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: $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

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

College Heights Herald

**Masthead:** 960px wide by 250px high  
Positioned at the top of every page, exclusive space with no rotation

**Top Banner:** 900px wide by 100px high  
Positioned beneath site header on every page, served in a rotation of up to four ads in position

**Small Rectangle:** 300px wide by 250px high  
Positioned within story posts or in the siderail, served in a rotation of up to four ads in position

<table>
<thead>
<tr>
<th></th>
<th>1 week</th>
<th>1 month</th>
</tr>
</thead>
<tbody>
<tr>
<td>Masthead</td>
<td>$250</td>
<td>$1,000</td>
</tr>
<tr>
<td>Top Banner</td>
<td>$125</td>
<td>$500</td>
</tr>
<tr>
<td>Small Rectangle</td>
<td>$100</td>
<td>$400</td>
</tr>
</tbody>
</table>

**TALISMAN**

**Top Banner:** 728px wide by 90px high  
Positioned at the top of every page, served in a rotation of up to four ads in position

**Small Rectangle:** 300px wide by 250px high  
Positioned within story posts, served in a rotation of up to four ads in position

<table>
<thead>
<tr>
<th></th>
<th>1 week</th>
<th>1 month</th>
</tr>
</thead>
<tbody>
<tr>
<td>Top Banner</td>
<td>$50</td>
<td>$200</td>
</tr>
<tr>
<td>Small Rectangle</td>
<td>$40</td>
<td>$160</td>
</tr>
</tbody>
</table>
More than 30,000 subscribers receive the 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

<table>
<thead>
<tr>
<th>Duration</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>One day</td>
<td>$175/day</td>
</tr>
<tr>
<td>5-9 days</td>
<td>$150/day</td>
</tr>
<tr>
<td>10 or more days</td>
<td>$125/day</td>
</tr>
</tbody>
</table>

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

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

<table>
<thead>
<tr>
<th>Duration</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>One day</td>
<td>$100/day</td>
</tr>
<tr>
<td>5-9 days</td>
<td>$75/day</td>
</tr>
<tr>
<td>10 or more days</td>
<td>$50/day</td>
</tr>
</tbody>
</table>
TALISMAN

More than 30,000 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

<table>
<thead>
<tr>
<th>One week</th>
<th>Five or more weeks</th>
</tr>
</thead>
<tbody>
<tr>
<td>$150/week</td>
<td>$100/week</td>
</tr>
</tbody>
</table>

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

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

<table>
<thead>
<tr>
<th>One week</th>
<th>Five or more weeks</th>
</tr>
</thead>
<tbody>
<tr>
<td>$100/week</td>
<td>$75/week</td>
</tr>
</tbody>
</table>

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 Herald or Talisman on Instagram, Twitter (X) or Facebook.

<table>
<thead>
<tr>
<th>3 posts</th>
<th>5 posts</th>
</tr>
</thead>
<tbody>
<tr>
<td>$135 ($45/each)</td>
<td>$200 ($40/each)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>10 posts</th>
<th>20 posts</th>
</tr>
</thead>
<tbody>
<tr>
<td>$350 ($35/each)</td>
<td>$600 ($30/each)</td>
</tr>
</tbody>
</table>
PRINT ADVERTISING

College Heights Herald

Back Cover: $560  
Inside Front Cover: $500  
Front Banner: $250

Full Page: $460  
Half (H or V): $250  
Quarter (H or V): $150

Homecoming Herald

Back Cover: $700  
Inside Front Cover: $640  
Front Banner: $400

Full Page: $600  
Half Horizontal: $400  
Quarter Vertical: $250

Other Special Sections

Back Cover: $600  
Inside Front Cover: $540  
Front Banner: $300

Full Page: $500  
Half Horizontal: $300  
Quarter Vertical: $225

TALISMAN

Back Cover: $800  
Full Page: $600  
Half Horizontal: $400
Print Ad Sizes

<table>
<thead>
<tr>
<th>Type</th>
<th>Width (W) x Height (H)</th>
<th>Bleed</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full</td>
<td>8.25” W x 10.75” H</td>
<td>.125” bleed</td>
</tr>
<tr>
<td>Half Horizontal</td>
<td>7.5” W x 4.875” H</td>
<td>no bleed</td>
</tr>
<tr>
<td>Half Vertical</td>
<td>3.689” W x 9.875” H</td>
<td>no bleed</td>
</tr>
<tr>
<td>Quarter Horizontal</td>
<td>7.5” W x 2.375” H</td>
<td>no bleed</td>
</tr>
<tr>
<td>Quarter Vertical</td>
<td>3.689” W x 4.875” H</td>
<td>no bleed</td>
</tr>
<tr>
<td>Front Banner</td>
<td>8.25” W x 1” H</td>
<td>.125” bleed</td>
</tr>
</tbody>
</table>

