



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.

about us print advertising

web/digital advertising

underwriting

publication calendar

deadlines & policies

table of contents



















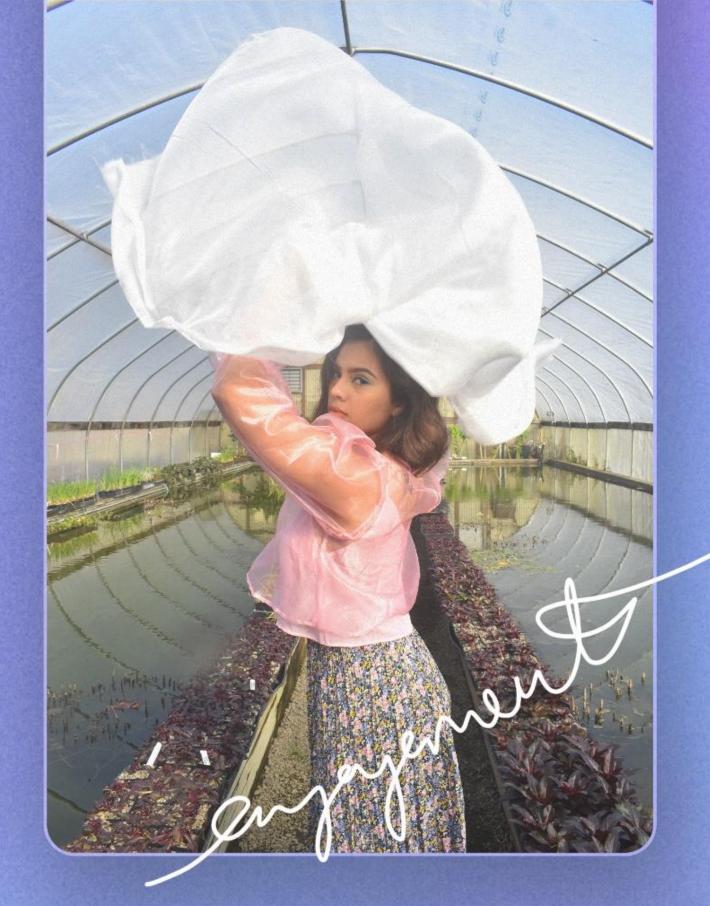






a little bit about our teams.

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 six additional cross-platform teams (Sports, Photo, Engineering, Sales, Marketing and Creative).



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 skils to create media, as well as also hone skills in communications, critical thinking, problem-solving and much more.

2,000+ avg. readers per month 14,500+ avg. monthly active users on orange media network websites

8,000+
followers
across
instagram

Bäro

The Baro

Best All-Around Non-Daily Student Newspaper

(2018 Society of Professional Journalists Region 10 Mark of Excellence Awards)

DAM Chic Chic

Magazine Finalist

(2019 Associated Collegiate **Press Pacemaker**)



kbvr 7V

KBVR -TV

Best All-Around **Television** News Magazine

(2019 Society of **Professional Journalists** Region 10 Mark of **Excellence Awards)**

Beaver's Digest

Best Magazine Spread

(2017 College Media **Association Apple Awards)**



KBVR-FM

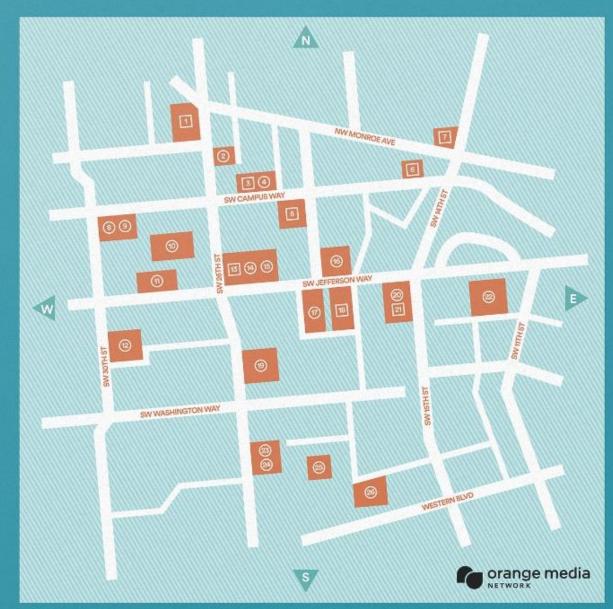
Best Podcast - Making Waves

(2019 College Media Association Pinnacle Awards)



omn awards

Orange Media Network Distribution Map



- 1. Gilfillan Auditorium (KIOSK)
- 2. Johnson Hall
- 3. Kelly Engineering Center (KIOSK)
- 4. Kelly Engineering Center Lobby
- 5. Gilkey Hall (KIOSK)
- 6. Covell Hall (KIOSK)
- 7. Cobblestone Square (KIOSK)
- 8. Linus Pauling Science Center Entrance
- 9. Linus Pauling Science Center Central Lobby
- 10. LINC Info Desk
- 11. Austin Hall
- 12. West Dining Center
- 13. Memorial Union (KIOSK)

