in \$675	Full Page 7 in x 9.45 in \$850
--	---	---	---	--------------------------------------

THE PENTHOUSE \$3,375.50

- EXCLUSIVE SPONSOR | Choose Fall, Spring or Both**
- **The Roost Online Guide:** Listing for one year with exclusive ad positions on the website.
  - **The Roost Housing Fair:** Virtual Booth at the Housing Fair with first choice of booth placement.
  - **The Roost Housing Guide:** Full color, double-truck center spread featuring a full page ad and full page sponsored content. (center spread, 21.5" x 10.25")
  - **Roost promotion:** Your name and logo on all promotional materials including banners, online and print ads, posters, social media posts, press releases, email blasts and sponsored content posts.

VALUE: \$6,675: 2 available

THE SUITE \$2,310

- The Roost Online Guide listing for one year
- The Roost Housing Fair & Guide for both Fall & Spring:
  - Two page spread in the Roost Housing Guide
  - Full page, premium position ad
  - Full page sponsored content
  - Virtual booth at the housing fair
  - 3 hour Street Team event (Spring 2021 only)

THE DELUXE \$2,065

- The Roost Online Guide listing for one year
- The Roost Housing Fair & Guide for both Fall & Spring:
  - Half page ad in housing guide
  - Virtual booth at the housing fair
  - 3 hour Street Team event (Spring 2021 only)

THE STUDIO \$1,435

- The Roost Online Guide listing for one year
- The Roost Housing Fair & Housing Guide for both Fall & Spring:
  - Eighth page ad in housing guide
  - Virtual booth at the housing Fair
  - 3 hour Street Team event (Spring 2021 only)

THE SUBLET \$945

- The Roost Online Guide listing for one year
- Eighth page ad in housing guide



BALL STATE DAILY'S WEBSITE

BALLSTATEDAILY.COM

Ball State Daily is the online home for all of Ball State's student-run media: Ball Bearings Magazine, Byte, Cardinal Weather, Newslink Indiana, and The Daily News. Through unique and creative content, we connect the Ball State campus to the local community, as well as to the local community and Cardinal alumni around the country. With over 970,000 page views per year, you can reach a diverse audience base by advertising online.



BALL STATE DAILY DISPLAY ADVERTISING



SPECIFICATIONS  
Resolution

72 dpi is preferred at exact pixel size of ad. However, higher resolutions are fine as long as ad size is exact.

Color

Verify that your ad is in RGB, CMYK ads will have to be converted before posting online and the colors may vary from initial intent.

Formatting

JPG, PNG or GIF  
*\*If a customer sends in a camera ready ad that is not the required file type, McKinley Avenue reserves the right to reject the ad and cannot guarantee the quality of the ad if the format is incorrect.*

DEADLINES

Online & Pop-Up  
Sales & Copy Deadline  
• Camera-ready ads:

Five business days prior to publication date.

• McKinley Avenue  
Creative Services-  
produced: Ten business days prior to publication date.

EXCLUSIVE BILLBOARD ..... \$500 / MONTH

Receive the largest ad position available on The Daily with the exclusive billboard ad position on every, single page at BallStateDaily.com. One bottom of page position on both desktop, 1024X300, and mobile, 320X50). Also receive a run-of-site package, if you do not already have one for the month, included for free with this annual contract, that includes 300X600 desktop and 300X250 mobile ad serving in all run-of-site positions (unlimited advertisers sold)

- \$500/month for 12 months (\$6,000 per year)

EXCLUSIVE LEADERBOARD ..... \$550 / MONTH

You and only you can be in the top position on the BallStateDaily.Com home page on both desktop (728X90) and mobile (320X50) with the Exclusive Leaderboard Package.

- \$550 per month
- One semester/4 months for \$1,650 (\$412.50 per month)

NEWSFEED LEADERBOARD ..... \$475 / MONTH

Get a high visibility, limited availability position on the BallStateDaily.Com homepage with ads serving in between the stories in the newsfeed on both desktop (728X90) and mobile (320X50). Only four advertisers sold per month. Serving in four rotating positions in the homepage.

- \$475 per month
- One semester/4 months for \$1,426 (\$356.50 per month)

RUN-OF-SITE PACKAGE ..... \$425 / MONTH

Get both 300 x 600 desktop and a 300 x 250 mobile ad serving on all desktop and mobile pages on BallStateDaily.Com. No limit.

- \$425 per month
- One semester/4 months: \$375 per month
- One academic year/12 months: \$325 per month

POP-UP ..... \$125 / DAY

Get your message front and center with a 550 x 480 pop-up ad on BallStateDaily.com's desktop site.

- \$125 per day
- Save 25% with the purchase of a monthly online package

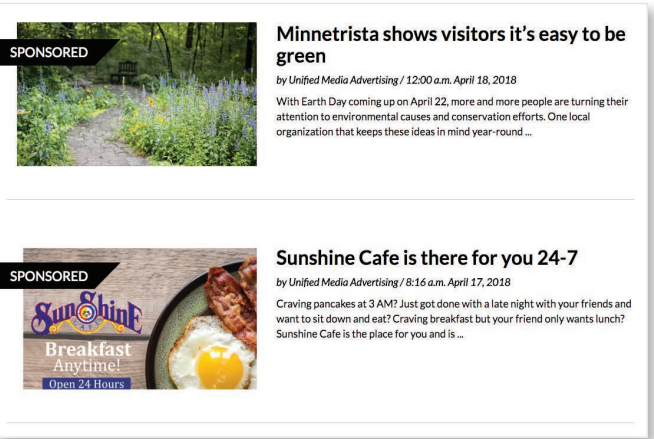
BALL STATE DAILY SPONSORED CONTENT

Does your business have a unique story that you want to share? Sponsored content on the Ball State Daily is a strong strategy to get your story out! Provide your own content or we can create a unique and engaging article. Your story will be featured in the top spot of our newsfeed for 24 hours on desktop and mobile sites and will be on the Sponsored Content page for one year.