Important Dates

<table>
<thead>
<tr>
<th>Publication</th>
<th>Publication Date</th>
<th>Sponsored Commitment</th>
<th>Ad Commitment</th>
<th>Artwork Deadline</th>
</tr>
</thead>
<tbody>
<tr>
<td>Herald</td>
<td>Sept. 5</td>
<td>Aug. 9</td>
<td>Aug. 21</td>
<td>Aug. 24</td>
</tr>
<tr>
<td>Herald</td>
<td>Oct. 4</td>
<td>Sept. 6</td>
<td>Sept. 18</td>
<td>Sept. 21</td>
</tr>
<tr>
<td>Thrive</td>
<td>Oct. 30</td>
<td>Oct. 4</td>
<td>Oct 16</td>
<td>Oct. 19</td>
</tr>
<tr>
<td>Herald Homecoming</td>
<td>Nov. 6</td>
<td>Oct. 18</td>
<td>Oct. 23</td>
<td>Oct. 26</td>
</tr>
<tr>
<td>Talisman</td>
<td>Nov. 29</td>
<td>Oct. 16</td>
<td>Oct. 16</td>
<td>Nov. 1</td>
</tr>
<tr>
<td>Graduation Guide (Fall)</td>
<td>Dec. 8</td>
<td>Nov. 7</td>
<td>Nov. 20</td>
<td>Nov. 27</td>
</tr>
<tr>
<td>Herald</td>
<td>Jan. 29</td>
<td>Jan. 3</td>
<td>Jan. 16</td>
<td>Jan. 18</td>
</tr>
<tr>
<td>Housing Guide</td>
<td>Feb. 26</td>
<td>Jan. 31</td>
<td>Feb. 12</td>
<td>Feb. 15</td>
</tr>
<tr>
<td>Herald</td>
<td>March 4</td>
<td>Feb. 7</td>
<td>Feb. 19</td>
<td>Feb. 22</td>
</tr>
<tr>
<td>Best of the Hill</td>
<td>April 8</td>
<td>March 11</td>
<td>March 25</td>
<td>March 28</td>
</tr>
<tr>
<td>Herald</td>
<td>April 15</td>
<td>March 14</td>
<td>April 1</td>
<td>April 4</td>
</tr>
<tr>
<td>Talisman</td>
<td>April 24</td>
<td>March 4</td>
<td>March 4</td>
<td>March 28</td>
</tr>
<tr>
<td>Graduation Guide (Spring)</td>
<td>May 2</td>
<td>April 2</td>
<td>April 15</td>
<td>April 18</td>
</tr>
</tbody>
</table>

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.

Print Sponsored Content

One Page
Approximately 400-600 words and 1-2 photos

Herald: $550
Homecoming Herald: $700
Special Sections: $600
View of the Hill: $1,200

Two Page Spread
Approximately 500-700 words and 2-3 photos

Herald: $1,000
Special Sections: $1,100
Talisman: $1,000

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 social media and email newsletter

Online, Video: $1,000
Approximately 2-3 minutes
Published on WKUHerald.com or WKUTalisman.com and shared once on the selected publication’s social media and email newsletter. Video file provided for use elsewhere.
# KIOSK ADVERTISING

Fifteen highly visible kiosks throughout campus are passed by students, faculty, staff and visitors each day and serve as distribution points for the printed newsmagazine 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 WKU Student Publications. All outdoor ads must be laminated against weather.

