

STUDENT PUBLICATIONS MEDIA KIT

Western Kentucky
University
Spring 2022





Student Publications

WKU Student Publications is home to the College Heights Herald, Talisman and Cherry Creative. We provide our audiences with engaging, informative content and offer a variety of ways to reach students, faculty, staff and alumni through advertising in print, online, out-of-home and special events.

The Herald boasts a strong readership both in print and online and 19 Pacemaker Awards, the highest honor in collegiate journalism. As one of the most nationally honored student-run news organizations since 1925, the Herald can help you connect with consumers daily online at WKUHerald.com and weekly in print.

The Talisman publishes an eclectic mix of life and culture content on WKUTalisman.com and in its twice-annual magazine, serving its loyal readers with event coverage, profile stories and in-depth features showing life on the Hill and in Bowling Green. Started as WKU's yearbook in 1924, the Talisman has earned 21 Pacemaker Awards over its illustrious history.

Cherry Creative is a group of skilled storytellers who will help you connect with the WKU community by working with you to create sponsored content published in our specialty publications or through the Herald or Talisman. Cherry Creative received the inaugural Innovation Pacemaker in 2020.

Contact Us

Alaina Scott
Advertising Manager
270-745-6284
herald.advertising@wku.edu

Ashlyn Crawford
Cherry Creative Director
270-745-6287
cherrycreativewku@gmail.com

Kayla Worden
Art Director
270-745-6287
cherrycreative@wku.edu

Chuck Clark
Student Publications Director
270-745-4206
chuck.clark@wku.edu

Sam Oldenburg
Cherry Creative Adviser
270-745-3055
samual.oldenburg@wku.edu

Billing Office
1906 College Heights Blvd. #11084
Bowling Green, KY 42101
270-745-2653

General Advertising Questions: herald.advertising@wku.edu

16,750 Enrolled Students

21 | Average age of undergraduates

32 | Average age of graduate students

Approximately
2,800

Faculty & Staff

61%

Female



39%

Male



\$70,600

Average salary for full-time faculty

77%

In-State



23%

Out-of-State

The College Heights Herald is the go-to publication to know all the happenings in and around WKU. Not only is the coverage from the Herald important, it's relevant and interesting. As an advertiser your message will be well seen by our thousands of viewers and readers.

Online Advertising

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

Positions & Dimensions

Masthead: 960px wide by 250px high
Slides in from top of the window as page loads.

Banner: 900px wide by 100px high
Positioned at the top or bottom of each page, or the middle of the homepage and section pages.

Rectangle: 300px wide by 250px high
Positioned in the siderail on each page or within the post on story pages.



Rates

Each position serves a rotating set of up to four ads with a new ad served each time a page is loaded. You can also purchase an exclusive takeover of a position for a set time period.

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

Email Newsletter

More than 28,000 subscribers receive the Herald's email newsletter each weekday during the academic year and weekly during winter and summer breaks, recapping and condensing the Herald's top stories.

Standard Banner

728px wide by 90px high
(responsive to screen size)

Placed throughout the body of the email. Up to four available banners per email.

One day \$100/day	5-9 days \$75/day	10 or more days \$50/day
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Presenting Sponsor Banner

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

Placed at the top of the email. One banner available per email.

One day \$175/day	20 or more days \$150/day
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Sponsored Social Media Posts

Have the Herald share your promos on Twitter, Facebook or an Instagram story and grow your audience at \$50 per post, or less if bundled.

3 posts \$135 - \$45/each	10 posts \$350 - \$35/each
5 posts \$200 - \$40/each	20 posts \$600 - \$30/each

Print Advertising

The College Heights Herald is the No. 1 source of campus news and the best way to reach the WKU market. The monthly print edition will get your message in front of thousands of WKU students and community members through distribution both on and off campus. All rates include full color. For information on sponsored content, see page 10.

Standard Advertising

Sizes & Pricing

P: Prepaid
BC: Billed Campus
BL: Billed Local

Size	Dimensions	P	BC	BL
Full	9.75" w x 10" h	\$420	\$440	\$460
Half Horizontal	9.75" w x 4.6875" h	\$220	\$235	\$250
Half Vertical	4.8125" w x 9.5" h	\$220	\$235	\$250
Quarter Horizontal	9.75" w x 2.2812" h	\$115	\$130	\$150
Quarter Vertical	2.3438" w x 9.5" h	\$115	\$130	\$150
Quarter Square	4.8125" w x 4.6875" h	\$115	\$130	\$150
Eighth Vertical	2.3438" w x 4.6875" h	\$70	\$80	\$90
Eighth Horizontal	4.8125" w x 2.2812" h	\$70	\$80	\$90


Premium Advertisements

Bring extra attention to your ad with a premium placement opportunity. Shape ads are also available on inside pages at a 20% charge above the nearest modular size.