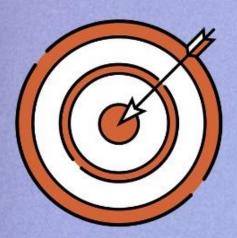
= KIOSK



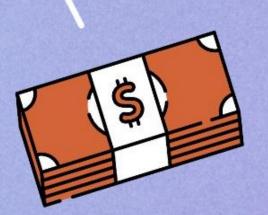


- 14. Memorial Union Food Court
- 15. Memorial Union Info Desk
- 16. Valley Library
- 17. Waldo Hall
- 18. Snell Hall (KIOSK)
- 19. Dixon Recreational Center
- 20. Kerr Administration Building Main Entrance
- 21. Kerr Administration Building (KIOSK)
- 22. McNary Dining Center
- 23. Dutch Bros
- 24. Beaver Store
- 25. Arnold Dining Center
- 26. International Learning Living Center

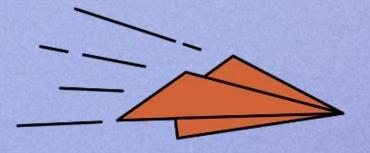
reach a wide audience, including students, faculty, professional staff and community members working at Oregon State University (OSU) and organizations throughout Corvallis. OMN publications produced by students for students are distributed all over OSU and the Corvallis community.



deliver your message using trusted national award winning mediums



reach a highly targeted, engaged audience



raise awareness and bring in more customers to your business

helping you reach the audience you want.

























web/digital advertising

services & sponsorships

underwriting

print advertising

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





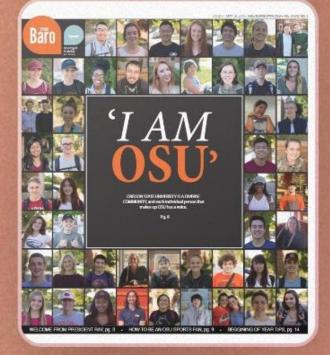
the barometer

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, the printed Barometer is distributed every month, and still remains as a cherished part of the OSU community after over 125 years.



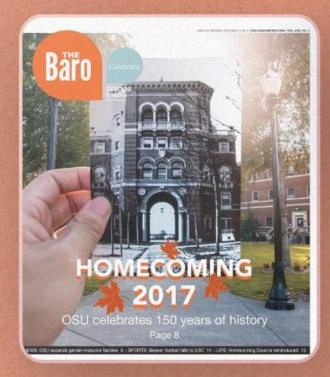






MOVE IN - 09/2021

students from all over the world arrive at OSU to move into their residence halls.



HOMECOMING - 10/2021

welcomes back former members of the OSU community with a weekend of celebration.

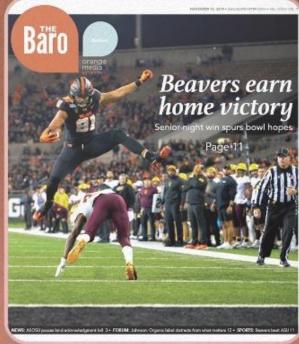


FAMILY WEEKEND - 11/2021

in the fall, family and friends return to campus and reconnect with their students.

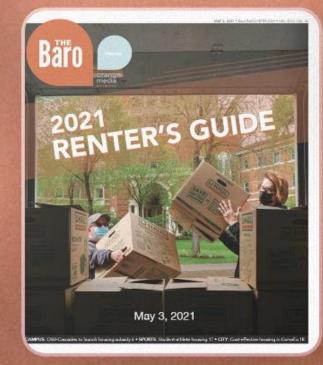






CIVIL WAR - 11/2021

started in 1894, it is an annual college rivalry football game between the Beavers (OSU) and the Ducks (University of Oregon), usually scheduled Thanksgiving weekend.



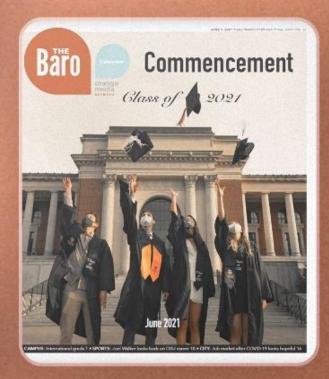
RENTER'S GUIDE - 03/2022

tips and resources to help students navigate living on their own at the residence halls, in fraternity/sorority houses and off-campus.



