University leads research on ash tree-killing insect

The emerald ash borer is an exotic, invasive beetle that experts say will kill most of Ohio’s 3.8 billion ash tree population.

said Amy Stone, an OSU Extension educator and to be able to find answers for the public, “to the edge of the latest research on the insect—anything about it. It’s been exciting to be on anything about it. It’s been exciting to be on anything about it. It’s been exciting to be on anything about it. It’s been exciting to be on anything about it. It’s been exciting to be on anything about it. It’s been exciting to be on anything about it. It’s been exciting to be on anything about it. It’s been exciting to be on anything about it. It’s been exciting to be on anything about it. It’s been exciting to be on anything about it. It’s been exciting to be on
Table of Content

3  onCampus Delivers
4  onCampus Demographics
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9  onCampus Testimonials
10 onCampus Buying Power
11 onCampus Distribution Spots
Ohio State University is a big place. We have the largest student enrollment in the country (52,000). We have the largest athletic program in the country (36 varsity teams). And we have more than 20,000 employees, our own zip code, and a newspaper with the largest advertising program in the country among university faculty/staff publications.

**Question:** Where should you spend your advertising dollars?

**Answer:** With a newspaper in its 36th year of publication that operates in a niche market with a loyal readership base, a direct-mail approach and proven advertising results.

That’s onCampus.

---

**Check out our selling points:**

✓ **High readership.** onCampus’ readership level is an unusually high 89 percent, according to polling of faculty/staff conducted last year by the OSU Statistical Consulting Service.

✓ **Direct-mail distribution.** We deliver the news to 18,600 full- and part-time faculty and staff and 4,600 graduate students through the university’s campus-mail system. We also distribute 2,500 issues at more than 30 building sites on campus.

✓ **Advertising that works.** More than 85 percent of our yearlong advertisers have renewed their contracts over the past two years, proof that advertising in onCampus pays off.

✓ **Buying power.** This is your opportunity to reach one of the most affluent and educated market groups in Central Ohio. Twenty-six percent of OSU’s staff have household incomes exceeding $100,000.

ONCAMPUS IS A TABLOID NEWSPAPER THAT PUBLISHES 27,000 ISSUES 21 TIMES A YEAR, BIWEEKLY ON THURSDAYS DURING THE ACADEMIC YEAR AND MONTHLY IN DECEMBER, JULY AND AUGUST.

To place an advertisement, call (614) 292-8421 or e-mail Advertising Manager Bill Estep at estep.47@osu.edu.
onCampus Demographics

- onCampus publishes 27,000 issues 21 times a year, 23,200 of which are delivered through campus mail every other Thursday to 18,600 full- and part-time faculty/staff and 4,600 select graduate students on the Columbus campus. Another 2,500 issues are distributed at more than 30 major buildings and area businesses, and 1,300 issues are mailed to OSU’s five regional campus sites.

- Readership of onCampus is an impressive 89 percent, according to a survey conducted by the Ohio State Statistical Consulting Service in spring 2006. That includes the number who report they always, usually or sometimes read the newspaper.

- 26 percent of our readers keep onCampus until the next issue arrives.

- 32 percent of faculty/staff keep the annual, 60-page resource Guide all year long, and 66 percent hang on to it at least through autumn quarter. The Guide is published in mid-September.

- 26 percent of OSU faculty/staff on the Columbus campus have household incomes exceeding $100,000 a year, and 71 percent have incomes exceeding $50,000 a year.

- 80 percent of our readers have earned at least a bachelor’s degree, and 57 percent have a graduate or professional degree.

- The average age of OSU’s faculty/staff is 44.

Sources: 2006 scientific survey by the OSU Statistical Consulting Service and the Ohio State University Office of Human Resources
## Display Advertising Sizes

Advertisements must conform to these sizes.