SPONSORED POST ..... \$200/DAY

Post one photo (225 px x 170 px, RGB, 72 dpi) and one story in the newsfeed of BallStateDaily.com for \$200 per post.

- Writing/photo service per unique post: \$150
- Ball State Daily Social Share Add-On: \$50



BALL STATE DAILY SOCIAL MEDIA

@BSUDAILY      BALLSTATEDAILY

Throughout the year, we create/share social media posts, from our clients, on our social media platforms. These posts can drive additional traffic to your website, coupon, or social media page; improve top-of-mind awareness and increase the results of your current advertising campaign. Add a social media package to your current ad buy or buy a la carte.

Your social media manager can develop unique content that fits your brand. We have access to stock photography, simple design software, as well as relevant news sources. We can use this to develop content to engage your audience.

Our social media team is ready to take your digital marketing strategy to the next level. We offer a wide variety of services that will increase your social media presence. Whether you would like us to share some of the most successful strategies with you, or if you would like us to run your social media accounts, we have a service that you can benefit from. See pages 32-34 for additional social media opportunities.

ADD-ON SPECIAL

Buy an ad in print or online in the same month:

- \$50 for each post

A LA CARTE

- Individual post: \$125
- 4 Post Package: \$400
- 8 Post Package: \$600





BALL STATE DAILY EVENTS PAGE

Do you have a big event coming up, and want some help in promoting it?

With the Ball State Daily, you can get word out about your event to students across campus. Advertising your event with us gives you a cross-platform approach with exposure in The Daily News, on Ball State Daily social media pages, and on BallStateDaily.com. The events page could be the perfect solution to helping you get a larger attendance at your upcoming affair! To get your event posted, visit BallStateDaily.com/ events, or become the exclusive sponsor, talk to your sales representative about your opportunity.

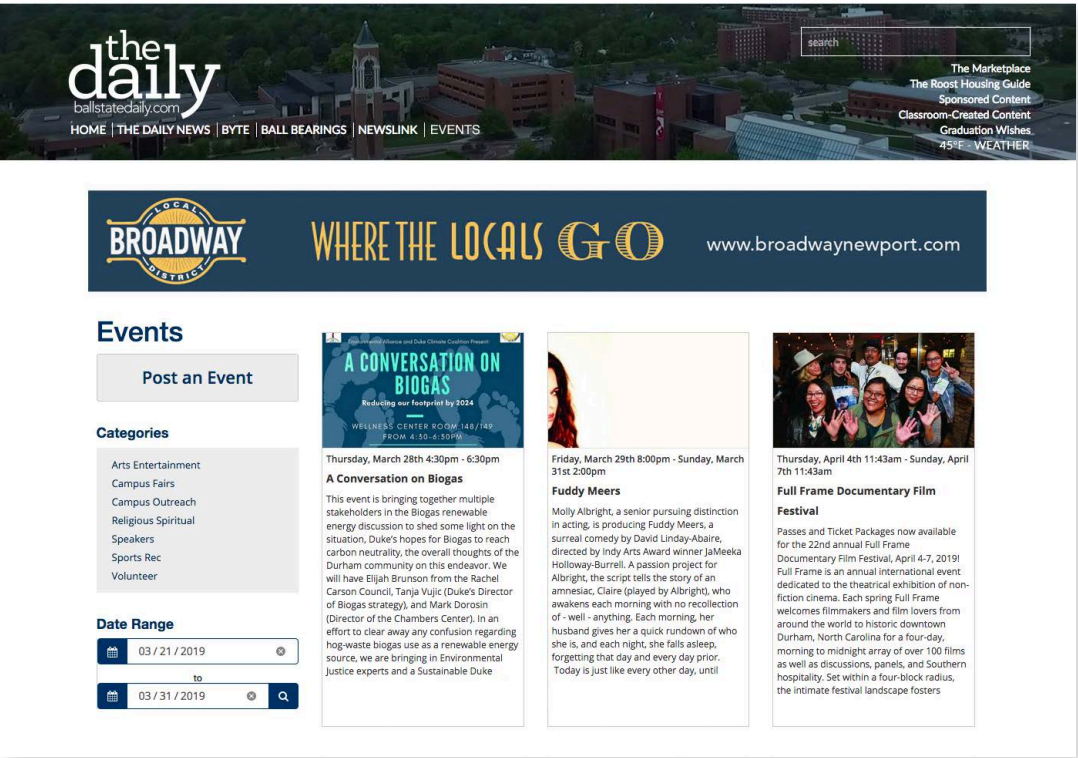
DEADLINE & PUBLISH DATES  
Event listing and photo must be submitted Tuesday at noon prior to the weekly Thursday publish date for both online and print.

A 'week' on the Events page starts on Thursday and ends the following Wednesday to coincide with the Thursday publication of The Daily News.

EXCLUSIVE SPONSOR \$2,250

- Exclusive online positioning with a 728px X 90px leaderboard ad at the top of the BallStateDaily.com Events page for on year.
- Events listed each week on The Ball State Daily's online Events page.
- One eighth page ad every week in The Daily News.
- Promotion through Ball State Daily social media and other advertising as the sponsor of The Daily's Events page.