FAMILY WEEKEND - 04/2022

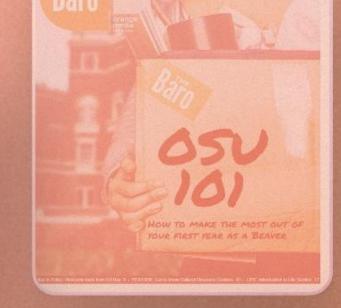
in early may, family and friends return to campus and spend the weekend reconnecting with their students.



COMMENCEMENT - 06/2022

celebrate the graduates of the OSU class of 2022.

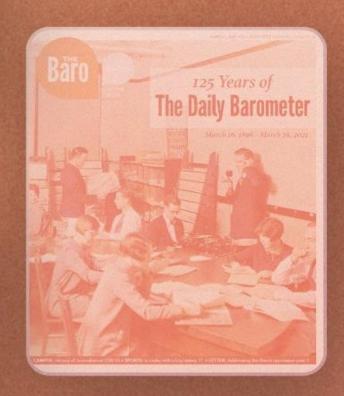




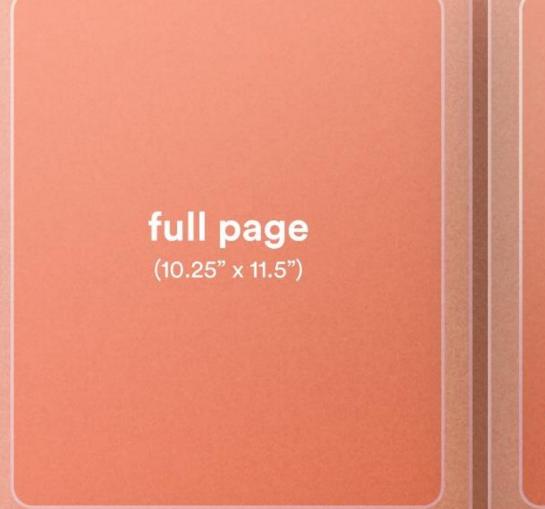


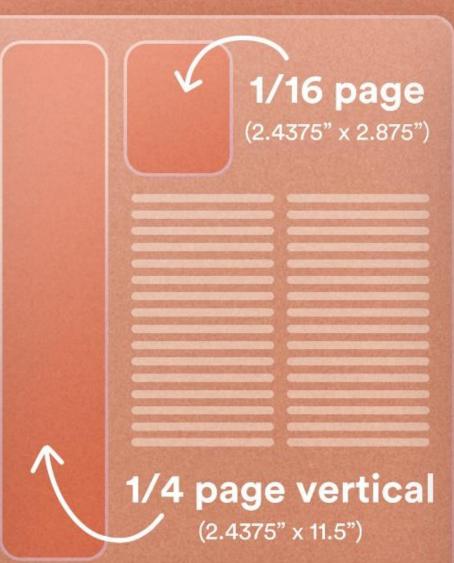
START - SUMMER 2022

during the summer, first year & transfer students come to OSU campus for a two-day program to meet their advisor, register for classes and experience OSU before fall term.











space reservation

back cover + 15%, other pages + 5%. no bleeds. make ad size same as document. include frame or background.

1/4 page square

(5.04" x 5.75")

pre-print inserts

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

price: \$100/thousand, minimum 2,000 inserts

1/2 page horizontal

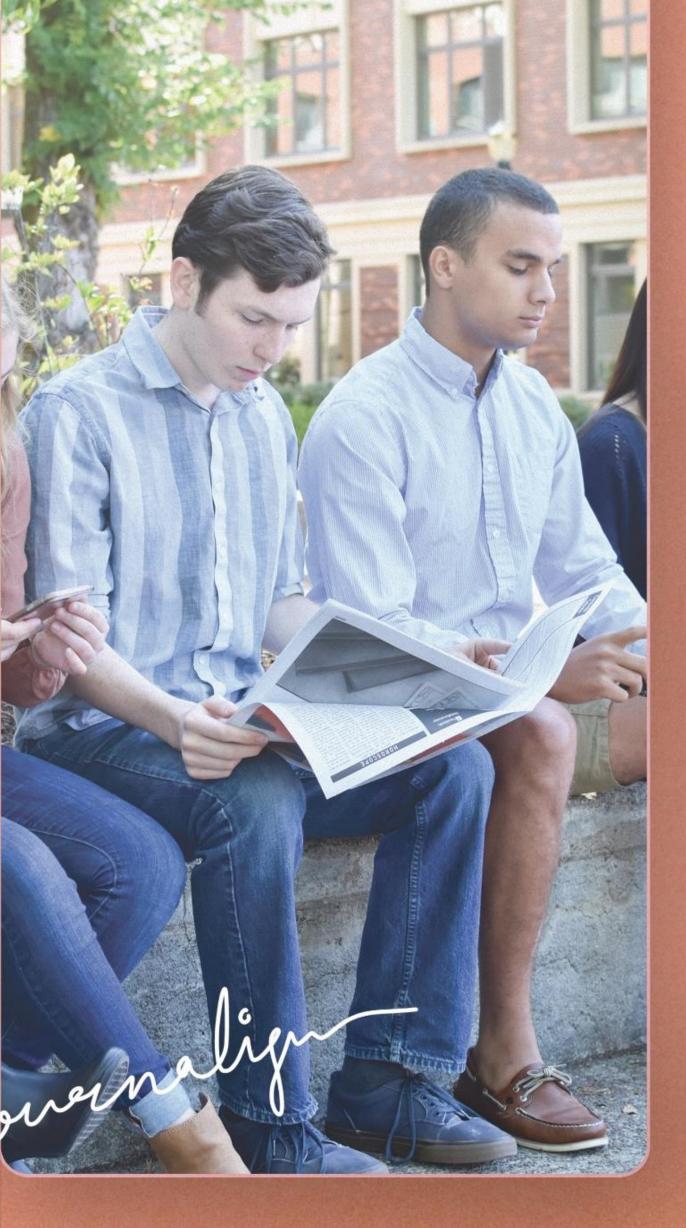
(10.25" x 5.75")

