

WKU STUDENT PUBLICATIONS

MEDIA KIT

Western Kentucky University
2025-2026



CONTRACT PACKAGES

Contract packages offer a discounted rate for all of our products when you commit to advertising throughout the academic year. View of the Hill, Housing Fair packages and video production receive a 10% discount as part of package 5 and no discount with other packages. All other advertising included in this media kit is eligible for the contract discounts.

Package 1: \$2,000
5% discount

Package 2: \$3,000
10% discount

Package 3: \$5,000
15% discount

Package 4: \$7,000
20% discount

Package 5: \$10,000
25% discount

DESIGN GUIDELINES

Required Settings

- Correct dimensions of selected advertisement
- Print: CMYK color mode
Web: RGB color mode
- Print: 300 PPI resolution
Web: 72 PPI resolution
- All fonts outlined
- All images embedded
- Bleeds only when indicated
- No printer's marks

Accepted Formats

- PDF*
- JPEG*
- PNG* (online only)
- GIF* (online only)
- Packaged Adobe InDesign
- Adobe Illustrator (.ai)
- Adobe EPS (.eps)

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

Rejected Formats

- Microsoft Word
- Publisher
- PowerPoint
- Excel
- Pages
- Quark Express



No designer? No problem! Our design staff can create your ad for no additional charge.

Deadline Policy

Print-ready advertisements designed by a client must be received by 4 p.m. on the artwork deadlines specified throughout this media kit. Art can be sent to your advertising consultant or to the design editor at: cherrycreative@wku.edu. Artwork sent via email must be **no more than 25mb** to be received by a WKU email address. If your artwork is larger, contact your advertising consultant to arrange another way to transmit the file.

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

Photography

Photography is not included in the price of advertising but can be provided by the Cherry Creative staff at a rate of \$100 per hour within Warren County. The minimum billed time is one hour. Photography services can only be provided in conjunction with an advertisement, but the edited photographs will be provided to you for other uses.

ONLINE ADVERTISING

Interstitial: 1200px wide by 600px high

Appears as a pop-up over the website upon page load, exclusive space with no rotation

Masthead: 1200px wide by 400px high

Positioned at the top of every page, exclusive space with no rotation

Sticky Bottom: 728px wide by 90px high

Statically positioned at the bottom of the browser window on every page, exclusive space with no rotation

Top Banner: 728px wide by 90px high

Positioned with site header on every page, served in a rotation of up to four ads in position

In-Post: 300px wide by 250px high

Positioned within story posts, served in a rotation of up to four ads in position

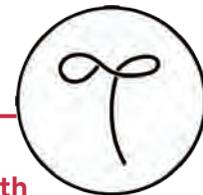
**all listed dimensions are responsive to screen size*

College Heights Herald



	1 day	1 week	1 month
Interstitial	\$100	\$300	\$1,250
Masthead	n/a	\$265	\$1,100
Sticky Bottom	n/a	\$250	\$1,000
Top Banner	n/a	\$135	\$500
In-Post	n/a	\$100	\$400

TALISMAN



	1 day	1 week	1 month
Interstitial	\$80	\$150	\$600
Masthead	n/a	\$130	\$520
Sticky Bottom	n/a	\$125	\$500
Top Banner	n/a	\$60	\$240
In-Post	n/a	\$50	\$200

EMAIL NEWSLETTERS

College Heights Herald



More than 25,000 subscribers receive the College Heights Herald's email newsletter each weekday during the academic year and weekly during academic breaks.

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

One spot available per day placed atop the email

One day
\$200/day

5-9 days
\$160/day

10 or more days
\$130/day

National
\$300/day

Standard Advertisement
300px wide by 250px high
(responsive to screen size)

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

One day
\$120/day

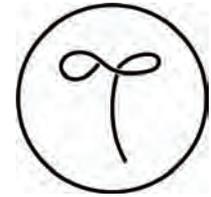
5-9 days
\$80/day

10 or more days
\$60/day

National
\$150/day



TALISMAN



More than **25,000** subscribers receive the Talisman's email newsletter weekly during the academic year.