<table>
<thead>
<tr>
<th>Size</th>
<th>Inches</th>
<th>Picas</th>
<th>(Approximate size)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full</td>
<td>60 x 89</td>
<td>width x height</td>
<td>10 x 14 3/4</td>
</tr>
<tr>
<td>A</td>
<td>60 x 44</td>
<td>10 x 7 5/16</td>
<td></td>
</tr>
<tr>
<td>B</td>
<td>35p6 x 89</td>
<td>5 7/8 x 14 3/4</td>
<td></td>
</tr>
<tr>
<td>C</td>
<td>23p3 x 89</td>
<td>3 7/8 x 14 3/4</td>
<td></td>
</tr>
<tr>
<td>D</td>
<td>35p6 x 32p9</td>
<td>5 7/8 x 5 7/16</td>
<td></td>
</tr>
<tr>
<td>E</td>
<td>23p3 x 44</td>
<td>3 7/8 x 7 5/16</td>
<td></td>
</tr>
<tr>
<td>F</td>
<td>23p3 x 32p9</td>
<td>3 7/8 x 5 7/16</td>
<td></td>
</tr>
<tr>
<td>G</td>
<td>35p6 x 21p6</td>
<td>5 7/8 x 3 9/16</td>
<td></td>
</tr>
<tr>
<td>H</td>
<td>23p3 x 21p6</td>
<td>3 7/8 x 3 9/16</td>
<td></td>
</tr>
<tr>
<td>J</td>
<td>11p3 x 21p6</td>
<td>1 7/8 x 3 9/16</td>
<td></td>
</tr>
<tr>
<td>JJ</td>
<td>23p3 x 10p3</td>
<td>3 7/8 x 1 11/16</td>
<td></td>
</tr>
<tr>
<td>CC</td>
<td>60 x 32p9</td>
<td>10 x 5 7/16</td>
<td></td>
</tr>
<tr>
<td>DD</td>
<td>35p6 x 44</td>
<td>5 7/8 x 7 1/4</td>
<td></td>
</tr>
<tr>
<td>HH</td>
<td>60 x 12</td>
<td>10 x 2</td>
<td></td>
</tr>
</tbody>
</table>

## Preferred Client Rate Card

<table>
<thead>
<tr>
<th>Size</th>
<th>Rate Per Insertion</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>1-3</td>
</tr>
<tr>
<td>Full</td>
<td>$1,198</td>
</tr>
<tr>
<td>A</td>
<td>$731</td>
</tr>
<tr>
<td>B</td>
<td>$719</td>
</tr>
<tr>
<td>C</td>
<td>$481</td>
</tr>
<tr>
<td>D</td>
<td>$319</td>
</tr>
<tr>
<td>E</td>
<td>$191</td>
</tr>
<tr>
<td>F</td>
<td>$191</td>
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<tr>
<td>G</td>
<td>$131</td>
</tr>
<tr>
<td>H</td>
<td>$72</td>
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<tr>
<td>J</td>
<td>$72</td>
</tr>
<tr>
<td>JJ</td>
<td>$510</td>
</tr>
<tr>
<td>CC</td>
<td>$361</td>
</tr>
<tr>
<td>DD</td>
<td>$170</td>
</tr>
</tbody>
</table>

Color costs: $115 for OSU red (Pantone 200 CVU); $225 for other spot colors; $325 for 4-color.
## 2007-08 Schedule

<table>
<thead>
<tr>
<th>Issue Date</th>
<th>Ad Space Deadline</th>
<th>News/Ad Materials Deadline</th>
</tr>
</thead>
<tbody>
<tr>
<td>July 19</td>
<td>July 6</td>
<td>July 10</td>
</tr>
<tr>
<td>Aug. 16</td>
<td>Aug. 1</td>
<td>Aug. 7</td>
</tr>
</tbody>
</table>

(autumn quarter classes begin Wednesday, Sept. 19)

<table>
<thead>
<tr>
<th>GUIDE/Sept. 13</th>
<th>Aug. 17</th>
<th>July 24 - News / Aug. 24 - Ad Materials</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sept. 20</td>
<td>Sept. 5</td>
<td>Sept. 11</td>
</tr>
<tr>
<td>Oct. 4</td>
<td>Sept. 19</td>
<td>Sept. 25</td>
</tr>
<tr>
<td>Oct. 18</td>
<td>Oct. 3</td>
<td>Oct. 9</td>
</tr>
<tr>
<td>Nov. 1</td>
<td>Oct. 17</td>
<td>Oct. 23</td>
</tr>
<tr>
<td>Nov. 15</td>
<td>Oct. 31</td>
<td>Nov. 6</td>
</tr>
<tr>
<td>Dec. 6</td>
<td>Nov. 21</td>
<td>Nov. 27</td>
</tr>
</tbody>
</table>

