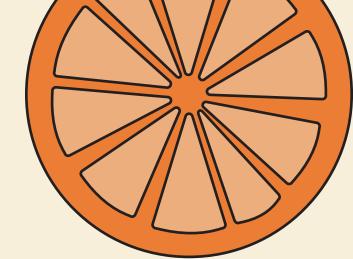


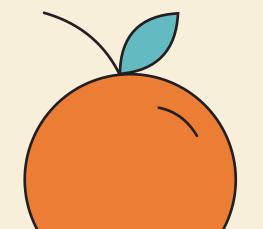
ORANGE MEDIA NETWORK

2022-2023 MEDIA KIT



we are orange media network.

we strive to lead the college media field by elevating diverse student voices through innovative and accessible hands-on media and leadership experiences that challenge views, engage the community, and celebrate resilience.



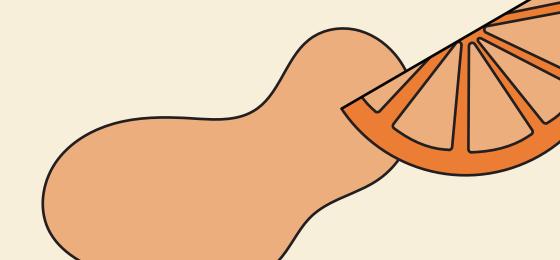


table of contents





























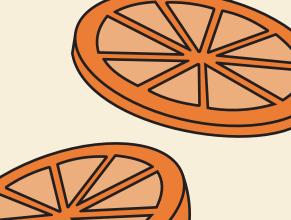












a little bit about our teams.

Orange Media Network is the student media program at Oregon State University, with six mediums (a newspaper, three magazines, a radio station and a TV station) and five additional cross-platform teams (photo, creative, marketing, sales, and engineering).

a community where success can thrive.

at OMN 400+ students from all backgrounds come together to create TV shows, DJ on the radio, host and produce podcasts, break news, write, edit and shoot content for the newspaper and magazines, launch marketing campaigns and work with clients. during their time at OMN, students gain experience in technical skills to create media, as well as hone skills in communications, critical thinking, problem-solving and much more.

2,600+

avg. readers per month across all mediums

12,000+

avg. monthly active users on orange media network websites

33,000+

followers across all instagram, facebook & twitter accounts



an award winning organization.



Magazine - Feature/General Audience - Winner

2022 Associated Collegiate Press

DAMChic "Spring 2022 - Revelry"



Best Social Media Promotion - 5th Place

2022 Associated Collegiate Press

The Daily Barometer



Best Ad Campaign - 3rd Place

2022 College Media Association

Beaver's Digest "Best of Beaver Nation 2022"



Magazine of the Year - 1st Place

2022 College Media Association

Prism "Prism Vol. 142 -Crossroads"



Four-Year TV Station of the Year -2nd Place

2022 College Media Association

KBVR-TV



Four-Year Radio Station of the Year -2nd Place

2022 College Media Association

KBVR-FM

Best Online Main Page - 2nd Place

2022 College Media Association

DAMChic

Best Video Entertainment Program - 1st Place

2022 College Media Association

KBVR-TV "Geeking Out About It: The Twilight Zone"



helping you reach the audience you want.

reach a wide audience, including students, faculty, professional staff and community members working at Oregon State University and organizations throughout Corvallis. OMN publications produced by students for students are distributed all over OSU and the Corvallis community.