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

One spot available per week placed atop the email

One week
\$200/week

Five or more weeks
\$130/week

National
\$300/week

Standard Advertisement
300px wide by 250px high
(responsive to screen size)

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

One week
\$120/week

Five or more weeks
\$75/week

National
\$150/week

SOCIAL MEDIA POSTS

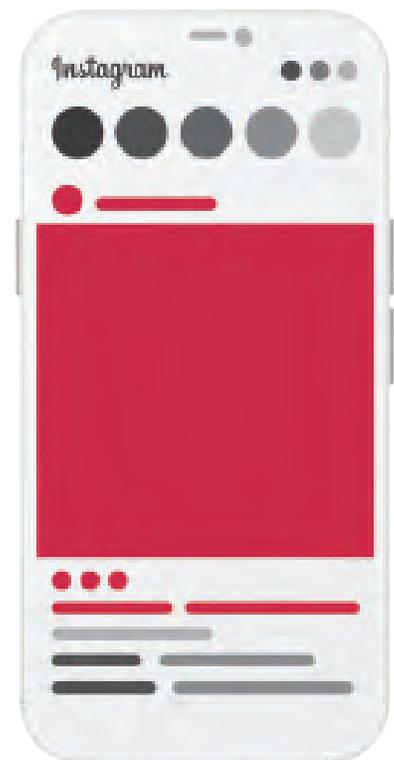
A series of social media posts allows your message to get in front of students multiple times to build a lasting impression. Sponsored posts can be shared by the College Heights Herald or Talisman on your choice of either Instagram, X (Twitter) or Facebook. Limited daily advertising availability keeps a balance with original content to engage followers.

3 posts
\$180 (\$60/each)

5 posts
\$250 (\$50/each)

10 posts
\$400 (\$40/each)

20 posts
\$700 (\$35/each)



PRINT ADVERTISING



College Heights Herald

Back Cover: **\$600 / \$700 N**

Inside Front: **\$550 / \$635 N**

Front Banner: **\$300**

Full Page: **\$460 / \$600 N**

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

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

Specialty Guides*

Back Cover: **\$700 / \$875 N**

Inside Front: **\$640 / \$800 N**

Front Banner: **\$400 / \$500 N**

Full Page: **\$600 / \$750 N**

Half Horizontal: **\$400 / \$500 N**

Quarter Vertical: **\$250 / \$300 N**

**Includes College Heights Herald Homecoming Edition, Best of the Hill and Graduation Guides.
Also includes advertising in the Housing Guide sold separately from WKU Housing Fair packages.*

TALISMAN

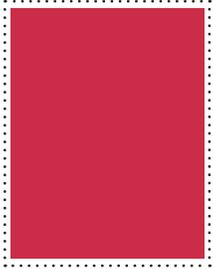
Back Cover: **\$800**

Full Page: **\$600**

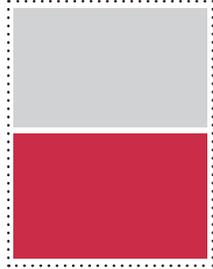
Half Horizontal: **\$400**

Print Ad Sizes

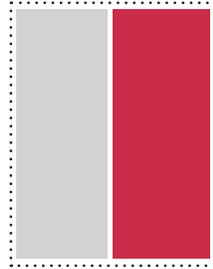
Full
8.25" W x 10.75" H
.125" bleed



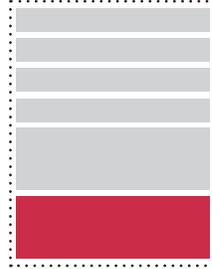
Half Horizontal
7.5" W x 4.875" H
no bleed



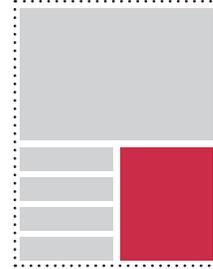
Half Vertical
3.689" W x 9.875" H
no bleed



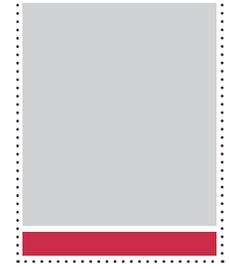
Quarter Horizontal
7.5" W x 2.375" H
no bleed