Value: \$4,200; 1 available



BALL BEARINGS MAGAZINE

In November and April, this award-winning magazine is distributed to an audience of over 7,500 individuals within the Ball State community. The topics of the magazine differ by edition, but Ball Bearings has a reputation of being new, innovative and creative with every new edition.

EXCLUSIVE SPONSOR \$4,580

- Sponsorship extends over both Fall and Spring issues.
- Back cover, premium position full page ads in both Fall & Spring
  - Exclusive online ad position on BallBearingsMag.com for one calendar year
  - Two pop ups on BallStateDaily.Com during the publish months
  - Run-of-site package at BallStateDaily.com for one calendar year
  - Name or logo as 'sponsored by' on all promotional materials and issue launch event

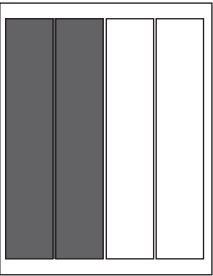
VALUE: \$11,450; 1 available



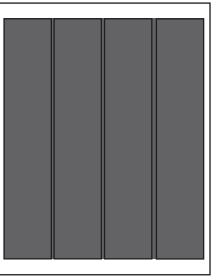
A LA CARTE

- Back cover: .....\$1,000
- Premium Positions\*:.....\$750
- Full Page:.....\$500
- Half Page:.....\$275

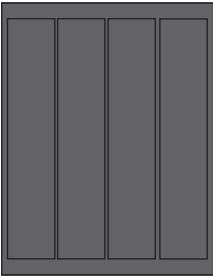
\*Inside front, back covers and the right hand pages facing table of contents contributors, editor's page.



Half Page  
3.4" x 9.45"



Full Page  
7" x 9.45"



Premium Positions  
Size: 7.875"x10.625"  
Image area: 7"x9.45"  
Bleed: 0.25"

- **Deadline:** 15 days prior to publication date
- **Publish Dates:** November 2020 / April 2021

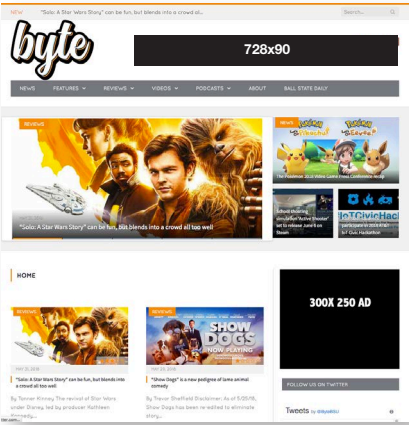
BYTE

Dedicated to providing the best in entertainment and pop culture related content, Byte publishes the latest news, reviews, features, graphics, podcasts and videos. This content serves as some of the most widely trafficked pieces coming out of Ball State's Unified Media Lab. For any business looking to position itself in front of a highly specialized audience of gamers, film enthusiasts, and tech savvy readers, advertising specifically through Byte is a great way to reach potential customers.

EXCLUSIVE SPONSOR \$2,500

- Exclusive ad positions include:
- One 728x90 leaderboard ad on ByteBSU.com for one academic year.
  - Run-of-site package on BallStateDaily.com for one academic year.
    - Includes one 300x600 Rail ad and one 300x250 Mobile ad
  - A logo and mention on all You Tube, podcasts and Facebook Live content

Value: \$5,000; 1 available



BYTEBSU.COM \$150

- Get one 300x250 ad on ByteBSU.com for 3 months.



NEWSLINK & CARDINAL WEATHER

Cardinal Weather is a fast growing telecommunications effort providing local weather and daily predictions to Ball State and Muncie. This program reaches hundreds of students, faculty and staff, as well as the Muncie community. With this program, the McKinley Avenue Agency is able to offer a variety of services.

Ball State's Emmy Award-winning NewsLink Indiana newscast airs Mon. through Thurs. and reaches all of Delaware County via cable and social media. Your business messaging could reach far more than just the Ball State University community if you advertise with NewsLink! NewsLink's official channel can be found on You Tube as NewsLink Indiana and at ballstatedaily.com/newslink. You can find NewsLink on social media as @NewsLinkBSU and NewsLink\_BSU on Twitter



**Deadline**  
All creative must be submitted two weeks prior to the first broadcast date in Fall & Spring.

Please consult your account manager regarding formatting.

EXCLUSIVE SPONSOR \$8,837.50\*

- One 1/6 page ad every Thursday in the Daily News, next to the weather forecast.
- Run-of-site package for 12 months on BallStateDaily.com.
- One 30-second commercial during the Waking Up with Cardinal Weather broadcast.
- A logo and mention, on air, each Friday morning during the Waking Up with Cardinal Weather broadcast 'Waking Up with Cardinal Weather is sponsored by your business name.'
- Two 30-second spot commercials during the nightly NewsLink broadcast (Customers spots must be underwriting-friendly and cannot include a call to action.)
- One weekly sponsored post on both Cardinal Weather and NewsLink's Facebook pages.

VALUE: \$17,675, 1 available

**NewsLink Indiana Broadcast Schedule:**  
Mon-Thurs. evenings X 4 weeks a month (avg) = 16 episodes per month.  
• Fall Semester: Sept.-Nov.  
• Spring Semester: Feb.-April

**Cardinal Weather Broadcast Schedule:**  
Friday mornings X 4 weeks a month (avg) = 4 episodes per month.  
• Fall Semester: Sept.-Nov.  
• Spring Semester: Feb.-April

\* This does not include video production costs. If you need McKinley Avenue to produce your commercials, there will be a \$500 per 30-second commercial fee.