reach a highly targeted, engaged audience



deliver your message using trusted national award winning mediums























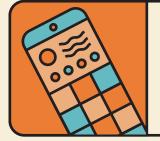




ways to advertise



print advertising



digital advertising



services & sponsorships



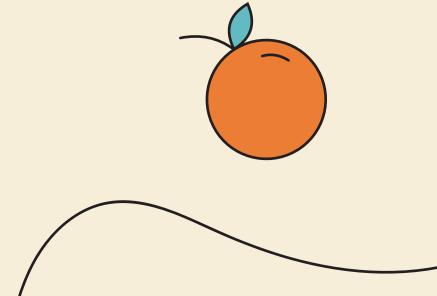
underwriting

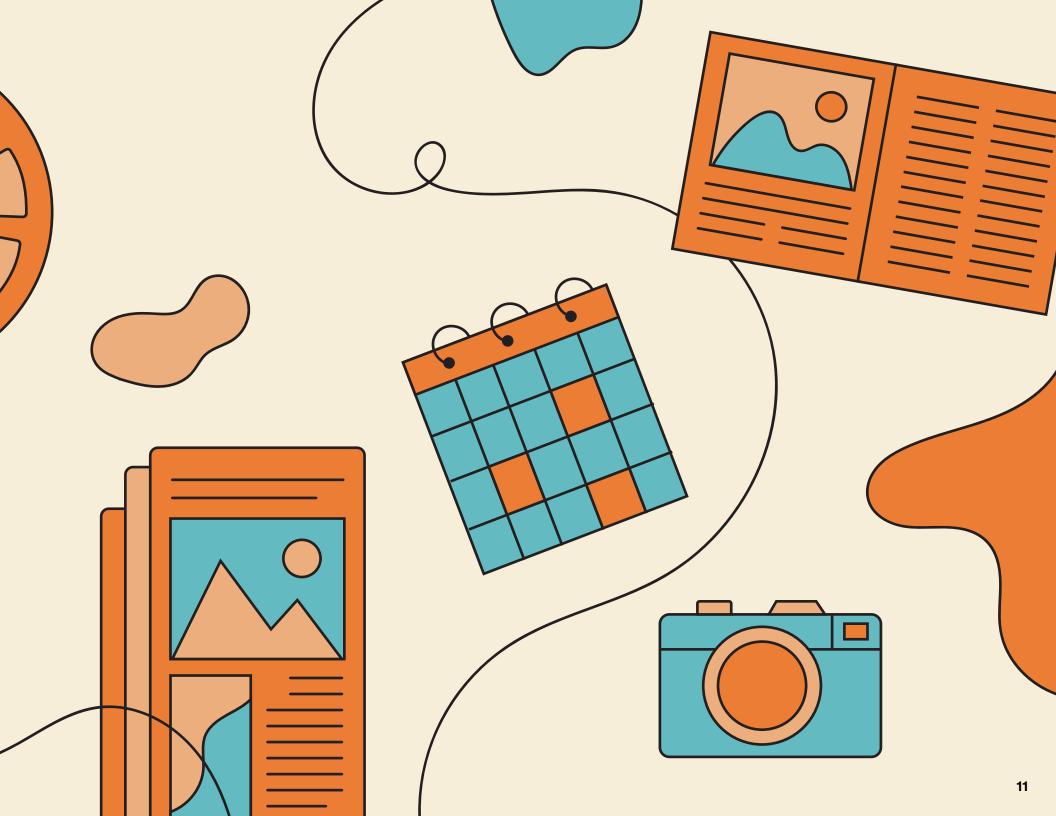


OMN's print publications have been circulating and inspiring students and community members for decades. from The Barometer (OSU's 150+ year old newspaper) to DAMchic (modern fashion magazine) and Beaver's Digest (lifestyle magazine), OMN's publications have kept readers informed, entertained and inspired. share your message with the OSU community, advertise in our print mediums.











the daily barometer

since 1896, The Barometer has been OSU's premier news source. in that time much has changed in the field of journalism, but the Barometer team's dedication to accuracy and excellence has never wavered. now a monthly publication with daily online content, sports coverage, and more, and still remains a cherished part of the OSU community after 125 years.































| SIZE | OSU (black/white) | OSU (color) |
|------|----------------------|----------------------|
| full | \$1,47740 | \$1,676.40 |
| 1/2 | \$890.00 | \$1,089.00 |
| 1/4 | \$445 ^{.00} | \$644.00 |
| 1/8 | \$235 ^{.00} | \$384.00 |
| 1/16 | \$118 ^{.50} | \$267 ^{:50} |
| | l | |



space reservation

make ad size same as document.
include frame or background.

pre-print inserts

you are responsible for printing your inserts and delivering them to our press Lee Enterprises (600 Lyon Street, Albany, OR). call your account executive for specifications and details.

min size: 3" x 5", 0.005" thickness, max size: 11"x12"

price: \$100/thousand, minimum 1,500 inserts.



tabloid to broadsheet conversions

as of January 2023, The Daily Barometer has converted to a fold out broadsheet format from the old tabloid form, this format allows the medium to explore more visual ways of conveying stories and brings back a traditional viewing experience of newspapers. below is a conversion table of how ad sizes are reflected in this new format from the older tabloid format from previous years.