Quarter Vertical
3.689" W x 4.875" H
no bleed



Front Banner
8.25" W x 1" H
.125" bleed



Important Dates

Publication	Publication Date	Sponsored Commitment	Ad Commitment	Artwork Deadline
College Heights Herald	Sept. 22	Aug. 28	Sept. 8	Sept. 11
College Heights Herald Homecoming Edition	Oct. 27	Oct. 2	Oct. 13	Oct. 16
College Heights Herald	Nov. 17	Oct. 30	Nov. 3	Nov. 6
Talisman	Dec. 3	Oct. 9	Oct. 9	Oct. 31
Graduation Guide	Dec. 12	Nov. 6	Nov. 17	Nov. 20
College Heights Herald	Feb. 9	Jan. 15	Jan. 26	Jan. 29
Housing Guide	Feb. 23	Jan. 29	Feb. 9	Feb. 12
College Heights Herald	March 30	Feb. 26	March 9	March 12
Best of the Hill	April 15	March 23	March 30	April 2
Talisman	April 29	March 5	March 5	March 27
Graduation Guide	May 8	April 2	April 20	April 23

N = National advertising rate

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

SPONSORED CONTENT



Let us tell your story. Cherry Creative writers, photographers and designers will work with you to create a piece on a topic agreed upon by your business. Sponsored content pieces will be similar in style to the editorial content in the publications but will be labeled as being sponsored by your business. You will have the opportunity to be involved throughout the process, giving input and proofing the piece multiple times before publication. The options below represent our standard sponsored content offerings, but the sky is the limit for what we can do to tell the unique story of your business. More elaborate projects will be priced on a case-by-case basis.

Print Sponsored Content

One Page

Approximately 400-600 words and 1-2 photos

College Heights Herald: \$600

Specialty Guides: \$700

View of the Hill: \$1,200

SPONSORED BY CITY OF BOWLING GREEN

Fountain Row creates a new atmosphere downtown

Fountain Row is a new destination in downtown Bowling Green where on Fridays and Saturdays, people can purchase alcoholic drinks in a designated city and lounge between businesses in the downtown area from 11 a.m. to 9 p.m.

This district has been established by the City of Bowling Green. Following the steps of cities all over Kentucky and the country, this effort is being launched to grow local business and improve quality of life.

One of the businesses included in Fountain Row is the Bowling Green Hallmark, home to the Bowling Green Hot Rods. Eric C. Leach is the team's general manager and chief operating officer.

"I'm really excited behind the scenes for years for something like this to be established. Fountain Row is a great opportunity we would want to live downtown," Leach said. "This creates the nucleus of downtown."

Usually when people think of the Hot Rods, they think of baseball. However, each year the stadium hosts over 250 special events, ranging from amateur dances to charity walks and even a 24-hour ultra marathon, Leach said.

"With the development of Fountain Row, if a fan wants to leave the ballpark and meet up with some friends, they're able to stop at the front gates, pour their drink into the Fountain Row cup, and the ballpark to do something else," Leach said.

Leach said the goal of Fountain Row is to create a connection between downtown businesses and the community so that groups of friends will get together and say "Let's see what's going on downtown."

"To be able to walk into a restaurant and walk out with a drink to see who might be playing on a Friday night or catching a ball game, that's what it's about. It's about entertainment and creating a destination," Leach said.

Another hope with Fountain Row is to create a hub of activity that students will want to continue to be around post-graduation.

"It's about the quality of life," Leach said. "It is so much more than walking around with a drink, it's a selling Bowling Green as a great place to live."

Another business included in Fountain Row is Taffalls. Brian Jarvis has been part owner of Taffalls for almost 21 years.

Taffalls began as one of only a few vintage bars where Jarvis realized Bowling Green had a need for a live music venue.

"With the music scene was evolving and the we were getting, we something," Jarvis into a live music venue. Jarvis said he's selling Bowling Green local newspapers."

Over the years, it great artists and Bowling Green city.