YOUR AD NEXT TO THE WEEKLY FORECAST

EVENTS & CONTESTS

STREET TEAM MARKETING  
BEST OF READER'S CHOICE AWARDS  
WELCOME WEEK EVENT  
HOMECOMING WEEK  
CONTEST SPONSORSHIPS



STREET TEAM MARKETING

- DEADLINES
- **Booking:** Minimum of 10 business days prior to event
  - **Marketing materials and handouts:** 2 days prior to event

STREET TEAM GUIDELINES, FAQs

On-campus street team events must be in accordance with the following:

- Ball State University DOES NOT allow any form of solicitation on campus.

- McKinley Avenue cannot reserve campus property for any non-univeristy group or business or have our team represent a business on campus property.

- McKinley Avenue can have a ‘sponsor’ to promote ourselves, and have the sponsor's name on promotional items and give away sponsor materials.

- The McKinley Avenue Agency will do its best to grant clients’ wishes for promotions or events on campus, but on campus events must comply with all university guidelines which may limit where and when certain types of events may occur.

- Street team events must be booked, managed and executed solely by The McKinley Avenue Agency’s staff, however, clients may send a representative if they so choose. \*Clause does not apply for on-campus customers.

- In the event of inclement weather or other unforeseen events not in the control of The McKinley Avenue Agency, the client may request postponement of the street team event, but this must occur a minimum of four hours prior to the event start time, otherwise the client will be charged. All make-up events dates and times MUST be scheduled in advance when the initial event is booked.

Do you want your organization to be the center of attention on Ball State’s campus? Our Street Team can take care of your needs! Our Street Team here at McKinley Avenue will work with you to plan and execute unique promotional events that will feature your business directly to students!

- Our Street Team will:
- Distribute your flyers and promotional items in high traffic public areas of campus.
  - Hang posters and promotional materials on public campus bulletin boards.
  - We can even work an event at your business.

We will do what it takes to get your name, brand, and business out to the campus community. The versatility of our Street Team gives you the manpower and exposure you need to bring your business directly to your customers.

On-campus Street Team Marketing events are typically held on Mondays, Wednesdays, and Fridays between 10 a.m. and 2 p.m. when the largest groups of students are on campus. All events are first-scheduled, first-served.

Talk to your sales representative about the unique ways our Street Team can market your business!

- Additionally, every street receives a free social media post the day of their event. This post can be in the form of a graphic either designed by your team or ours, free of charge.

3-HOUR EVENT .....\$500

1 1/2 HOUR EVENT .....\$325



BEST OF 2021

The Reader's Choice Survey puts in the power in the hands of the community as Ball State, Muncie, and Delaware County residents vote for their favorite businesses and services. Winners will be announced in the Ball State Daily News and will receive an official plaque to display in their business, approval to run the Best of 2021 logo in their promotions, and of course, coveted bragging rights. This highly advertised and promoted event also offers a chance for readers to win if they vote in at least 50% of the survey.



SALES DEADLINE:

Monday, April, 5

VOTING PERIOD:

April 12 - 25

WINNERS ANNOUNCED:

Tuesday, April 27

OVERALL VOTING SECTIONS\*

- Ball State
- Business & Customer Service
- Food & Drink
- Shopping
- Real Estate & Rentals
- Health & Beauty
- Home & Garden
- Automotive & Transportation Services
- Arts, Entertainment & Leisure
- Professional Services

Visit [BallStateDaily.Com/](http://BallStateDaily.Com/) *Bestof2021* for subcategories in each section and more information on the contest.

PLATINUM EXCLUSIVE SPONSOR .....\$2,055

- Name and/or logo on materials promoting Best of Ball State Voting, including: flyers, posters,banners, online/print ads, social media, etc.
- Attendance with our Street Team at two events promoting contest voting
- Sponsored content ad online (posted twice during voting period)
- Business name listed in four separate categories on the voting ballot
- One full page ad in the Daily News during voting period
- Custom flyer promoting voting period in window of business provided by agency

1 available; VALUE: \$3,425.00

THE GOLD PACKAGE .....\$945

- One Sponsored Content post on BallStateDaily.com, shared twice during voting period
- One half page, full color ad in the Daily News during voting period
- Business name listed in four separate categories on the voting ballot
- Two custom social media posts during the voting period
- Custom flyer promoting voting period in window of business provided by agency

10 available; VALUE: \$1,235.00

THE SILVER PACKAGE .....\$656.25

- One Sponsored Content post on BallStateDaily.com during voting period
- One quarter page in the Daily News
- Business name listed in four separate categories on the voting ballot
- Custom flyer promoting voting period in window of business provided by agency

4 available; VALUE: \$875.00

SINGLE LISTING .....\$50

- Buy four listings and save 25% on each additional listing!



## WELCOME WEEK

Welcome week serves as the start of the newest academic year on campus. Excitement is in the air as students flood back onto Ball State's campus in late August. Aided by McKinley Avenue, this is the perfect time to reach the Ball State community as they return to Muncie for school. Welcome week is your chance to immediately make an impression and stay on student's minds throughout the entire year.

- **Deadline:** Fri., July 31, 2020
- **Event Date:** Aug. 20-28, 2020

### EXCLUSIVE SPONSOR.....\$1,050

During Welcome week, you will receive:

- Front Page Strip ad in The Daily News (second publication of the year)
- Two street team events as our team passes out the Cardinal Coupon Book
- One pop-up on BallStateDaily.com
- One social media post on Ball State Daily's Facebook and Twitter pages

VALUE: \$1,750; 1 available

## HOMECOMING WEEK | BED RACE & CHIRP CHIRP CHALLENGE

Sponsor The McKinley Avenue Agency and Ball State Daily during Homecoming week can get your business a significant amount of exposure during one of Ball State's richest traditions! With Bed Race, your name and brand will be flown down Riverside Avenue in front of hundreds of students, faculty and staff watching the always entertaining bed races. Additionally, we will also have a booth set up at the event where we will be handing out promotional materials and swag from your business. You will also be the sponsor of the Chirp Chip Challenge contest that run throughout Homecoming week.