1/2 page vertical

(5.04" x 11.5")

1/8 page (5.04" x 2.875")





the Baro's puzzle and horoscope page is a favorites among readers. if you have a limited budget and want to keep your brand top of mind, consider purchasing investing in advertising on our puzzles and horoscope page.

puzzles & horoscopes

\$125 per ad full term
\$169 per ad sold individually
+\$99 additional per color ad





deadline

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

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

ad sizes & publication rates the barometer



dam chic

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.

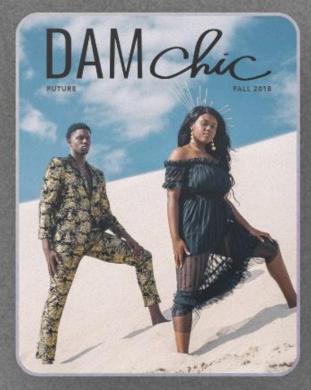
2,000+
readers per issue across OSU



2,500+
followers on instagram



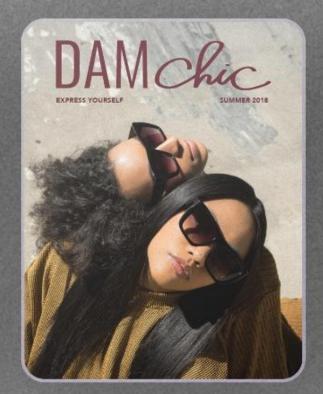




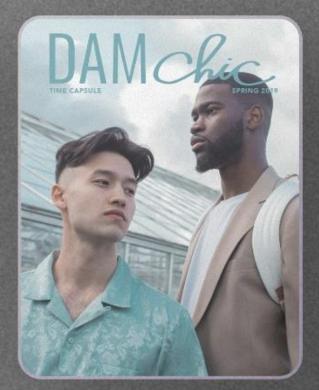
"FUTURE" - FALL 2018



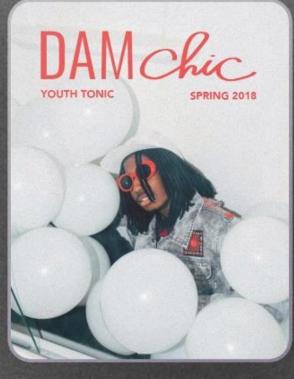
"THE FIVE" - WINTER 2020