Center Double Truck
 20.5" w x 10" h

P: \$900
BC: \$950
BL: \$1,000



Back Page
 9.75" w x 10" h

P: \$520
BC: \$540
BL: \$560



Front Page Banner*
 9.75" w x 0.5" h

Add an additional half-inch tall banner at the bottom of the front page for **\$100**.

**Only available as an add-on to the back page.*

Inserts

The College Heights Herald must receive at least one copy of the insert for review of acceptability before shipment. The maximum insert size is 12 inches by 10 inches; anything larger must be folded. Die-cut inserts must have at least one straight edge. Inserts should be shipped to the address below one week before insertion. The Herald is not responsible for loss or cost of returning inserts shipped prior to notice. Shipments must be clearly labeled "For WKU Herald, DATE OF INSERTION"

Indianapolis Star Press
8278 Georgetown Road
Indianapolis, IN 46268

	Rate per thousand
Single sheet	\$48
Multi-fold	\$80
20+ pages	\$96

Maximum insert amount: 4,000

Spring Print Dates

Publication Date	Sponsored Commitment	Ad Commitment	Artwork Deadline
Jan. 18	Jan. 3	Jan. 10	Jan. 13
Feb. 14	Jan. 24	Feb. 7	Feb. 10
March 21	Feb. 14	Feb. 28	March 3
April 25	April 4	April 18	April 21

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

Kiosk Advertisement

Fifteen highly visible kiosks throughout campus are passed by students, faculty, staff and visitors each day and serve as distribution points for the printed newspaper and special sections. The outdoor kiosks are the only outdoor advertising on campus outside of athletic facilities.

Ads can be printed and provided by the client or printed by the Herald. All outdoor ads must be laminated against weather.

Print & Lamination: \$100 each
Lamination Only: \$25 each
Print Only (Indoor): \$75 each

	Month	Semester
One side on one kiosk	\$200	\$500
One side on three kiosks	\$500	\$1,250

Dimensions

Outdoor: 23" w x 36" h
Indoor: 24" w x 48" h



Outdoor Kiosks

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

Indoor Kiosks

- 11 **Jody Richards Hall**, first floor near the computer lab
- 12 **Grise Hall**, first floor inside front entrance
- 13 **Fine Arts Center**, first floor near elevator
- 14 **Parking Structure 1**, near elevator
- 15 **Snell Hall**, first floor entryway near DaVinci's

The Talisman magazine is published each semester with in-depth journalism and stunning photography. Students eagerly await its arrival at the end of each semester, and many keep each issue of the premium magazine for several months or longer. WKUTalisman.com has a voice of its own with news, culture and lifestyle content presented in an eclectic, intelligent style.

Email Newsletter

At the start of every week, more than 15,000 subscribers receive a newsletter sharing a mix of the best stories from the previous week.

Standard Banner

728px wide by 90px high (responsive to screen)
Placed throughout the body of the email.
Two spaces available per week.

One week	⋮	5+ weeks
\$75/week		\$100/week

Presenting Sponsor

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

One week	⋮	5+ weeks
\$150/week		\$100/week

Sponsored Social Media Posts

Have the Talisman share your message on Twitter, Facebook or an Instagram story and grow your audience starting at \$50 per post.

3 posts	5 posts	10 posts	20 posts
\$135 - \$45/each	\$200 - \$40/each	\$350 - \$35/each	\$600 - \$30/each

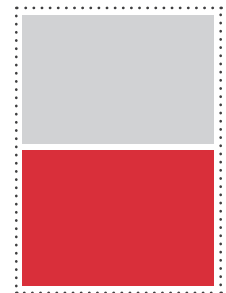
Website Advertisements

Each position serves a rotating set of up to four ads with a new ad served each time a page is loaded. You can also purchase an exclusive takeover of a position for a set time period.