| TABLOID | BROADSHEET |
|------------------------------------|------------------|
| full page | 1/2 page |
| (10.25" x 11.5") | (10" x 10.45") |
| 1/2 horizontal (10.25" x 5.75") | 1/4 horizontal |
| 1/2 vertical | 1/8 page |
| (5.04" x 11.5") | (4.9" x 4.975") |
| 1/4 square | 1/4 vertical |
| (5.04" x 5.75") | (4.9" x 10.125") |
| 1/8 page | 1/16 page |
| (5.04" x 2.875") | (4.9" x 10.125") |
| | |



deadline

camera-ready ad (in pdf format) due by noon mon day, 2 weeks prior to publication. OMN offers free ad design service with purchase of an ad, request needs to be submitted by noon monday, three weeks prior to publication.

account executive is, contact velyn.scarborough@oregonstate.edu



check out more options and get ad templates on our website

damchic

DAMchic, OSU's fashion magazine, serves as a fashion guide and platform for the OSU community. within its pages, it features the latest fashion trends, diverse student models and visual creativity. often referred to as OSU's fashion hub, DAMchic collaborates with design students and fashion enthusiasts to put together fashion shows and launch parties that draw in a crowd. be cool, be hip, advertising with DAMchic.

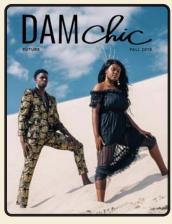
1,500+

readers per issue across OSU



followers on instagram & twitter





"FUTURE" - FALL 2018



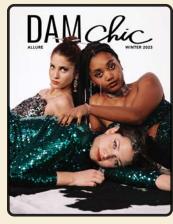
"THE FIVE" - WINTER 2020



"TIME CAPSULE" - SPRING 2019



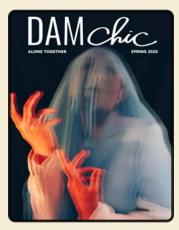
"REVELRY" - SPRING 2022



"ALLURE" - WINTER 2023



"HYPERREALITY" - FALL 2019



"ALONE TOGETHER" - SPRING 2020



"REBOOT ASTIR" - FALL 2021



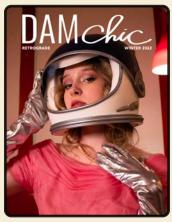
"DEVIATION" - WINTER 2019



"DISQUIETUDE" - FALL 2020



"ADORN" - FALL 2022



"RETROGRADE" - WINTER 2022



"PHANTASMA" - WINTER 2021



"METAMORPHOSIS" - SPRING 2021







3 seasonal issues per year



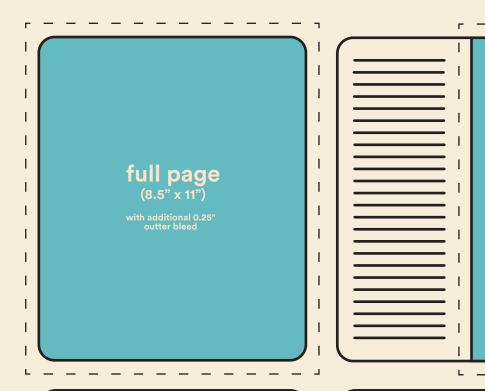


for more information, contact your account executive. if you don't know who your account executive is, contact velyn.scarborough@oregonstate.edu.

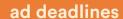


ad sizes & publication rates damchic







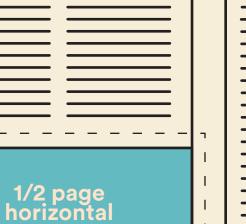


camera-ready ad (in pdf format) due by the dates listed below. OMN offers free ad design service with purchase of an ad, request needs to be submitted by noon monday, two weeks prior to the ad due daten.

> fall 2022 issue (11/17) ad due: october 17th, 2022

winter 2023 issue (03/02)

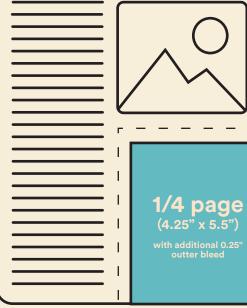
spring 2023 issue (05/18) ad due: april 24th, 2023



(4.25" x 11")

with additional 0.25" outter bleed

г



1/2 page vertical

(8.5" x 5.5")

with additional 0.25" outter bleed





followers on instagram, facebook & twitter







1,500+

readers per issue across OSU

beaver's digest

Beaver's Digest began as a printed magazine in 2014, created by students, staff, and volunteers. The publication is a student lifestyle magazine and focused on the events, topics, and students that make up the Oregon State community. with a focus on online content, Beaver's Digest is the flagship for what is ahead in student journalism.