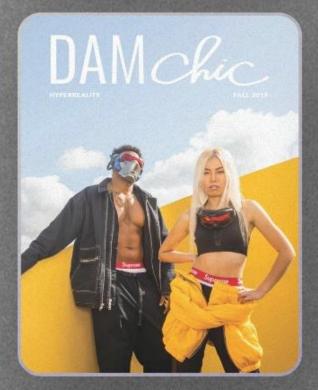
"EXPRESS YOURSELF" - SUMMER 2018



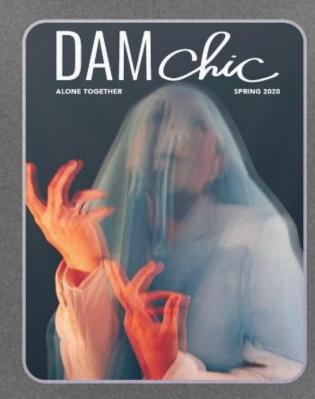
"TIME CAPSULE" - SPRING 2019



"YOUTH TONIC" - SPRING 2018



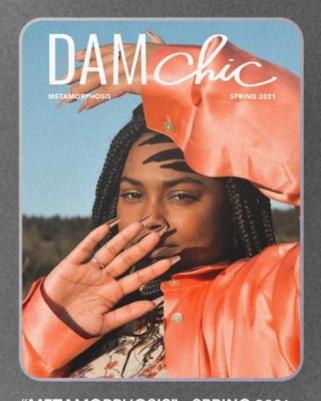
"HYPERREALITY" - FALL 2019



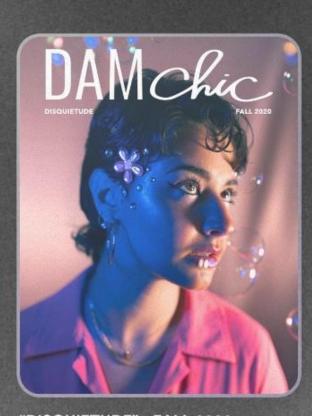
"ALONE TOGETHER" - SPRING 2020



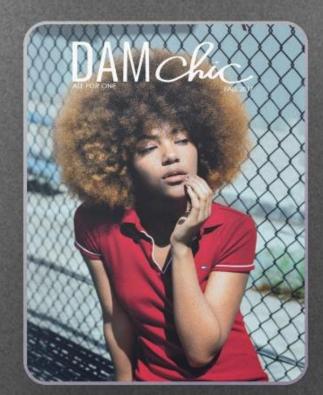
"IN MOTION" - WINTER 2018



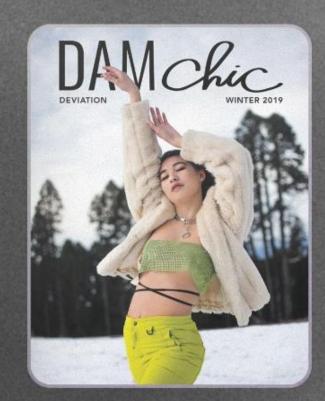
"METAMORPHOSIS" - SPRING 2021



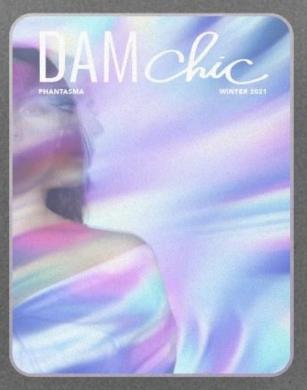
"DISQUIETUDE" - FALL 2020



"ALL FOR ONE" - FALL 2017



"DEVIATION" - WINTER 2019



"PHANTASMA" - WINTER 2021

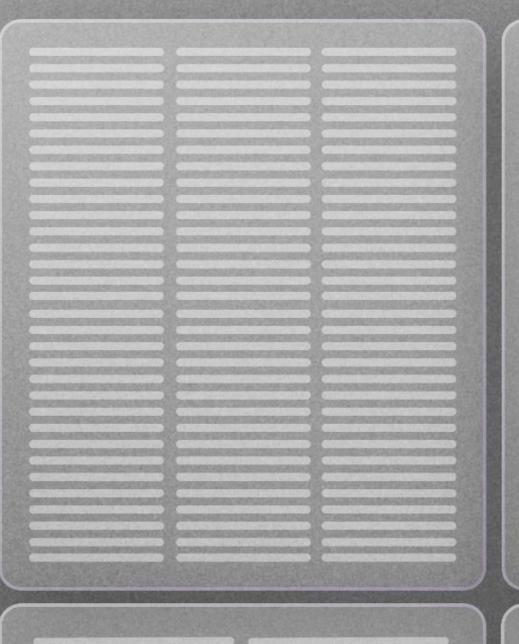


"ALCHEMY" - SPRING 2017

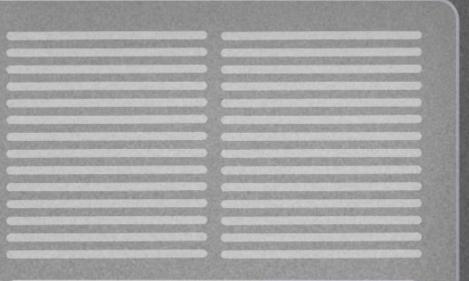


"EMBODY" - WINTER 2017



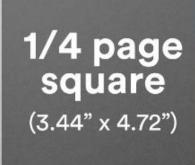


full page (6.88" x 9.625")



1/2 page horizontal

(6.88" x 4.72")



1/8 page (3.4" x 2.36")