"We had a hard time to us asking, 'Cape the display,'" Jarvis said.

"One of the most exciting a business up the community home," Jarvis said.

"To want like how there's just sweet," he said.

Business that we whole because it is to businesses that have existed while destination, Jarvis said.

"Fountain Row is and bigger as long as," Jarvis said. "It special place. I love people here and I'm information on rules for Fountain tky.org/fountainrow

Two Page Spread

Approximately 500-700 words and 2-3 photos

College Heights Herald: \$1,000

Specialty Guides: \$1,100

Talisman: \$1,000

EXPERIENCE THE FLAVORS OF THE GLOBE ON OLD MORGANTOWN ROAD

Discover a variety of international cuisines located just steps from WKU's campus from cozy eateries to bustling markets. Old Morgantown Road is home to a wide range of locally-owned businesses offering African, Asian, Mexican, Salvadoran and Caribbean flavors. Whether you're in the mood for a savory dish or a unique shopping experience, you can find it all throughout a mile stretch on Old Morgantown Road.

Restaurants shown on the map include: TOQUELAS ES VEGAN, ABBY'S INTERNATIONAL AFRICAN MARKET, AFRICAN INTERNATIONAL MARKET, QUE PASA MICHOCACANA, SUD KUTU INTERNATIONAL MARKET, BEHAN CAFE, LA PLACITA ANTILLOS, QUE PASA MICHOCACANA, CARROCCERIA COLUMBIAN MEAT SHOP, IS B VOLCANES, and IK ASIAN RESTAURANT LUPRONA MARKET.

Online Sponsored Content

Online, Standard Story: \$350

Approximately 500 words and 1-3 photographs
Published on WKUHerald.com or WKUTalisman.com and shared once on the selected publication's email newsletter and Instagram, Facebook and X accounts.

Online, Video: \$1,000

Up to 3 minutes
Published on WKUHerald.com or WKUTalisman.com and shared once on the selected publication's email newsletter and Instagram, Facebook and X accounts. Video file provided for use elsewhere.



KIOSK ADVERTISING

Twenty-five highly visible magazine kiosks throughout campus are passed by students, faculty, staff and visitors each day. The outdoor kiosks are the only outdoor advertising on campus outside of athletic facilities. Rates include printing ad artwork and maintaining the artwork quality throughout the run of the ad.

	Month	Semester
One side on one kiosk	\$350	\$700
One side on three kiosks	\$800	\$1,750
One side, national	\$400	n/a

Dimensions

Outdoor: 24" W x 36" H Indoor: 24" W x 48" H



Outdoor Kiosks

- 1 WKU Transit Stop, across from Cherry Hall
- 2 WKU Transit Stop, near EST
- 3 Colonnade Drive, along staircase
- 4 Helm Library, near Commons entrance
- 5 The Valley, between three dorms
- 6 Centennial Mall, endcap closest to DSU
- 7 Downing Student Union, street side
- 8 Guthrie Tower, central walkway on north edge
- 9 Gary Ransdell Hall, at transit stop
- 10 First Year Village, along central walkway

Indoor Kiosks

- 11 Snell Hall, first floor entryway near DaVinci's
- 12 Fine Arts Center, first floor near elevator
- 13 Grise Hall, first floor vestibule
- 14 Parking Structure 1, first floor near elevator
- 15 Jody Richards Hall, first floor near computer lab
- 16 Gary Ransdell Hall, first floor lobby
- 17 Downing Student Union, near info desk
- 18 Downing Student Union, Centennial entrance
- 19 Academic Complex, first floor lobby
- 20 Grise Hall, fourth floor near elevator
- 21 Ogden College Hall, first floor near dean's office
- 22 Kelly Thompson Hall, first floor lobby
- 23 Environmental Sciences & Technology, lobby
- 24 Honors College International Center, lobby
- 25 Helm Library, Commons food court level

SPECIALTY PUBLICATIONS & EVENTS

Ask your advertising consultant for dates, rates and more details regarding these special opportunities.

Distribution Sponsorship - \$250

Join us for a magazine distribution event in a high-traffic area on campus. Your business will have a table to share information and engage students with giveaways. Limited dates available.