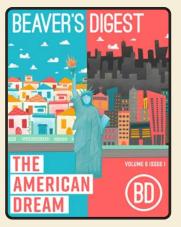
"REAL RELATIONSHIPS - WINTER 2021



"FINDING HOME" - FALL 2022



"LET'S TALK ABOUT SEX" - SPRING 2012



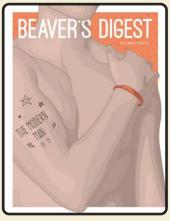
"THE AMERICAN DREAM" - FALL 2020

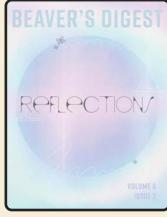


"HIGHS AND LOWS" - WINTER 2022

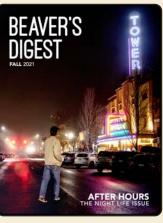


"BEST OF BEAVER NATION" - WINTER 2022 "IDENTITY" - SPRING 2019





"REFLECTIONS - SPRING 2021



"AFTER HOURS" - FALL 2021



special editions

Beaver's Digest is known for its thematic and special edition issues. Best of Beaver Nation, a special edition, serves as a yearly publication to highlight student-nominated businesses around Corvallis. the Renter's Guide and START issue serve as resources for new students at OSU as well as those in search for housing.



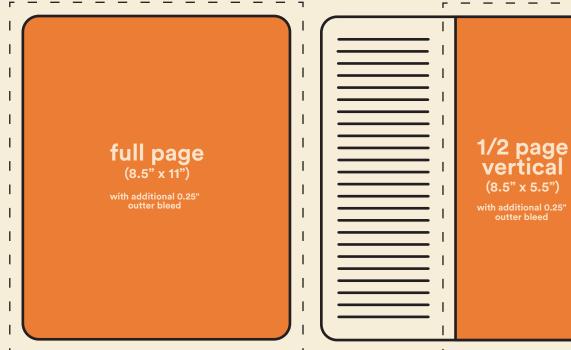
BEST OF BEAVER NATION 2023



RENTER'S GUIDE 2022



START 2022

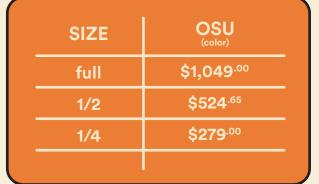


1/2 page horizontal

(4.25" x 11")

with additional 0.25" outter bleed





ad deadlines

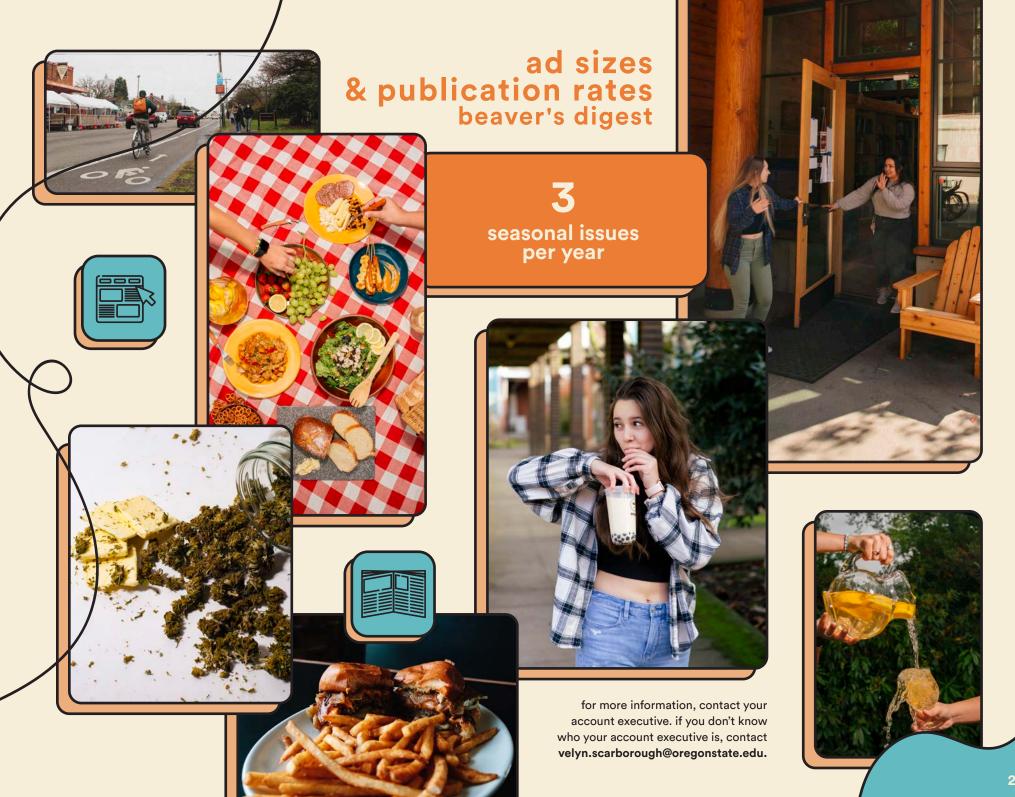
fall 2022 issue (11/01) ad due: october 3rd, 2022