SIZE	LOCAL (color)		
full	\$1,349		
1/2	\$674.50		
1/4	\$349		
1/8	\$175		

ad deadlines

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

fall 2021 issue (11/8) ad due: october 4th, 2021

winter 2022 issue (2/21) ad due: january 17th, 2022

spring 2022 issue (5/16) ad due: april 11th, 2022



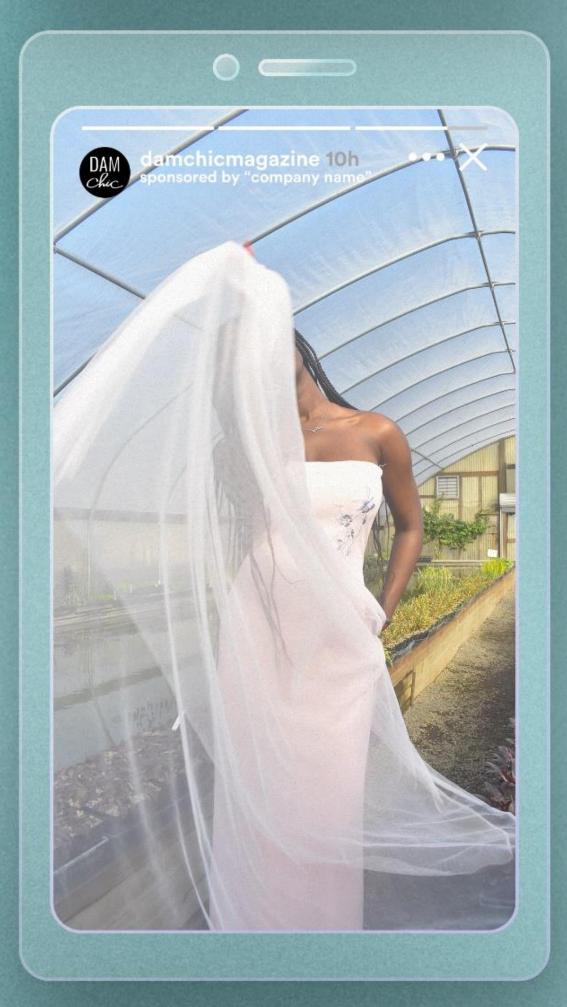
web & digital advertising

enhance your online presence by advertising on orangemedianetwork.com.

your ad will appear on all pages on the entire site. Use online advertising to
generate traffic to your website or promote an upcoming event or promotion.

Placements are run-of-site (placement on all site pages) and may run in
rotation with otherads of the same size and position.







3,520+ average page views per month



web/digital advertising

With nearly 50% of Gen Z-ers 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

\$400 10 weeks in the juice & baro

0



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



1,300+
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.



newsletter

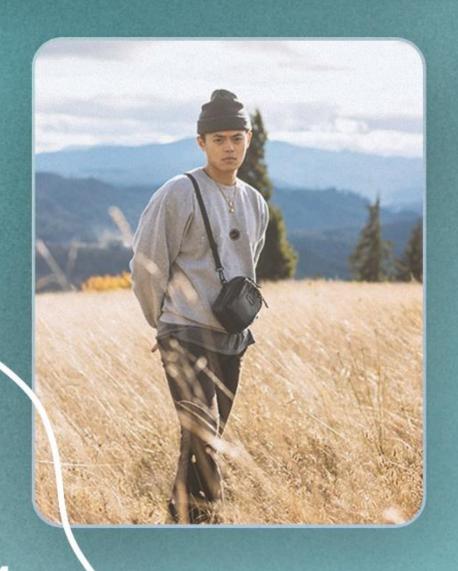


23.4% open rate



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

24,800+ average sessions per month







leaderboard top

(728 x 90 px)

rectangle top

(300 x 250 px)

leaderboard middle

(728 x 90 px)

rectangle middle

(300 x 250 px)

leaderboard bottom

(728 x 90 px)

rectangle bottom

(300 x 250 px)

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

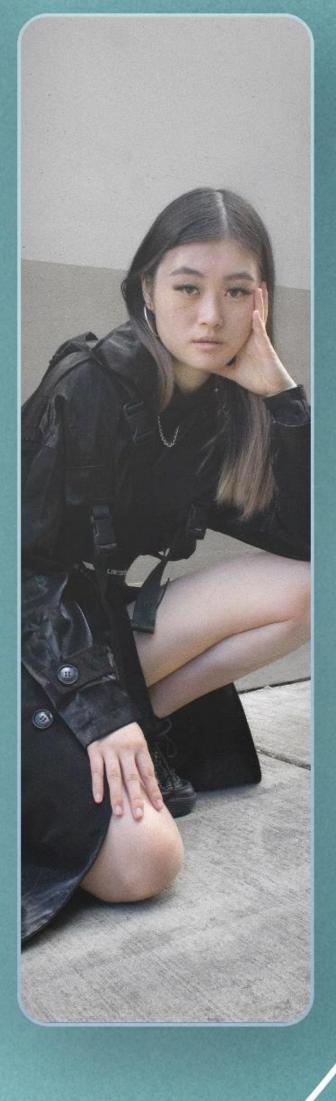
	board top
weekly	\$79
monthly	\$239 (save 25%)
quarterly	\$519 (save 35%)
annually	\$2,259 (save 45%)

weekly	\$79
monthly	\$239 (save 25%)
quarterly	\$519 (save 35%)
annually	\$2,259 (save 45%)

weekly	\$79
monthly	\$239 (save 25%)
quarterly	\$519 (save 35%)
annually	\$2,259 (save 45%)