- **Deadline:** Wed., Sept. 30, 2020
- **Event Date:** Oct.12-17, 2020. Bed Race is Friday, Oct. 16.

### EXCLUSIVE SPONSOR.....\$2,275

- Premium position, center spread, full page ad in the Homecoming edition of The Daily News
- Promotion at the Ball State Daily table at Bed Race and your logo on our team's bed
- Name on all marketing materials promoting the Chirp Chirp Challenge contest
- Online package during the month of October
- One pop-up on BallStateDaily.com to run the day of the Bed Race
- One sponsored content post on BallStateDaily.Com during Homecoming week

VALUE: \$3,250; 1 available

## CONTEST & EVENT SPONSORSHIP

- **Deadline:** 30 days prior to contest date.
- **Event or contest opportunities**
  - Halloweem
  - Thanksgiving
  - HoliDaily
  - Valentine's Day
  - Your choice? What are your ideas?

Throughout the year, McKinley Avenue hosts a range of contests or special events targeted toward Ball State students. These contests are promoted by our agency through print, online and our street team services. Contests often accompany campus events and holidays, and garner numerous participants vying to win a grand prize. Being a sponsor not only gets your name on all promotional materials, but allows your business to be the face of the fun.

### EXCLUSIVE SPONSOR.....\$837.50

- Logo on all promotional materials (flyers, banners, online/print ads, social media posts)
- Attendance with McKinley Avenue at corresponding event
- 1/2 page in The Daily News the week of contest/event

VALUE: \$1,675;1 AVAILABLE

CARDINAL COMMUNICATIONS  
AT THE MCKINLEY AVENUE AGENCY

# PUBLIC RELATIONS

& COMMUNICATION SERVICES



# MEDIA RELATIONS & COMMUNICATION SERVICES

Let Cardinal Communications @ The McKinley Avenue Agency take control of your media relations strategy. We can write press releases, plan strategic events and so much more in order to get your business attention from local journalists, such as the Star Press. We will do research into individual journalists, and develop a strategy to pitch so that your business gets the right media attention.

## PRESS CONFERENCE .....\$500

The McKinley Avenue agency will reach out to media sources, and set up a press conference for your organization’s leaders to relay your key messages. We will also create talking points and edit any content that your organization would like to distribute to the public through media outlets who will be in attendance.

## PRESS RELEASE .....\$150

Do you have a message you want shared with local media? Let the McKinley Avenue Agency handle that! With our skilled writers, we will be able to take your message, and format it into a press release that appeals to reporters and journalists alike. We can either pitch it ourselves, or send it back to you. Either way, we have you covered!

## SPONSORED CONTENT .....\$150

If you are receiving a sponsored content post on BallStateDaily.com, we can write your story for you! This 500-1,000 word story will be tailored specifically to your business and can promote who you are or what you offer. See page 19 for more information on sponsored content.

## EVENT PLANNING .....FROM \$500

Do you have a special event coming up for your company? We will handle all aspects of this event and make sure that your organization gets attention from the community. From handling promotions to pitching the event to media, McKinley Avenue can plan this event for you!

Pricing will vary based on event details.

# STRATEGIC COMMUNICATIONS PACKAGE

Our Strategic communication package is an affordable way for smaller businesses or nonprofits to utilize our public relations services.

## CARD COMM KIT .....\$1,200

This package comes with a street team event, and three of the services below for your organization. Additionally, the street team event comes with social media content surrounding the event. **\$600 down, \$200 per month for 6 months.**

### Additional Services (Choose 3):

- A press release about your organization pitched to individual media outlets.
- Sponsored content about your business posted to our social media account.
- Social media content for your organization for two months.
- Social media audit that comes with recommendations on how to improve your social media presence.
- Management of your social media account for one month (we post directly to your social media account and respond to inquiries. NOTE: We will need access to your social media account for this option).

# SOCIAL MEDIA MANAGEMENT

Cardinal Communications, the Public Relations Division of The McKinley Avenue Agency can provide the perfect social media plan to fit your business’s needs. Let our social media team help create a consistent strategy that encompasses branding, engagement and results. We will create an authentic and interactive identity for your business through social media platforms. Our team will communicate and interact with your audience on your behalf to ensure customer satisfaction, retention and loyalty. We will also ensure quality results for your business and help you succeed above your competitors.

Already have pre-existing social media pages that need a face-lift? Our digital marketing experts can help improve your online presence by critiquing your current social media pages and suggesting new strategies to implement.

## Image Specifications .....VARIES

All images must be provided by clients and or the use of stock imagery.

**Resolution**  
72 dpi is preferred, however, higher resolutions are fine as long as ad size is correct

**Formatting**  
JPG, PNG or GIF  
\*If a customer sends in a camera ready ad that is not the required file type, UM Advertising reserves the right to reject the ad. UM also cannot guarantee the quality of the printed ad if the format is incorrect.

**Deadlines**  
All calendars provided by agency must be pre-approved two weeks prior to the beginning of each month.

Posts that are not complete or approved prior to publish date will not be pushed into later months.