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

Magazine Rates

Full Page: \$800 8.25" w x 10.75" h	Half Page: \$500 8.25" w x 5.25" h
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Print Dates

Publication Date	Sponsored Commitment	Ad Commitment	Artwork Deadline
Dec. 1	Oct. 7	Oct. 18	Nov. 5
April 27	March 2	March 9	April 1

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



Special Sections

Each special section offers a specific theme that may be a perfect fit for your business. All special sections are printed in full color.

Best of the Hill* Homecoming Other Special Sections

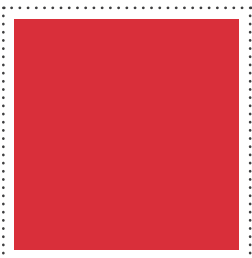
Full: \$500	⋮	Full: \$600	⋮	Full: \$460
Half: \$300	⋮	Half: \$400	⋮	Half: \$250
Quarter: \$225	⋮	Quarter: \$250	⋮	Quarter: \$150

*Best of the Hill rates include the opportunity to have a table at our outdoor on-campus Best of the Hill event **March 23**.



Full

9.75" w x 10" h



Half Horizontal

9.75" w x 4.6875" h



Quarter Square

4.8125" w x 4.6875" h



Print Dates

Publications	Publication Date	Sponsored Commitment	Ad Commitment	Artwork Deadline
Fashion	Oct 5	Sept. 9	Sept. 22	Sept. 27
Homecoming	Oct. 25	Sept. 30	Oct. 13	Oct. 18
Adulting	Nov. 2	Oct. 7	Oct. 20	Oct. 25
Graduation	Nov. 30	Nov. 2	Nov. 15	Nov. 18
Housing	Feb. 22	Jan. 22	Feb. 9	Feb. 14
Best of the Hill	April 12	March 17	March 30	April 4
Graduation	May 3	April 5	April 18	April 21

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

Sponsored Content

Let us tell your story. A Cherry Creative writer, photographer or designer will work with you to create a piece on a topic agreed upon by your business. With unparalleled reach into the WKU community, we are the best avenue to get your story out. Sponsored content pieces will be similar in style to the editorial content in the publication but will be labeled as being sponsored for your business. The piece can be provided by you or produced by our creative staff. If our staff is producing the piece, you will be able to be involved throughout the process and proof the piece multiple times before publication.

The standard rates for sponsored content are listed below. However, the sky is the limit when it comes to what Cherry Creative can create for your business. Intensive, in-depth pieces will be priced on a case-by-case basis.

Special Sections

Print, full-page: \$550

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

Homecoming guide: \$700

SPONSORED BY BOWLING GREEN MUNICIPAL UTILITIES

5 TIPS TO HELP THE PLANET AND YOUR UTILITY BILL

"Minimizing your 'carbon footprint' is a common goal when it comes to the environment. But it can be difficult to know how to start. Whether you live in a dorm, house or apartment, we have tips that will help you make small changes to conserve energy and lower your utility bills.

- 1. Turn off and unplug unnecessary electronics**
The top eight energy-consuming devices in the home are televisions and appliances. They should be turned off or unplugged when not in use. This is an easy way to save energy and cut, in some cases, up to 10% of your electricity bill.
- 2. Use natural light**
The sun gives you a free source of light every day. Instead of turning on your artificial lights, you can get by with natural light. To make the most of it, you can also use energy-efficient light bulbs. They last longer and use less energy than standard incandescent bulbs. They also save you money because they last longer.
- 3. Wash full loads**
It's not just about clothes. Dishwashers and washing machines also benefit from full loads. Full loads mean fewer loads overall, which helps reduce water consumption and, by extension, your water bill.
- 4. Take smart showers**
Adjusting your shower length, shower, cooler showers might help. You can also use a shower timer to help you keep track of your shower time.
- 5. Adjust your thermostat**
Modifying your thermostat is one of the easiest ways to save energy. In the winter, set your thermostat to 68 degrees Fahrenheit. In the summer, set it to 78 degrees Fahrenheit. This can save you up to 10% on your energy bill.

Both energy conservation and water conservation are known to improve the air quality. So, by conserving energy and water, you are also helping to improve the environment.

SPONSORED BY UNIVERSITY OF LOUISVILLE MBA PROGRAM

WHAT TO CONSIDER WHEN CONSIDERING GRAD SCHOOL

With graduate programs coming to a close, many students are wondering if they should continue their education. The answer is not a simple yes or no. It depends on your goals, your current situation, and the opportunities available to you.

Stephen Smith, who oversees graduate programs at the University of Louisville's MBA program, says that students should consider several factors before deciding to go to grad school. He says that students should think about their career goals, their financial situation, and the opportunities available to them.