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

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







web ad sizes & rates orange media network

past editions

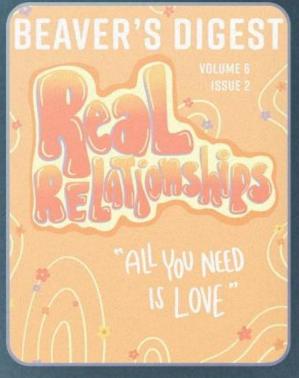
beaver's digest

Beaver's Digest began as a printed magazine in 2014, created by students, staff, and volunteers. The publication is a student lifestyle magazine and focussed on the events, topics, and

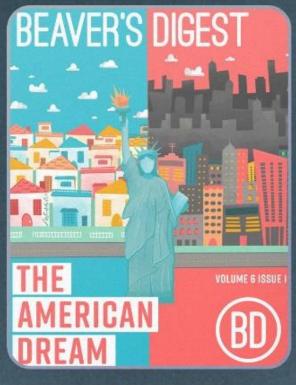
students that make up the Oregon State community. with a focus on online content, Beaver's Digest is the flagship for what is ahead in student journalism.



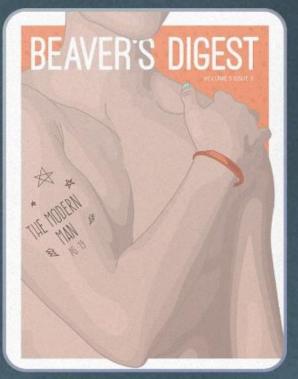




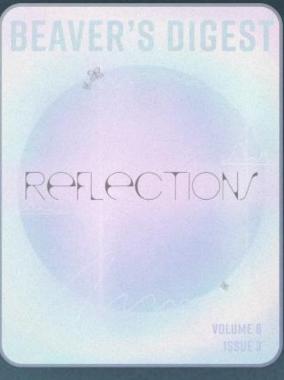
"VOL. 6, ISSUE 2" - WINTER 2021



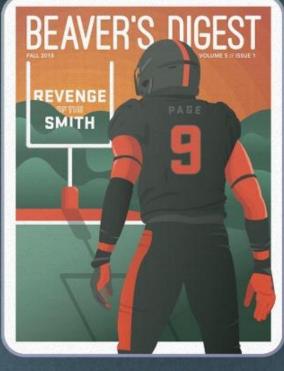
"VOL. 6, ISSUE 1" - FALL 2020



"VOL. 5, ISSUE 3" - SPRING 2019



"VOL. 6, ISSUE 3" - SPRING 2021



"VOL. 5, ISSUE 2" - FALL 2018

ad sizes & publication rates

beaver's digest

SIZE	LOCAL (color)
full	\$674.50
1/2	\$370.50
1/4	\$175
1/8	\$105



full page (6.88" x 9.625")

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winter 2022 issue (2/17) ad due: january 10th, 2022

spring 2022 issue (5/19) ad due: april 11th, 2022

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



1/2 page horizontal

(6.88" x 4.72")

1/4 page square (3.44" x 4.72")

> 1/8 page (3.4" x 2.36")

underwriting

underwriting is a cost-effective way to build awareness of your company with loyal KBVR-FM listeners. through underwriting, you can show your support for our Oregon State University students who work tirelessly to bring quality content to our diverse group of KBVR-FM fans.



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



2500+ listeners per week





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
180 per month (6/day)	\$225	\$1.25
300 per month (10/day)	\$350	\$1.17
450 per month (15/day)	\$450	\$1.00

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
540 per term (7/day)	\$630	\$1.17
770 per term (10/day)	\$770	\$1.00
1,155 per term (15/day)	\$1,040	\$0.90

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 one per new client* starter package

\$199

84 spots (4/day) for 3 weeks + 3 podcast episodes *limit one per new client*



kbvr-tv

for more than 30 years KBVR-TV has been providing both highquality televised entertainment and hands-on industry experience to Oregon State University students and the Corvallis community. KBVR-TV 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.

4,850+
viewers
per month

43,000+
impressions
per month

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]."