## CONSULTING/SET-UP .....VARIES

- **First time set-up:** \$250
- **Pre-existing:** \$150
- **Additional platforms:** \$100 each

## BASIC PACKAGE .....\$250/MONTH

- Consultation meeting
- Setup & audit of current social media platforms
- Social media calendar outlining post content and pre-approved graphics
- 2 custom posts per week on up to 2 social media platforms using images provided by client or use of stock imagery
- Custom analytics reports every two months

## PRO PACKAGE .....\$450/MONTH

- Consultation meeting
- Setup & audit of current social media platforms
- Social media calendar outlining post content and pre-approved graphics
- 4 custom posts per week on up to 3 social media platforms using images provided by client or use of stock imagery
- One custom boosted post per month. \*Must be pre-arranged prior based on desired engagement and community.
- Custom analytics report monthly

## PREMIUM PACKAGE .....\$900/MONTH

- Consultation meeting
- Setup & audit of current social media platforms
- Social media calendar outlining post content and pre-approved graphics
- 4-6 custom posts per week on up to 4 social media platforms using images provided by client or use of stock imagery
- Two custom boosted posts per month. *Must be pre-arranged prior based on desired engagement and community.*
- Custom analytics report weekly



# CREATIVE SERVICES

Let our award winning creative team work with your business's designs and displays. Whether you want the McKinley Avenue Agency to come up with a unique design for your business needs, or redo one you currently have, we will be able to provide an innovative and creative way to communicate your message in a visually engaging way.

## DESIGN AND MULTIMEDIA SERVICES

### BASIC DESIGN SERVICES ..... \$150

Ad, poster, flyer design. Design is free with purchase of print, online advertising. Customer receives original files on a flash drive and owns rights to creative.

### LOGO DESIGN ..... \$500

Includes minimum of three initial logo designs along with three sets of revisions. Customer receives original files on a flash drive and owns rights to creative.

### BRANDING CAMPAIGN ..... \$1,150

Includes logo design, slogan, set of spec ads, and your choice of up to 3 other pieces of marketing collateral (poster, T-Shirt, letterhead, signage, business cards, sponsored content, press release, social media graphics, etc). Customer receives original files on a flash drive and owns rights to creative.

### PHOTOGRAPHY ..... \$50/HOUR

Customer receives edited, ready to publish files on a flash drive and owns rights to creative.

### VIDEOGRAPHY ..... VARIES

Consult with the agency on your video needs. Prices based on video detail and length. Can produce commercials, business walk-throughs, social media videos, etc. Customer receives edited, ready to publish files on a flash drive and owns rights to creative.

### BASIC WEBSITE DESIGN ..... \$995\*

The creative team will design a basic website using a known provider (WordPress, Four Square, Wix, etc) that can be easily handed over to the client to update as needed. We will train you on how to use the site and make updates.

*\* Price does not include photography, videography, and SEO services. It can increase with purchase of additional tools or templates to create site. This only includes creative services. Although we will align your brand needs with the target audience, this service does not ensure desired traffic to site.*

### WEBSITE AUDIT ..... \$150

In today's digital world, a business's website can directly drive traffic to different marketing strategies and sales. With our website audits, McKinley Avenue's skilled, award-winning creative specialists will take a thorough look at your website, observe the trends and analytics and offer strategic recommendations to improve your website's traffic and engagement. From design to layout and content, our team will work to make your website the best it can be.

Audit will incorporate the following analyses to reveal suggestions for website enhancement:

- Current performance, with quantifiable numbers
- Current design, functionality and user experience
- Opportunities for design and functionality improvements
- Future performance projections based off of design and functionality revisions

### CREATIVE SERVICES PACKAGE ..... \$1,200

Our creative services package is an affordable way for smaller businesses or nonprofits to utilize the McKinley Avenue services. Pick three of the services below. BUT, if you choose website design/redesign, only pick two.

#### Additional Services (Choose 2 or 3):

- Branding design (logo creation or refresh, business card design & letterhead design)
- 30-second commercial
- Flyer/poster or banner design
- T-Shirt design
- Website audit/consultation
- Advertising design (for non-Ball State media outlets)
- Social media graphics (for individual posts, Facebook or Twitter cover photos, etc).
- Website design/redesign

**Payment Plan:** \$600 down, \$200 per month for 6 months. Add-Ons: \$100



# MEDIA BUYING

## HOOSIER STATE PRESS ASSOCIATION

McKinley Avenue makes advertising to the Ball State community easy. Now, we make advertising to Indiana, the Midwest, and the rest of the United States possible as well! Through our partnership with the Hoosier State Press Association, we offer a range of options that allow you to place your advertisements in publications around the state and country. From Portland, Indiana to Portland, Oregon, we make the possibilities endless. For more information on any of the options below, ask your sales representative about how to maximize your reach!

## MIDWEST ADVERTISING PLACEMENTS (MAP)

With nearly 200 newspapers printed in Indiana, it is so easy to reach your audience, where ever they may be. MAP gives you access to place your advertisement in any newspaper you desire. You can choose metropolitan dailies, small weeklies, minority newspapers, college newspapers, etc. - whichever paper you want. With 2.8 million Hoosiers reading the newspaper, they are waiting to see your advertisement.

Why limit yourself just to Indiana? With access to hundreds of newspapers across the Midwest and the United States, MAP assists you in reaching a nationwide audience. For a list of all participating newspapers statewide and nationwide, ask your representative. Sizes and pricing are determinate based on selected publications.

### Why use HSPA's 2x2 & 2x4 advertising?

Quickly **spread the word** about your product, service or event.

Your ad prints in 90+ Indiana newspapers - that's nearly **1.5 million readers every week.**

Include all **words, logos, and photos** you can fit in the 2x2 or 2x4 space.