winter 2023 issue (01/27)

best of beaver nation issue (02/21)

spring 2023 issue (04/18) ad due: march 6th, 2023

















25,000+
average page views per month



web/digital advertising

with nearly 50% of people who are gen z connected to the internet for 10 or more hours a day (99Firms, Generation Z Statistics), adding web advertising to your marketing portfolio can help build awareness of your organization and engagement with your products and services.

deal of the week feature highlight (1200 x 800 pixels)

\$49 1 week in the juice

\$250 10 weeks in the juice

\$500 10 weeks in the juice + 1/8 page b/w in Baro

1,100+
subscribers
and growing



e-newsletter

the Juice is OMN's digital newsletter delivered to subscriber's inbox every week. the Juice provides news, entertainment and tips sources from The Baro, KBVR-TV, KBVR-FM, Prism, DAMchic and Beaver's Digest. If you have any special deals, student discounts and/or coupons, advertise those with us.



a weekly digital newsletter that provides news and tips sourced from The Baro, KBVR-TV, KBVRFM, Prism, DamChic, and Beaver's Digest.





39% open rate



for more information, contact your account executive. if you don't know who your account executive is, contact velyn.scarborough @oregonstate.edu.

12,000+
avg. active users per month







leaderboard top

(728 x 90 pixels)

rectangle top (300 x 250 pixels)

leaderboard middle

(728 x 90 pixels)

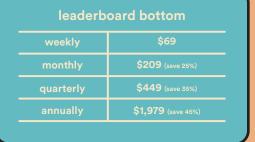
rectangle middle (300 x 250 pixels)

leaderboard bottom (728 x 90 pixels) rectangle bottom



| rectangle top | | | | |
|-----------------------------|--|--|--|--|
| weekly \$99 | | | | |
| monthly \$299 (save 25%) | | | | |
| quarterly \$649 (save 35%) | | | | |
| annually \$2,389 (save 45%) | | | | |
| | | | | |

| \$79 | | | | |
|-----------------------------|--|--|--|--|
| 30 (2012 25%) | | | | |
| monthly \$239 (save 25%) | | | | |
| quarterly \$519 (save 35%) | | | | |
| annually \$2,259 (save 45%) | | | | |
| | | | | |



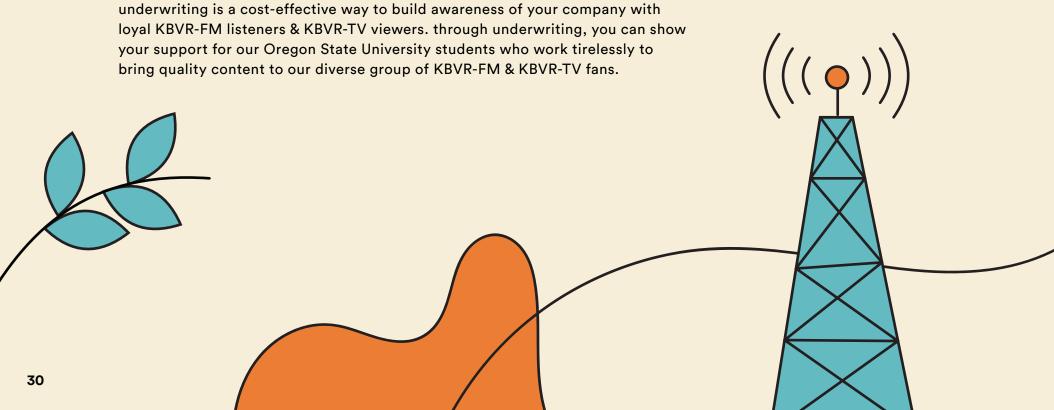
| rectangle bottom | | | | |
|-----------------------------|--|--|--|--|
| weekly \$69 | | | | |
| monthly \$209 (save 25%) | | | | |
| quarterly \$449 (save 35%) | | | | |
| annually \$1,979 (save 45%) | | | | |
| | | | | |