Smith says that students should consider whether they are interested in the field they are considering. He says that students should also think about whether they are ready for the challenges of graduate school. He says that students should also think about whether they can afford to go to grad school.

Smith says that students should also think about whether they can handle the stress of graduate school. He says that students should also think about whether they can handle the pressure of competing for jobs in their field.

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View of the Hill

Print: \$1,000

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

SPONSORED BY LIVING HORN BAPTIST CHURCH

Navigating your faith after college

Recent graduates, soon-to-be graduates and current students all share a common goal: to find their way in the world. This transition, however, can often be challenging.

When suddenly asked to change, Scripture tells us that Jesus is not a "servant" but has been prepared to do so. (Matthew 23:23)

If everyone is to be prepared to follow God's will for their lives, they might find it challenging to know when to make a decision that will completely change their lives. Living with God is not a simple task. Living with God is not a simple task. Living with God is not a simple task.

Living with God is not a simple task. Living with God is not a simple task. Living with God is not a simple task.

College Heights Herald

Online, standard story: \$350

Approximately 500 words and 1-3 photographs, shared once on social media.

Online, video: \$450

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

Print, full-page: \$550

Full color, approximately 500 words and one photograph

Talisman

Online, standard story: \$350

Approximately 500 words and 1-3 photographs, shared once on social media.

Online, video: \$450

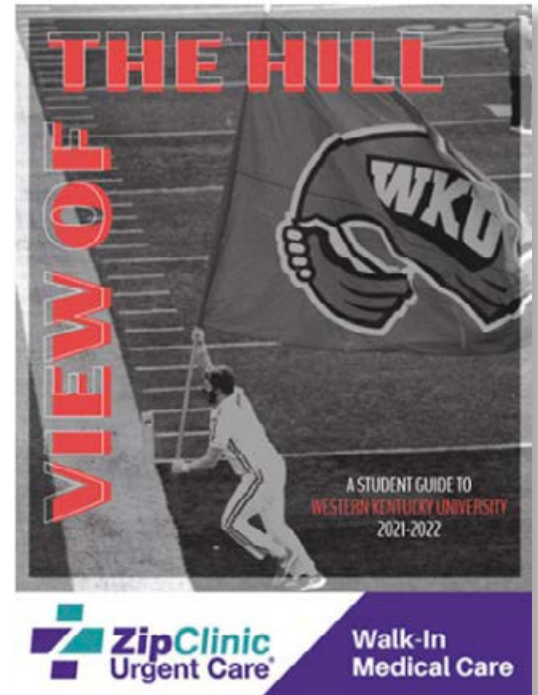
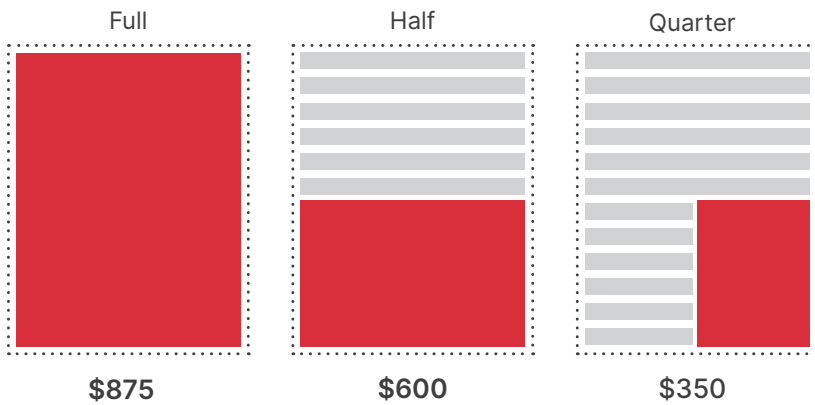
Approximately 2-3 minutes, posted online and shared once on social media. Video file provided for use elsewhere.

Print: \$1,200

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

View of the Hill

Published each summer, View of the Hill is mailed to the homes of all incoming WKU freshmen and distributed during welcome back events at the beginning of the fall semester. The magazine highlights what a new student can expect at WKU, including clubs and organizations, university traditions and the local businesses Bowling Green offers. Distribution begins mid-summer. Check with your ad consultant for this year's deadlines and design specifications.