(winter quarter classes begin Thursday, Jan. 3)

<table>
<thead>
<tr>
<th>Jan. 10, 2008</th>
<th>Dec. 13</th>
<th>Dec. 21</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jan. 24</td>
<td>Jan. 9</td>
<td>Jan. 15</td>
</tr>
<tr>
<td>Feb. 7</td>
<td>Jan. 23</td>
<td>Jan. 29</td>
</tr>
<tr>
<td>Feb. 21</td>
<td>Feb. 6</td>
<td>Feb. 12</td>
</tr>
<tr>
<td>March 6</td>
<td>Feb. 20</td>
<td>Feb. 26</td>
</tr>
<tr>
<td>March 27</td>
<td>March 12</td>
<td>March 18</td>
</tr>
</tbody>
</table>

(spring quarter classes begin Monday, March 24)

<table>
<thead>
<tr>
<th>April 10</th>
<th>March 26</th>
<th>April 1</th>
</tr>
</thead>
<tbody>
<tr>
<td>April 24</td>
<td>April 9</td>
<td>April 15</td>
</tr>
<tr>
<td>May 8</td>
<td>April 23</td>
<td>April 29</td>
</tr>
<tr>
<td>May 22</td>
<td>May 7</td>
<td>May 13</td>
</tr>
<tr>
<td>June 5</td>
<td>May 21</td>
<td>May 27</td>
</tr>
<tr>
<td>June 19</td>
<td>June 4</td>
<td>June 10</td>
</tr>
<tr>
<td>Section</td>
<td>Deadline</td>
<td>Artwork Deadline</td>
</tr>
<tr>
<td>---------------------------------</td>
<td>---------------------------</td>
<td>-------------------------</td>
</tr>
<tr>
<td><strong>Continuing Education Guide:</strong></td>
<td><strong>July 19</strong></td>
<td><strong>July 10</strong></td>
</tr>
<tr>
<td>Buckeye Fever Section: <strong>Aug. 16</strong></td>
<td>(for advertisers who want to show their OSU spirit)</td>
<td><strong>Aug. 7</strong></td>
</tr>
<tr>
<td>The Guide: <strong>Sept. 13</strong></td>
<td>(annual resource Guide for faculty/staff)</td>
<td><strong>Aug. 17</strong></td>
</tr>
<tr>
<td>Fall Arts Guide: <strong>Sept. 13</strong></td>
<td>(included in annual resource Guide)</td>
<td><strong>Aug. 24</strong></td>
</tr>
<tr>
<td>Homecoming Section: <strong>Oct. 4</strong></td>
<td></td>
<td><strong>Sept. 25</strong></td>
</tr>
<tr>
<td>Community Charitable Drive Guide:</td>
<td><strong>Nov. 1</strong></td>
<td><strong>Oct. 17</strong></td>
</tr>
<tr>
<td>Holiday Guide: <strong>Nov. 15</strong></td>
<td></td>
<td><strong>Nov. 6</strong></td>
</tr>
<tr>
<td>Winter Arts Guide: <strong>Jan. 10, 2008</strong></td>
<td></td>
<td><strong>Dec. 21</strong></td>
</tr>
</tbody>
</table>
The Fine Print of Advertising

Digital Submission. onCampus accepts digital advertisements prepared by clients. The preferred file format is high-resolution PDF files, followed by EPS and TIF files. For additional design guidelines, call (614) 292-8421. Ads may be submitted via e-mail to ads4oncampus@osu.edu or through an FTP site (call for instructions). All ads are subject to approval.

Design Services. onCampus also designs ads according to client input. Clients work on ad design with an onCampus designer. The cost is $75 per hour.

Color Ink. Black ink is standard. Color costs are: $115 for OSU red (Pantone 200 CVU); $225 for all other spot choices; and $325 for 4-color.

Multiple Insertion Discounts. See the rate chart.