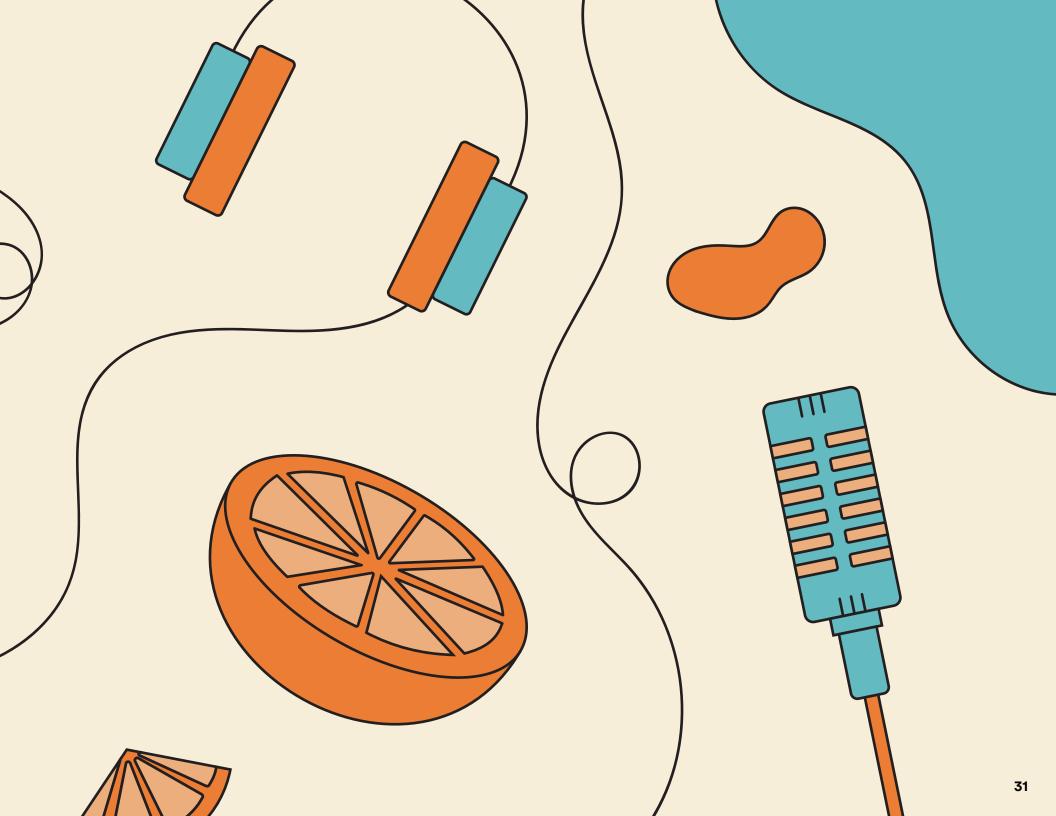




web ad sizes & rates orange media network







for more information, contact your account executive. if you don't know who your account executive is, contact velyn.scarborough @oregonstate.edu.







kbvr-fm

whether you're into alternative, punk, hip-hop, jazz, electronic, or anything in between, KBVR-FM is home to a variety of shows and DJs with different tastes. KBVR-FM is a non-commerical, student run radio station that broadcasts on 88.7 FM and live streams online at OrangeMediaNetwork.com. the station has a signal reach that includes Corvallis, Philomath and Albany. through underwriting, you have the opportunity to support the station and its student leaders.

radio underwriting rates

underwriting donations for KBVR-FM are secured on a monthly or term-by-term basis and spots run for a 4-week and 11 week period, respectively. any donations secured in the middle of an academic term will be prorated to run for the remainder of the respective period.

| spots per month | total rate | rate per spot |
|------------------------|------------|--------------------|
| 120 per month (4/day) | \$156 | \$1 ^{.30} |
| 180 per month (6/day) | \$225 | \$1 ^{.25} |
| 300 per month (10/day) | \$350 | \$1 ^{.17} |
| | | |

underwriting format (spots = 10 secs):

"kbvr-fm is supported in part by [name of business], which [one sentence about the product or service the business is providing]. more information is available at [website name, social media handle and/or hashtag]."

| spots per term | total rate | rate per spot |
|-----------------------------|------------|--------------------|
| 308 per term (4/day) | \$385 | \$1 ^{.25} |
| 462 per term (6/day) | \$541 | \$1 ^{.17} |
| 770 per term (10/day) | \$770 | \$1 ^{.00} |
| | | |

play-by-play underwriting:

during football and basketball seasons, KBVR-FM provides a live play-by-play commentary, you have an opportunity to support these programs and the student announcers through underwriting, underwriting donations are secured on a pergame basis and spots run each quarter.

