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.

we are
orange media network.
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<th>Section</th>
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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”

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”

Four-Year Literary Magazine of the Year - 1st Place
2022 College Media Association
Prism
“Prism Vol. 142 - Crossroads”

Four-Year Radio Station of the Year - 2nd Place
2022 College Media Association
KBVR-FM

Four-Year TV Station of the Year - 2nd Place
2022 College Media Association
KBVR-TV
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
- raise awareness and bring in more customers to your business
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.
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.
check out all of the past editions of the daily barometer and online content

2021-2022 editions
### Space Reservation

- Back cover + 15%, other pages + 5%. No bleeds.
- 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" x 12"
- Price: $100/thousand, minimum 1,500 inserts.

### Table: Tabloid to Broadsheet Conversions

<table>
<thead>
<tr>
<th>Tabloid Size</th>
<th>Full Page</th>
<th>1/2 Horizontal</th>
<th>1/4 Square</th>
<th>1/8 Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>(10.25&quot; x 11.5&quot;)</td>
<td>$1,477.40</td>
<td>$890.00</td>
<td>$445.00</td>
<td>$235.00</td>
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<tr>
<td>(10.25&quot; x 5.75&quot;)</td>
<td>$1,676.40</td>
<td>$1,089.00</td>
<td>$644.00</td>
<td>$384.00</td>
</tr>
<tr>
<td>(5.04&quot; x 5.75&quot;)</td>
<td>$235.00</td>
<td>$118.50</td>
<td>$644.00</td>
<td>$384.00</td>
</tr>
<tr>
<td>(5.04&quot; x 2.875&quot;)</td>
<td>$118.50</td>
<td>$644.00</td>
<td>$384.00</td>
<td>$235.00</td>
</tr>
</tbody>
</table>

### Deadline

Camera-ready ad (in PDF format) due by noon Monday, 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.

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

### 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.

<table>
<thead>
<tr>
<th>Tabloid Size</th>
<th>Broadsheet Size</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>(10&quot; x 10.45&quot;)</td>
</tr>
<tr>
<td>1/2 Horizontal</td>
<td>(5.04&quot; x 5&quot;)</td>
</tr>
<tr>
<td>1/4 Vertical</td>
<td>(5.04&quot; x 10.125&quot;)</td>
</tr>
<tr>
<td>1/8 Page</td>
<td>(4.9&quot; x 10.125&quot;)</td>
</tr>
</tbody>
</table>

Check out more options and get ad templates on our website.
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

5,500+ followers on Instagram & Twitter
check out all of the past editions of the damchic and online content
for more information, contact your account executive. if you don’t know who your account executive is, contactvelyn.scarborough@oregonstate.edu.
full page
(8.5” x 11”)
with additional 0.25” outer bleed

1/2 page vertical
(8.5” x 5.5”)
with additional 0.25” outer bleed

1/2 page horizontal
(4.25” x 11”)
with additional 0.25” outer bleed

1/4 page
(4.25” x 5.5”)
with additional 0.25” outer bleed

<table>
<thead>
<tr>
<th>SIZE</th>
<th>OSU (color)</th>
</tr>
</thead>
<tbody>
<tr>
<td>full</td>
<td>$1,049.00</td>
</tr>
<tr>
<td>1/2</td>
<td>$524.65</td>
</tr>
<tr>
<td>1/4</td>
<td>$279.00</td>
</tr>
</tbody>
</table>

ad deadlines
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)
ad due: february 6th, 2023

spring 2023 issue (05/18)
ad due: april 24th, 2023
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.
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.
full page
(8.5” x 11”)
with additional 0.25” outer bleed

1/2 page vertical
(8.5” x 5.5”)
with additional 0.25” outer bleed

1/2 page horizontal
(4.25” x 11”)
with additional 0.25” outer bleed

1/4 page
(4.25” x 5.5”)
with additional 0.25” outer bleed

SIZE | OSU (color)
-----|------------
full  | $1,049.00
1/2   | $524.65
1/4   | $279.00

ad deadlines
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 ad due dates.

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

winter 2023 issue (01/27)
ad due: january 4th, 2023

best of beaver nation issue (02/21)
ad due: january 25th, 2023

spring 2023 issue (04/18)
ad due: march 6th, 2023
ad sizes & publication rates
beaver's digest

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.
“generation z (people born between 1997 and 2015) is the first generation that grew up with the internet, social media and mobile devices. additionally, 40% of all shopping in 2020 was done by gen z.” expose your brand and organization to the people who are gen z of Corvallis. add OMN web and digital advertising to your marketing plan so we can help bring traffic to your websites and social media.”