Guaranteed Positioning. Special positioning is available on highly read pages for an additional charge. We offer:
- Page 2, Page 3 and inside back page positioning: $125 surcharge.
- Back page placement: $250 surcharge for full-page ad, $125 for half-page ad.
- Island ad on the Faculty & Staff recognition page, which gives advertisers a G-, D- or DD-sized ad prominently placed on one of our most popular pages: $125 surcharge.

All other placement of advertising is at the discretion of onCampus.

Editorial Inserts. onCampus offers its center spread for editorial inserts and reports on a first-come, first-served basis. onCampus also runs pre-printed inserts. For costs and other details, call (614) 292-8421.

Advertising Responsibility. The advertiser assumes responsibility for the accuracy of the content of any advertisement submitted. All advertisements must be clearly recognizable as advertising by their design.

Limitation of Liability. By submitting advertising to onCampus, the advertiser must agree to indemnify and hold harmless onCampus from any and all claims, actions, suits, proceedings, costs, expenses, damages and liabilities arising out of, connected with, or resulting from any advertisement (including illustrations, text, layout, positioning, etc.) published at the advertiser’s request.

Contracts. Advertisers must sign a contract in advance, and will be billed by insertion.

Late Fee. A $25 late charge will be assessed for advertisements delivered later than three working days before the publication date.

Advertising policies

University departments, units, programs and organizations that advertise in onCampus must sign a contract in advance and provide payment by submitting a 100-W internal form or internal billing numbers.

Advertisers from outside OSU must sign a contract in advance and provide payment after an advertisement appears in the newspaper. Past due accounts are subject to finance charges. onCampus reserves the right to discontinue contracts for nonpayment. Ad space is taken on a first-come, first-served basis.

onCampus reserves the right to reject or cancel any advertisement for any reason, including, without limitation, advertisements that advocate sedition or other illegal actions; promote activities that are detrimental or damaging to Ohio State; or may be construed as defamatory, invasive of privacy, fraudulent or obscene. onCampus does not endorse the content of any of its advertisements.
“I invest a significant percentage of my annual advertising budget in onCampus because it has proven to be a solid, result-producing investment. Its high readership rate, backed up by reliable data, ensures that my ads reach their target audience.”

— Sandi Radowski
Director of College Communications
College of Biological Sciences

Forum-mail distribution
• 35 building locations
• High readership
• Advertising that works

For advertising information, contact Bill Estep at (614) 292-8421 or estep.470@osu.edu

“onCampus has proven to be an effective way for Dublin Dental Care to reach the OSU community. New patient response to our advertisements with onCampus has been excellent and is often greater than the response we’ve experienced when advertising in the local suburban newspapers.”

— Roland Pagniano, Jr., D.D.S., M.S.
Prosthodontist
Dublin Dental Care, Inc.

• Campus-mail distribution
• 35 building locations
• High readership
• Advertising that works

For advertising information, contact Bill Estep at (614) 292-8421 or estep.470@osu.edu

“Advertising in onCampus has been the best way to let out the secret about the Couple and Family Therapy Clinic and make people aware of our services. This is one of the only places we choose to advertise and it works.”

— Suzanne Bartle-Haring
Director
OSU Family Therapy Clinic

• Campus-mail distribution
• 35 building locations
• High readership
• Advertising that works

For advertising information, contact Bill Estep at (614) 292-8421 or estep.470@osu.edu

“Advertising in onCampus helped make the grand opening of our Neil Avenue branch that much more effective. And as we have continued to advertise, we’ve noticed our numbers increase as far as new accounts and new members.”

— Kim Hudson
Vice President of Marketing and Business Development
Credit Union of Ohio

• Campus-mail distribution
• 35 building locations
• High readership
• Advertising that works

For advertising information, contact Bill Estep at (614) 292-8421 or estep.470@osu.edu
What

onCampus Readers Plan to Buy in the Next Year...