WKU Housing Fair

Our fall and spring housing fairs provide students with a one-stop shop as they make housing decisions for the upcoming school year. Apartment complexes, property managers and service providers don't want to miss this opportunity to connect with students in the heart of campus.

Best of the Hill Festival

Interact with students by sharing giveaways, samples and information in the heart of WKU's campus. All businesses that advertise in the Best of the Hill publication have the opportunity to have a table at the event for no additional charge.

View of the Hill

Published each summer, View of the Hill is mailed to the homes of incoming students. The magazine highlights what a new student can expect at WKU and the local businesses Bowling Green offers.

Dining Guide

Our "Table for Y'all" dining guide is the comprehensive source for restaurants in Warren County. Distributed with the Bowling Green Area Convention & Visitors Bureau, the guide is available to guests staying in hotels, visiting attractions and attending events.

WKUApartments.com

The premier local search for WKU students looking for housing close to campus, WKUApartments.com allows property managers and apartments to share their property listings. The user-friendly site allows potential renters to search by rooms, price or amenities.

Complexes, Property Managers

Monthly

\$100/month

Quarterly

\$75/month

Annually

\$50/month

Single Unit

House, duplex or sublease

\$30/month



ADVERTISING POLICIES

- WKU Student Publications reserves the right to refuse an advertisement it deems objectionable for any reason.
- New advertising accounts must prepay until credit is established.
- All ad changes and cancellations must be made before the advertising deadline. Ads canceled after the deadline will be charged the full amount of the ad's space.
- No paid advertisement is accompanied by additional free notices or news stories.
- Advertising having the appearance of news must be clearly labeled as "Paid Advertising" or "Sponsored Content." The College Heights Herald or Talisman will determine if the labeling meets standards for clarity and transparency.
- The College Heights Herald and Talisman will each send out no more than four sponsored posts per platform per day, except during specially-designated promotion weeks. All posts will be labeled as sponsored.
- No advertiser may share their advertising space with any other company, person or party, or advertise any offerings that are not their own, except upon prior approval of WKU Student Publications.
- WKU Student Publications will not publish advertising that encourages irresponsible drinking and/or the illegal use of alcoholic beverages.
- All political, "closing" and "going out of business" advertising must be prepaid.
- WKU Student Publications is not responsible for factual errors, quality of artwork or grammatical and/or typographical errors in an ad submitted by the advertiser.
- It is the responsibility of the advertiser to notify WKU Student Publications of errors within five business days.
 - WKU Student Publications will be responsible for errors the first time an ad we create is published.
 - Allowances will be made only for errors that materially affect the value of the advertisement.
 - Non-compliance with this request leaves full responsibility with the advertisers.
- All advertisements are accepted and published upon the representation that the agency or the advertiser is authorized to publish the entire contents and subject matter therein.
- In consideration of the acceptance of such advertisements for publication, the agency or advertiser assumes liability for any claim based upon the content or subject matter of such advertisements, including, without limitation, claims or suits for libel, violations of rights of privacy, plagiarism and copyright infringement.
- WKU Student Publications will not knowingly accept any advertisement that is defamatory, promotes academic dishonesty, violates any federal, state or local laws or encourages discrimination against any individual or group on the basis of race, sex, sexual orientation, gender identity, color, creed, religion, national origin or disability.
- WKU Student Publications may make rate changes, with a 30-day notice. If so, you may cancel agreement with no penalty.
- Promotions not listed in the media kit may be offered.
- The minimum charge for kiosk advertising is the rate for one month, regardless of whether the advertiser requests a shorter display period.
- All rates are non-commissionable, net rates.
- Mastercard, Visa, American Express and Discover are accepted.
- Advertising statements and tearsheets are mailed at the first of each month.
- Accounts not paid within 60 days may be submitted for collection and will be charged a minimum 10% penalty. Accounts not paid after 90 days will be submitted for collection and assessed a late fee of up to 30%.
- If you have a question or if there is a discrepancy with your statement, please contact the business office at 270-745-2653.