Run your **message** in one region of Indiana, the whole state or multiple states. You decide!

**1** call order price

### Your investment reaches millions of readers.

**2x2 DISPLAY ADS**  
Dimensions are 3.792 inches wide by 2 inches high.

- \$925 for the whole state
- \$770 for two regions
- \$565 for one region

**2x4 DISPLAY ADS**  
Dimensions are 3.792 inches wide by 4 inches high.

- \$1,850 for the whole state
- \$1,540 for two regions
- \$1,130 for one region

\*Ads are due by 5 p.m. Tuesday for placement the following week. Please note: we accept cash, check, money order, Visa and Mastercard.

Region 1:  
Area codes  
219, 260, 574

Region 2:  
Area codes  
317 & 765

Region 3:  
Area code  
812

HOOSIER STATE PRESS ASSOCIATION

Connect with us. • (317) 803-4772 • (317) 624-4428 • [hspa.com/advertising-services](http://hspa.com/advertising-services) • [sgoldsby@hspa.com](mailto:sgoldsby@hspa.com)

## THE POWER OF 2

2x2 and 2x4 advertising allows you to reach Hoosiers across the state with your advertisement. These ads are two newspaper columns wide by 2" or 4" and are black and white only. You can run your ad in up to 90+ newspapers by choosing one, two or all three HSPA regions of Indiana. Price varies by desired size and regions reached, so consult your representative.

## INDIANA CLASSIFIED ADVERTISING NETWORK

For some, classified advertising does just the trick. With HSPA, you can put an ad in the classified sections of up to 140+ newspapers across Indiana. First, choose between daily or weekly classifieds, then choose your desired region(s) to place the ad in. Create the copy you want to place in your ad and let your words do all the talking!



# CAMPUS CUSTOMERS

SERVICES AND PACKAGES FOR  
BALL STATE UNIVERSITY  
GROUPS AND DEPARTMENTS

## AD MEMBERSHIPS

As our Ball State campus partners, we want you to get the most for your budget by promoting your events with The McKinley Avenue Agency's Media Sales and Creative Services divisions. Get ready to develop a cohesive advertising campaign that promotes your event or organization over a variety of platforms.

Feel free to choose from three different options that include print and online advertising, as well as creative services. If you purchase any of these packages, you can use them throughout the year as you need. There's no rush!

Additionally, by being an on-campus ad member, our creative students will design your materials for 50% off the cost of our normal pricing.

### GOLD MEMBER ..... \$3,262.50

3-month\* membership (\$1,087.50 per month); each month includes:

- Two 1/4 page ads in The Daily News
- One sponsored content post
- Four social media posts on the Ball State Daily's Facebook and Twitter pages
- One hour and a half street team event
- Display on the Ball State Daily Digital Screen
- Additional creative services design: poster, flyer, banner (all design and writing included)

### SILVER MEMBER ..... \$1,625

2-month\* membership (\$812.50 per month); each month includes:

- Two 1/8 page ads in The Daily News
- Four social media posts on the Ball State Daily's Facebook and Twitter pages
- One hour and a half street team event
- Display on the Ball State Daily Digital Screen
- Additional creative services design: poster, flyer, banner (all design and writing included)

### BRONZE MEMBER ..... \$487.50

1 month membership includes:

- Two business card ads in The Daily News
- Two social media posts on the Ball State Daily's Facebook and Twitter pages
- One hour and a half street team event
- Display on the Ball State Daily Digital Screen
- Additional creative services design: poster, flyer, banner (all design and writing included)

*\*Months need not be consecutive*

## BALL STATE DAILY DIGITAL SCREEN

The Ball State Daily Digital Screen is located on the second floor of the Atrium, a central and popular location on the Ball State University campus. Roughly 2,400 students travel through this location every day and see this screen. Your organization could be on this digital billboard and obtain a large amount of exposure from thousands of Ball State students, faculty and staff.

### 10-SECOND IMAGE\*

- **Two weeks:** \$100
- **One month:** \$175

### 30-SECOND VIDEO\*

Video may not exceed 30 seconds and can include sound.

- **Two weeks:** \$150
- **One month:** \$225

*\* Each image or video is scheduled in the digital screen rotation twice. Buy two consecutive months and receive a 25% discount of each month.*







## CARDINAL TO CARDINAL

The McKinley Avenue Agency knows that getting the attention of our campus can be challenging. We also know that many student groups, clubs and organizations don't have a budget to pay to advertise their events and programs. We also want to raise awareness of the student media groups on campus that we support through our advertising and marketing efforts.

So, we have a deal just for you. We are offering you a variety of products and services for free, in exchange for promotion of our student media groups within your organization!

## HOW IT WORKS

You sign a contract agreeing to the terms. You get the free advertising, while also allowing a representative from our office to visit your group, club, organization or chapter meeting to talk about student media opportunities. Additionally, we will ask your members to follow our social media pages in exchange for an entry into a contest to win a prize!

## WHAT YOU GET

- Promotion of an event, program or just general awareness campaign for your group during the academic year that includes\*:
- Two 1/4 page ads in The Daily News
- One sponsored contest post on BallStateDaily.com (you must supply the story and photo)
- Two sponsored social media posts on our Ball State Daily accounts, linking to your sponsored content mentioned above.
- One Event listing on the Ball State Daily Event's page.

*\* All promotion must happen within the one month during the academic year*

## THE FINE PRINT: ADVERTISING POLICIES

### REVISE/REJECT

Unified Media reserves the right to revise or reject advertisements. Advertisements that discriminate on the basis of race, creed, color, gender, national origin or sexual preference will not be accepted. Advertisements containing false or misleading statements will be rejected. Advertisements for products, services or promotions illegal in the state of Indiana, or that violate U.S. Postal Service regulations, will be rejected.