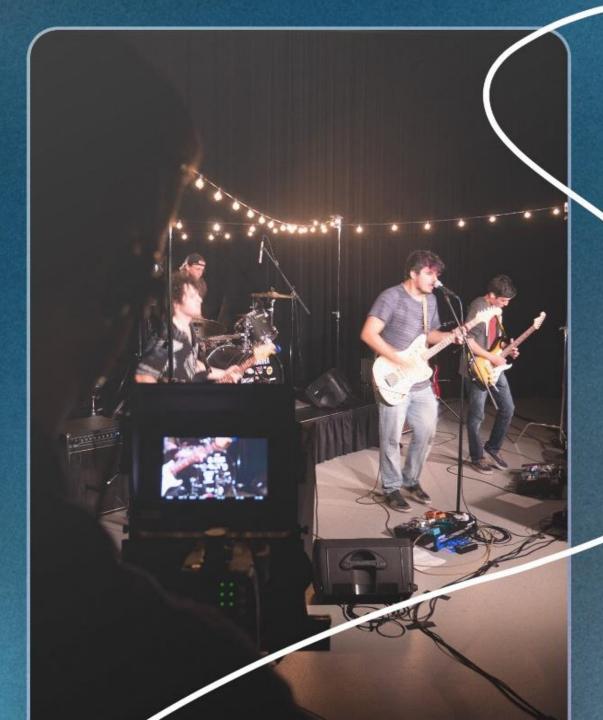
episode rates:

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



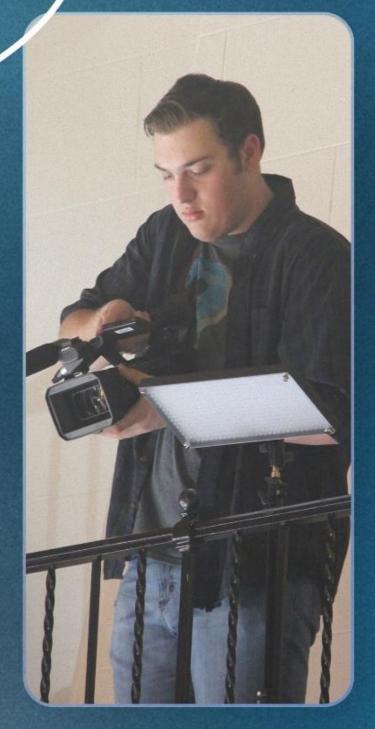












bublication calendar

2021-2022

may 2022

january 2022

2021

september

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august 2022

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21	22	23	24	25	26	27
28	29	30	31			





the barometer



dam chic



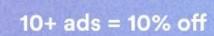
beavers digest



1/8 page ads or larger



5+ ads = 5% off 8+ ads = 8% off





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



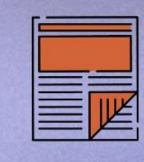
THE DAILY BAROMETER

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



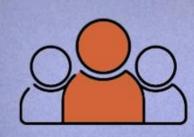
EVENT PACKAGES

Deadline: Two weeks in advance of event.



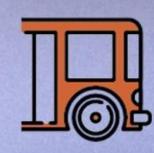
PRE-PRINTED BAROMETER INSERTS

Publishes on Mondays (see calendar)
Deadline: Deliver to Oregon Web Press
(Albany, OR) on Monday prior to publication.



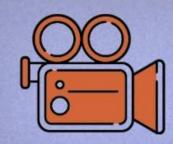
COMMUNITY PARTNER PACKAGES

Deadline: Script and camera ready ads two weeks in advance.



SAFERIDE

Ads run nightly
Deadline: Camera-ready ad one week
prior to when ad is scheduled to run.



CREATIVE VIDEO SERVICES

Four weeks advance notice



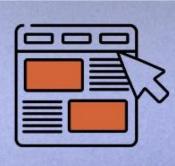
JUICE SPECIAL DEAL

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



STUDIO USE PACKAGES

Three weeks in advance



WEB & MOBILE ADS

Deadline: Two business days prior to placement.



DAMCHIC

October Issue: camera-ready ad due 10/09/21 February Issue: camera-ready ad due 02/10/22 April Issue: camera-ready ad due 03/28/22



KBVR-FM UNDERWRITING

Deadline: Script two weeks prior to air time.



BEAVER'S DIGEST

November Issue: camera-ready ad due 10/22/21 February Issue: camera-ready ad due 02/10/22 May Issue: camera-ready ad due 04/28/22

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 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.









Photos By:

Mohamed Alsaif Coral Avery Cameron Black Eric Branner Nyjah Gobert Lyanna Hoang Jaycee Kalama Jacob Lagmay Jacob Le Matthew Lester Solomon Myers Claire Nelson Inès Planchenault Ridwana Rahman Alex Reich Aaron Sanchez Scott Schmidt Kyle Schwer Nathan Simmons Jessica Thompson Jade Webster

Designed By: Alan Nguyen







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