| # of games | rate | rate per spot |
|---------------------|-------|--------------------|
| 1 game (4 spots) | \$40 | \$10.00 |
| 5 games (20 spots) | \$190 | \$9 ^{.50} |
| 10 games (40 spots) | \$360 | \$9 ^{.00} |
| | | |

trial package

\$99

21 spots (3/day) for 1 week + 2 podcast episodes *limit on per new client* starter package

\$199

84 spots (3/day) for 3 weeks + 3 podcast episodes *limit on per new client*





kbvr-tv

3,700+
viewers per month

for more than 30 years, KBVR-TV has been providing both high-quality televised entertainment and hands-on industry experience to Oregon State University students and the Corvallis community. KBVRTV is a student-run college station; our producers have the freedom to create their shows with the content they believe will serve our viewers best.



underwriting format (spots = 10 secs):

"kbvr-tv is supported in part by [name of business], which [one sentence about the product or service the business is providing]. more information is available at [website name, social media handle and/or hashtag]."

43,400+

kbvr

impressions per month

for more information, contact your account executive. if you don't know who your account executive is, contact velyn.scarborough@oregonstate.edu.

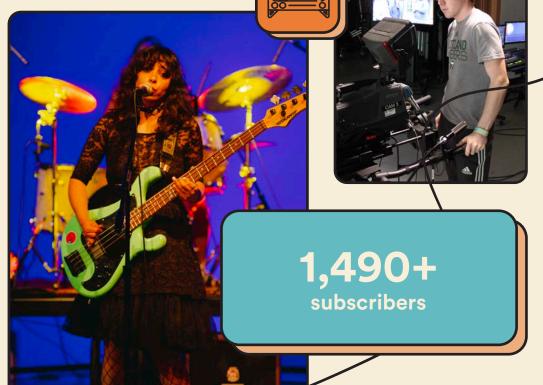
episode rates:

1 episode - \$49 5 episodes - \$225 10 episodes - \$400











calendar publication

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2022
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| 29 | 30 | 31 | |
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| 11 | 12 | 13 | 14 | 15 | |
| 18 | 19 | 20 | 21 | 22 | |
| 25 | 26 | 27 | 28 | 29 | |
| | | | | | |

december 2022

april 2023

august 2023

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











special edition issue

discounted prices

1/8 page ads or larger 5+ ads = 5% off 8+ ads = 8% off 10+ ads = 10% off

for more information, contact your account executive. if you don't know who your account executive is, contact velyn.scarborough@oregonstate.edu.







THE DAILY BAROMETER

Publishes on Mondays (see calendar)
Deadline: Camera-ready ad by 12pm on
Monday 2 weeks prior to publication.



DAMCHIC

Fall issue: camera-ready ad due 10/17/22 Winter issue: camera-ready ad due 02/06/23 Spring issue: camera-ready ad due 04/24/23



PRE-PRINTED BAROMETER INSERTS

Publishes on Mondays (see calendar)
Deadline: Deliver to Lee Enterprises (600
Lyon Street, Albany, OR) on Monday prior to publication.



BEAVER'S DIGEST

Fall issue: camera-ready ad due 10/03/22 Winter issue: camera-ready ad due 01/04/23 Spring issue: camera-ready ad due 03/06/23 BOBN issue: camera-ready ad due 01/25/23



WEB & MOBILE ADS

Deadline: Five business days prior to placement.



KBVR-FM UNDERWRITING

Deadline: Script two weeks prior to air time.



JUICE SPECIAL DEAL

Publishes on Mondays
Deadline: Camera-ready ad by Wednesday
prior to publishing.





POLICIES

FINANCIAL OBLIGATIONS:

If credit has been established, Orange Media Network will send an invoice after publication. Further billing will include a 1% per month interest charge on any unpaid balances.

LATE COPY:

Copy must be submitted before the space reservation deadline. Orange Media Network does not accept responsibility for errors made on advertising accepted after the reservation deadline.