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

<table>
<thead>
<tr>
<th></th>
<th>Month</th>
<th>Semester</th>
</tr>
</thead>
<tbody>
<tr>
<td>One side on one kiosk</td>
<td>$200</td>
<td>$500</td>
</tr>
<tr>
<td>One side on three kiosks</td>
<td>$500</td>
<td>$1,250</td>
</tr>
</tbody>
</table>

**Dimensions**

- **Outdoor:** 23” W x 36” H
- **Indoor:** 24” W x 48” H

---

**Outdoor Kiosks**

1. **WKU Transit Stop**, across the street from Cherry Hall
2. **WKU Transit Stop**, near Environmental Sciences and Technology Hall
3. **Colonnade Drive**, between Wetherby Administration and Terry Colonnade
4. **Helm Library**, near Commons entrance
5. **The Valley**, between Hilltopper Hall and neighboring dorms
6. **Centennial Mail**, endcap closest to Downing Student Union
7. **Downing Student Union**, along Avenue of Champions
8. **Guthrie Tower**, along 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 the computer lab
SPECIALTY PUBLICATIONS & EVENTS

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

**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**
You can interact with students by sharing giveaways, samples and information in the heart of WKU’s campus, Centennial Mall. All businesses that purchase advertising in the Best of the Hill special section 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 all incoming freshmen. The magazine highlights what a new student can expect at WKU, including clubs and organizations, university traditions, and the local businesses Bowling Green offers.

**Big Red Coupon Book**
Introduce students to your business by pulling them in with a deal 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.

**Dining Guide**
Our “Table for Y’all” dining guide is the comprehensive source for restaurant options in Warren County. Distributed in partnership with the Bowling Green Area Convention & Visitors Bureau, the guide is available to guests staying in hotels, visiting attractions and attending events.

**WKU Apartments.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.

<table>
<thead>
<tr>
<th>Complexes, Property Managers</th>
<th>Single Unit</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Monthly</strong></td>
<td><strong>Quarterly</strong></td>
</tr>
<tr>
<td>$100/month</td>
<td>$75/month</td>
</tr>
<tr>
<td><strong>House, duplex or sublease</strong></td>
<td>$30/month</td>
</tr>
</tbody>
</table>
ADVERTISING POLICIES

- WKU Student Publications reserves the right to refuse an advertisement it deems objectionable for any reason.
- New advertising accounts will 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 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 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.
- 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, 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.

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.)
## Publications

<table>
<thead>
<tr>
<th>Date</th>
<th>Publication</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sept. 5</td>
<td>Herald</td>
</tr>
<tr>
<td>Oct. 4</td>
<td>Herald</td>
</tr>
<tr>
<td>Oct. 30</td>
<td>Thrive</td>
</tr>
<tr>
<td>Nov. 6</td>
<td>Homecoming Herald</td>
</tr>
<tr>
<td>Nov. 29</td>
<td>Talisman</td>
</tr>
<tr>
<td>Dec. 8</td>
<td>Fall Graduation Guide</td>
</tr>
<tr>
<td>Jan. 29</td>
<td>Herald</td>
</tr>
<tr>
<td>Feb. 26</td>
<td>Housing Guide</td>
</tr>
<tr>
<td>March 4</td>
<td>Herald</td>
</tr>
<tr>
<td>April 8</td>
<td>Best of the Hill</td>
</tr>
<tr>
<td>April 15</td>
<td>Herald</td>
</tr>
<tr>
<td>April 24</td>
<td>Talisman</td>
</tr>
<tr>
<td>May 2</td>
<td>Spring Graduation Guide</td>
</tr>
</tbody>
</table>

## Events

- **Fall Housing Fair**: Oct. 9 (Rain date: Oct. 10)
- **Spring Housing Fair**: Feb. 28
- **Best of the Hill Festival**: April 8 (Rain date: April 10)

## University Schedule

- **Fall semester begins**: Aug. 21
- **Labor Day (University Closed)**: Sept. 4
- **Fall Break (University Closed)**: Oct. 2-3
- **Thanksgiving Break (University Closed)**: Nov. 22-24
- **Fall Commencement**: Dec. 8
- **Winter Break (University Closed)**: Dec. 18-Jan. 1
- **Martin Luther King Day (University Closed)**: Jan. 15
- **Spring Semester Begins**: Jan. 16
- **Spring Break (University Closed)**: March 18-22
- **Spring Commencement**: May 2-3

## CONTACT INFORMATION

**JT Steele**  
Fall 2023 Advertising Manager  
270-745-6284  
herald.advertising@wku.edu

**Wes Orange**  
Advertising Adviser  
270-745-6285  
wes.orange@wku.edu

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