### PAGE POSITIONING

With the exception of certain special issues, no page position for any advertisement will be sold or guaranteed. Requests will be honored when possible in the daily issues. Unified Media assumes no financial responsibility for failure to honor page position or placement request, nor will Unified Media be held liable for failure to notify an advertiser when such requests can not be honored.

Unified Media assumes no financial responsibility for the placement or page position of an advertisement in relation to other advertisements contained in the publication, including but not limited to, competitors' advertisement and advertisements of similar size or design style. No class of paid advertisement is accompanied by news stories or free notices.

### PUBLICATION OF AD

Unified Media assumes no liability for failure to publish an advertisement or for the financial loss of business for failure to publish an advertisement. If the University closes for an emergency, Unified Media reserves the right to still publish the paper. All ads will run as is and as scheduled unless we receive a phone: call by the deadline to pull the ad.

### COPYRIGHT AND LIABILITY

The advertiser and/or advertising agency assumes liability for all content (including text representation, illustration and appropriations considerations) of advertisements published and assumes responsibility for any claims arising against Unified Media. School identifiers are not allowed to be used in outside client advertisements. Identifiers include, but are not limited to, Benny, Charlie Cardinal, Ball State's logo, and the Ball State's Homecoming logo.

### POLITICAL AND EDITORIAL ADS

Advertisements having the appearance of editorial material must be identified as "paid advertisement." All political advertising must be paid in advance, and must be identified as "paid political advertisement," and include the name of the person or organization that paid for the ad.

### RESTRICTIONS

Upside-down or sideways advertisements are not accepted without prior permission. If copy is supplied in this manner, Unified Media will alter the copy into a normal vertical format prior to publication.

Unified Media is not responsible for photographs or other materials which are left with us for more than 10 days after the first publication. Advertisers wishing to have photographs or other materials returned must notify Unified Media of this request when materials are submitted.

The advertiser and/or advertising agency is responsible for obtaining photo releases from anyone whose picture or likeness appears in an advertisement. The ad cannot be pulled the day before the ad runs.

### CONTRACT OBLIGATIONS

All contracts are subject to approval by Unified Media advertising director. Contracts signed after August 1, 2020, will not be retroactive.

An advertising contract is a guarantee on the rate, but does not imply credit has been granted.

Contract rates apply only to advertisements inserted during the time specified in the contract (August 1, 2020 - July 31, 2021).

### PROOFS

Proofs go out daily as soon as the ad is designed. It is the responsibility of the advertiser to provide correct information for where and to whom the proof needs to be sent.

### PROOF CORRECTIONS

Unified Media is not liable for errors in original copy received from advertiser or corrections or copy substitutions submitted after deadline.

Deadline for corrections is noon two days prior to publication. Special Section proof deadlines will vary.

If Unified Media does not hear from the client by proof deadline the ad will run as is; Unified Media is not responsible for errors in an ad if the client received a proof and did not contact us.

It is up to the discretion of the production supervisor and/or advertising director to accept ads after deadline. If an ad is accepted Unified Media does not guarantee a proof will be sent out and Unified Media is not responsible for any errors that may occur in the ad.

### CONTRACT ADJUSTMENTS

Advertisers who fail to fulfill their contract will be charged for contract credits used at the applicable rate. Advertisers who fail to fulfill contract obligations due to delinquent charges will forfeit all discounts previously earned under the contract.

### CORRECTIONS

Unified Media assumes no financial responsibility for errors in advertisements beyond the cost of space occupied by the advertisement in the first issue in which the error is made. "Make-good ads" will run, when appropriate, before billing adjustments are made. Such adjustments will not be considered if a proof of the ad was delivered and advertiser failed to call in corrections by the stated deadline. Errors in an ad do not automatically qualify for a make-good ad.

### CREDIT ADJUSTMENTS

Credit will not be considered if Unified Media advertising director is not notified within 15 days of the invoice date. Billing adjustments will be based on what percentage the error detracts from the effectiveness of the total advertising message, as determined by Unified Media advertising director. Adjustments will be noted on the next statement. Any/all "make-good ads" and credit adjustments will be determined by the advertising director. Unified Media is not responsible for errors in ad if copy is turned in after deadline.

### PAYMENT TERMS

We accept check, money order Visa or Mastercard for all billed accounts. There will be a \$35 service fee assessed for every returned check.

### PRE-PAY ACCOUNTS

Payment is due on ad copy deadline day. Unified Media will pull ads that do not have payment in on time.

We accept check, money order, Visa or Mastercard for payment.

### BILLING CONDITIONS

Accounts are billed the last day of the month. All advertising invoices must be paid in full within 30 days of invoice date. Accounts unpaid after 45 days will be granted additional advertising only at the discretion of Unified Media advertising director. Accounts unpaid after 60 days will be considered delinquent and no further ads will be accepted until the delinquent amount is paid. Accounts more than 90 days in arrears may be placed on a pre-pay basis.

Once invoices become 91-120 days old, departments will be notified that a letter will be sent to the customer by Bursar and Loan Administration notifying them that, unless payment or an arrangement to pay is received within 30 days, the account will be referred to a collection agency for collection. This means that the customer will incur additional charges to reimburse the collection agency for their efforts.

Once invoices become 121-150 days old, they will be referred to a collection agency for collection.





**MCKINLEYAVE@BSU.EDU**

**MCKINLEYAVENUE.COM**

**(765)-285-8256**