WKU Graduate Gallery

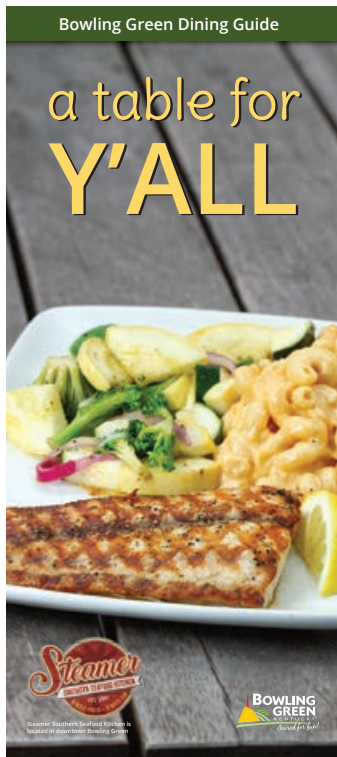
The graduate gallery is a website to celebrate WKU's graduating class each semester. Parents and others purchase gallery pages with a special message and photos from throughout a graduate's life to congratulate them on their graduation, with client ads interspersed throughout the site. Check with your advertising consultant for current options and rates.

WKU Wall Calendar

Introduce parents and students to your business by advertising in our hanging wall calendar distributed to new Hilltopper parents unfamiliar with Bowling Green as well as other members of the WKU community. The calendar will be distributed beginning in mid-spring. Check with your advertising consultant for rates and more details.

Big Red Coupon Book

Introduce students to your business by pulling them in with a coupon in the Big Red Coupon Book. As students descend on Bowling Green for the start of the school year, you'll get in front of both new and returning Hilltoppers. This publication is distributed during the first few weeks of the fall semester. Check with your ad consultant for this year's rates, deadlines and design specifications.



Dining Guide

Our "A Table for Y'all" dining guide is the comprehensive source for restaurant options in Bowling Green. All establishments serving food in Warren County are listed in the directory, but you'll want to invest in an advertisement to stand out among the hundreds of options. Check with your ad consultant for this year's rates, deadlines and design specifications.

WKU Housing Fair

Our housing fairs Oct. 6 and Feb. 23 will provide students with a one-stop shop as they make housing decisions for the upcoming school year. Apartment complexes, property managers and service providers won't want to miss this opportunity to connect with students in the heart of campus. Ask your advertising consultant for information on rates and packages.

WKU Apartments.com

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

Complexes, Property Managers

Monthly
\$100/month

Quarterly
\$75/month

Annually
\$50/month



Single Unit

House, duplex or sublease
\$30: One month online and one print classified

Advertising Policies

- WKU Student Publications reserves the right to refuse an advertisement it deems objectionable for any reason.
- No paid advertisement is accompanied by additional free notices or news stories.
- Advertising having the appearance of news must be clearly labeled as “Paid Advertising” or “Sponsored Content.” The Herald or Talisman will determine if the labeling meets standards for clarity.
- Student Publications will not publish advertising that encourages irresponsible drinking and/or the illegal use of alcoholic beverages.
- All political, “closing” and “going out of business” advertising must be prepaid.
- Student Publications is not responsible for factual errors, quality of artwork or grammatical and/or typographical errors in an ad submitted by the advertiser.
- It is the responsibility of the advertiser to notify Student Publications of errors within five business days.
 - Student Publications will be responsible for errors the first time an ad we create is published.
 - Allowances will be made only for errors that materially affect the value of the advertisement.
 - Non-compliance with this request leaves full responsibility with the advertisers.
- All advertisements are accepted and published upon the representation that the agency or the advertiser is authorized to publish the entire contents and subject matter therein.
- In consideration of the acceptance of such advertisements for publication, the agency or advertiser assumes liability for any claim based upon the content or subject matter of such advertisements, including, without limitation, claims or suits for libel, violations of rights of privacy, plagiarism and copyright infringement.
- All ad changes and cancellations must be made before the advertising deadline. Ads canceled after the deadline will be charged the amount of the ad’s space.
- Student Publications will not knowingly accept any advertisement that is defamatory, promotes academic dishonesty, violates any federal, state or local laws or encourages discrimination against any individual or group on the basis of race, sex, sexual orientation, gender identity, color, creed, religion, national origin or disability.
- Student Publications may make rate changes, with a 30-day notice. If so, you may cancel agreement with no penalty.
- Promotions not listed in the media kit may be offered.
- All rates are non-commissionable, net rates.
- Mastercard and Visa are accepted.
- Advertising statements and tearsheets are mailed at the first of each month.
- Accounts not paid within 60 days may be submitted for collection and will be charged a minimum 10% penalty. Accounts not paid after 90 days will be submitted for collection and assessed a late fee of up to 30%.
- If you have a question or if there is a discrepancy with your statement, please contact the business office at 270-745-2653.
- New advertising accounts will prepay until credit is established.
- Student Publications will extend credit to new accounts upon request under the following conditions:
 - The advertiser must have an established history of satisfactory credit purchases, and the advertiser must keep their account current.
 - A credit application must be completed and will be evaluated based upon the credit sources listed by the advertiser. In most cases, the business office will notify the advertiser the status of the credit application within two weeks.