INDEMNIFICATION STATEMENT:

You and your advertising agency (collectively, "Contractor") shall indemnify and hold harmless OSU and its officers, board members, employees, agents and other representatives against claims, expenses, or losses: (i) that result from Contractor's negligence, wrongful acts or willful misconduct, or (ii) are alleging Contractor's services, information or materials supplied by Contactor to OSU under this Contract, or OSU's use of any of the foregoing infringes on any patent, copyright, trade secret, trademark, or other proprietary right of a third party. This includes but is not limited to any claim arising from publication of Contractor's material in The Barometer, DAMchic, Beaver's Digest, the Juice and on Orange Media Network's website (www.orangemedianetwork.com) that alleges libel, invasion of privacy, commercial appropriation of one's name or likeness, copyright infringement, trademark, trade name or patent infringement, commercial defamation, false advertising, or any other claim whether based in tort or contract, or on account of any state or federal statute, including state and federal deceptive trade practices acts. Contractor's indemnification obligation under this Section includes but is not limited to all of OSU's expenses of litigation, court costs and reasonable attorney fees. Contractor shall have control of the defense with counsel reasonably acceptable to OSU, except that: (i) OSU may join the defense with its own counsel and at its own expense if OSU determines there is a conflict of interest or there is an important government principle at issue, and (ii) OSU'S consent is required for any settlement that requires OSU to pay any money, does not release OSU from all liability from the claim, or adversely affects OSU's interest.

TERMS OF PAYMENT

NEW ACCOUNTS:

New accounts must pay in advance for advertising for 30 days. Visa, Mastercards and checks are accepted. After 30 days a charge agreement can be completed to establish a billing account with Orange Media Network.

CHECK WITH COPY:

Advertising of a regional, political, entertainment or transient nature, and advertising placed by student organizations must be paid for in advance. Make checks payable to: The Daily Barometer.

PRODUCTION SERVICES

PROOFS:

Upon request, advertisement proofs will be supplied for advertisements larger than four inches, if copy is submitted five working days prior to publication.

PRODUCTION CHARGES:

Advertising Photos taken: \$10.00

Reproduction prints of finished ads: \$10.00

CONTRACT & COPY REGULATIONS

PLACEMENT:

Orange Media Network cannot guarantee the position of any advertisement within the newspaper. Every effort is made to honor position requests when possible. No credits will be made for unfulfilled position requests.

ADVERTISING NOT ACCEPTED:

Orange Media Network strives to publish material that will serve the university community as a whole. Orange Media Network reserves the right to reject advertising that may be offensive or in poor taste, states or implies discrimination, is fraudulent, deceptive, obscene or an incitement to violate national, state, or local laws. Ads considered to be in violation of this policy will be reviewed by the OMN committee and voted on. Clients will be notified by email.

ADVERTISING/EDITORIAL LOOK-ALIKES:

Advertising resembling editorial material must contain the word "Advertisement" at the top. Inserts resembling editorial material must carry the notation "This entire supplement is paid advertising" at the top of the cover.

CREDITS:

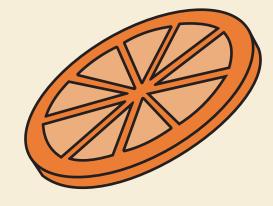
To be considered for credit, claims based on real damages must be made to the Business Manager no more than seven days after the first publication of the ad. Credits are given for the first incorrect insertion only, and are limited to the portion of the advertisement in error. Credits shall not exceed the total cost of the advertisement in error. Minor typographical errors that do not substantially change the meaning of an ad will not be automatically construed as damaging to the advertiser or to the effectiveness of the ad and do not constitute real damages.

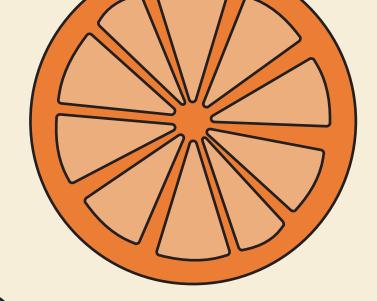
REMNANT ADVERTISING:

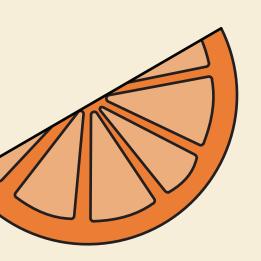
Have a budget, but aren't too picky about when your ads or underwriting run? Let us know your total budget for the year, and we will fit in your ads as space allows. Save 30% off national rates in The Barometer, and magazines.

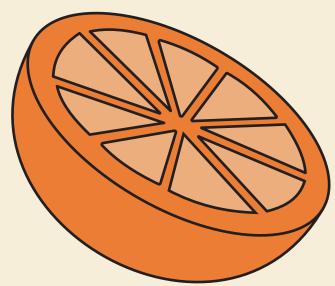


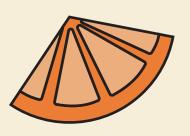












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