(Source: Business Insider, 6/28/20 “Gen Zers have a spending power of over $140 billion, and it’s driving the frenzy of retailers and brands trying to win their dollars.”)
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.
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.

**1,100+ subscribers and growing**

**e-newsletter**

- **Deal of the Week**
  - Feature Highlight (1200 x 800 pixels)
  - **$49** for 1 week in the juice
  - **$250** for 10 weeks in the juice
  - **$500** for 10 weeks in the juice + 1/8 page b/w in Baro

- **Open Rate**
  - **39%**

**1 week in the juice**

**10 weeks in the juice**

**10 weeks in the juice + 1/8 page b/w in Baro**

**a weekly digital newsletter that provides news and tips sourced from The Baro, KBVR-TV, KBVRFM, Prism, DamChic, and Beaver’s Digest.**
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
(300 x 250 pixels)
### web ad sizes & rates
oranges media network

<table>
<thead>
<tr>
<th>Ad Type</th>
<th>Weekly</th>
<th>Monthly (Save 25%)</th>
<th>Quarterly (Save 35%)</th>
<th>Annually (Save 45%)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Leaderboard top</strong></td>
<td>$79</td>
<td>$239</td>
<td>$519</td>
<td>$2,259</td>
</tr>
<tr>
<td><strong>Leaderboard middle</strong></td>
<td>$79</td>
<td>$239</td>
<td>$519</td>
<td>$2,259</td>
</tr>
<tr>
<td><strong>Leaderboard bottom</strong></td>
<td>$69</td>
<td>$209</td>
<td>$449</td>
<td>$1,979</td>
</tr>
<tr>
<td><strong>Rectangle top</strong></td>
<td>$99</td>
<td>$299</td>
<td>$649</td>
<td>$2,389</td>
</tr>
<tr>
<td><strong>Rectangle middle</strong></td>
<td>$79</td>
<td>$239</td>
<td>$519</td>
<td>$2,259</td>
</tr>
<tr>
<td><strong>Rectangle bottom</strong></td>
<td>$69</td>
<td>$209</td>
<td>$449</td>
<td>$1,979</td>
</tr>
</tbody>
</table>
underwriting is a cost-effective way to build awareness of your company with loyal KBVR-FM listeners & KBVR-TV viewers. 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 & KBVR-TV fans.
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.

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

radio underwriting rates

<table>
<thead>
<tr>
<th>spots per month</th>
<th>total rate</th>
<th>rate per spot</th>
</tr>
</thead>
<tbody>
<tr>
<td>120 per month (4/day)</td>
<td>$156</td>
<td>$1.30</td>
</tr>
<tr>
<td>180 per month (6/day)</td>
<td>$225</td>
<td>$1.25</td>
</tr>
<tr>
<td>300 per month (10/day)</td>
<td>$350</td>
<td>$1.17</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>spots per term</th>
<th>total rate</th>
<th>rate per spot</th>
</tr>
</thead>
<tbody>
<tr>
<td>308 per term (4/day)</td>
<td>$385</td>
<td>$1.25</td>
</tr>
<tr>
<td>462 per term (6/day)</td>
<td>$541</td>
<td>$1.17</td>
</tr>
<tr>
<td>770 per term (10/day)</td>
<td>$770</td>
<td>$1.00</td>
</tr>
</tbody>
</table>

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].”

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 per game basis and spots run each quarter.

<table>
<thead>
<tr>
<th># of games</th>
<th>rate</th>
<th>rate per spot</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 game (4 spots)</td>
<td>$40</td>
<td>$10.00</td>
</tr>
<tr>
<td>5 games (20 spots)</td>
<td>$190</td>
<td>$9.50</td>
</tr>
<tr>
<td>10 games (40 spots)</td>
<td>$360</td>
<td>$9.00</td>
</tr>
</tbody>
</table>

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*
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.

3,700+ viewers per month

43,400+ 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

for more information, contact your account executive. if you don’t know who your account executive is, contact velyn.scarborough@oregonstate.edu.
1,490+ subscribers
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.

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

WEB & MOBILE ADS
Deadline: Five business days prior to placement.

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

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

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

KBVR-FM UNDERWRITING
Deadline: Script two weeks prior to air time.
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 Contractor 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.