Sponsored Posts Policy

The College Heights Herald and Talisman will each send out no more than three sponsored posts per platform per day, except during specially-designated promotion weeks. The client must fill out an insertion order with the list of dates and times they would like their message to be tweeted. This information must be submitted to Student Publications two full business days in advance. Student Publications will not post sponsored tweets that encourage irresponsible drinking and/or the illegal use of alcoholic beverages. (For example, “All-You-Can-Drink” advertisements.)

Design Checklist

Rejected Formats:

Microsoft Word
Publisher
Powerpoint
Excel
Pages
Quark Express

Deadline Policy

Print-ready advertisements designed by a client must be received by 4 p.m. on the artwork deadlines specified throughout this media kit. Art can be sent to your advertising consultant or to the art director at: cherrycreative@wku.edu.

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

Preferred Formats

Packaged Adobe InDesign
Adobe Illustrator (.ai)
Adobe EPS (.eps)

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

Other Accepted Formats*

PDF
JPEG
PNG (online only)
GIF (online only)

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



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

Contract Packages

Contract packages offer a discounted rate for all of our products when you commit to advertising throughout the academic year. All contracts can include print, online, newsletters, sponsored content, special sections, kiosks, events and social media. View of the Hill is excluded from package rates, except for package 5. The WKU Housing Fair receives a 10% discount as part of package 5 and no discount with other packages.

Package 1: **\$1,000**

5% discount

Package 2: **\$2,000**

10% discount

Package 3: **\$3,000**

15% discount

Package 4: **\$4,000**

20% discount

Package 5: **\$8,000**

25% discount

(*& no additional charges for color*)

Publication Calendar

- 1 Publication
- 1 Event
- 1 University Closed

Publications

- Aug. 23: **Herald**
- Sept. 20: **Herald**
- Oct. 5: **Special Section** (*Fashion Guide*)
- Oct. 25: **Herald**
- Oct. 25: **Special Section** (*Homecoming*)
- Nov. 2: **Special Section** (*Adulting*)
- Nov. 15: **Herald**
- Nov. 30: **Special Section** (*Graduation Guide*)
- Dec. 1: **Talisman**
- Jan. 18: **Herald**
- Feb. 14: **Herald**
- April 1: **Calendar**
- Feb. 22: **Special Section** (*Housing*)
- March 21: **Herald**
- April 12: **Special Section** (*Best of the Hill*)
- April 25: **Herald**
- April 27: **Talisman**
- May 3: **Special Section** (*Graduation Guide*)

Events

- Fall Housing Fair:** Oct. 6
(*Rain date: Oct. 11*)
- Spring Housing Fair:** Feb. 23
- Best of the Hill Festival:** March 23
(*Rain date: March 30*)

University Schedule

- Spring semester begins:** Jan. 18
- Spring break:** March 14-18
- Finals:** May 2-6
- Spring commencement:** May 5-6

August 2021

1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

September 2021

			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

October 2021

					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

November 2021

	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

December 2021

			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

January 2022

						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

February 2022

			1	2	3	4	5
6	7	8	9	10	11	12	
13	14	15	16	17	18	19	
20	21	22	23	24	25	26	
27	28						

March 2022

			1	2	3	4	5
6	7	8	9	10	11	12	
13	14	15	16	17	18	19	
20	21	22	23	24	25	26	
27	28	29	30	31			

April 2022

						1	2
3	4	5	6	7	8	9	
10	11	12	13	14	15	16	
17	18	19	20	21	22	23	
24	25	26	27	28	29	30	

May 2022

	1	2	3	4	5	6	7
8	9	10	11	12	13	14	
15	16	17	18	19	20	21	
22	23	24	25	26	27	28	
29	30	31					