<table>
<thead>
<tr>
<th>Percent of Readers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Appliances/home electronics</td>
</tr>
<tr>
<td>Computer equipment/software</td>
</tr>
<tr>
<td>Furniture</td>
</tr>
<tr>
<td>Automobile</td>
</tr>
</tbody>
</table>

Frequency of how often readers eat out

<table>
<thead>
<tr>
<th></th>
<th>Percent of Readers</th>
</tr>
</thead>
<tbody>
<tr>
<td>1-2 times a week</td>
<td>69%</td>
</tr>
<tr>
<td>3-4 times a week</td>
<td>24%</td>
</tr>
<tr>
<td>More than 5 times a week</td>
<td>6%</td>
</tr>
</tbody>
</table>

Source: 2006 survey by Ohio State University Statistical Consulting Service
Besides campus-mail delivery, **onCampus** available at 35 locations

Besides campus-mail delivery, onCampus, Ohio State's faculty/staff newspaper, is available at more than 30 locations on and around the Columbus campus. Eleven distribution racks are located in the Medical Center complex alone. Pick up a copy at one of these locations:

<table>
<thead>
<tr>
<th>Location</th>
<th>Address</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ackerman Library</td>
<td>600 Ackerman Road (north entrance)</td>
</tr>
<tr>
<td>Office of Admissions</td>
<td>15 Enarson Hall</td>
</tr>
<tr>
<td>OSU Airport</td>
<td>2160 W. Case Road</td>
</tr>
<tr>
<td>Barnes and Noble/OSU Bookstore</td>
<td>1595 N. High St. (magazine rack)</td>
</tr>
<tr>
<td>The Blackwell</td>
<td>(front desk)</td>
</tr>
<tr>
<td>Bricker Hall</td>
<td>(northwest entrance)</td>
</tr>
<tr>
<td>Buckeye Hall of Fame Café</td>
<td>1421 Olentangy River Road</td>
</tr>
<tr>
<td>Buck I Mart</td>
<td>2049 Millikin Road Mall</td>
</tr>
<tr>
<td>Cramblett Medical Clinic</td>
<td>(first floor lobby)</td>
</tr>
<tr>
<td>Doan Hall</td>
<td>(2nd floor next to coffee stand/Dentistry Clinic entrance &amp; ground-floor employee elevator)</td>
</tr>
<tr>
<td>Drake Center</td>
<td>(first-floor entrance)</td>
</tr>
<tr>
<td>Faculty Club</td>
<td>(lobby)</td>
</tr>
<tr>
<td>Fawcett Center</td>
<td>(lobby)</td>
</tr>
<tr>
<td>Graduate School</td>
<td>247 University Hall</td>
</tr>
<tr>
<td>Hale Black Cultural Center</td>
<td>(front lobby)</td>
</tr>
<tr>
<td>Holiday Inn on the Lane</td>
<td>328 W. Lane Ave. (front desk)</td>
</tr>
<tr>
<td>James Cancer Hospital</td>
<td>(lobby &amp; ground-floor vending area near Radiation Therapy)</td>
</tr>
<tr>
<td>Lincoln Tower</td>
<td>(south foyer)</td>
</tr>
<tr>
<td>Longaberger Alumni House</td>
<td>(lobby)</td>
</tr>
<tr>
<td>Means Hall</td>
<td>(lobby)</td>
</tr>
<tr>
<td>Medical Center Administrative Offices</td>
<td>660 Ackerman Road (lobby)</td>
</tr>
<tr>
<td>Meiling Hall</td>
<td>(lobby)</td>
</tr>
<tr>
<td>9th Avenue Parking Garage</td>
<td>North and South Cannon Parking Garages (intersection of garages near elevators)</td>
</tr>
<tr>
<td>Rhodes Hall</td>
<td>(lobby area)</td>
</tr>
<tr>
<td>Student Book Exchange</td>
<td>1806 N. High St.</td>
</tr>
<tr>
<td>Tai’s Asian Bistro</td>
<td>1285 W. Lane Ave.</td>
</tr>
<tr>
<td>12th Avenue Parking Garage</td>
<td>OSU Transportation &amp; Parking Services (northeast entrance of Bevis Hall)</td>
</tr>
<tr>
<td>University Hospital East</td>
<td>1492 E. Broad St.</td>
</tr>
<tr>
<td>Wexner Center for the Arts</td>
<td>(northwest entrance)</td>
</tr>
<tr>
<td>Wolfgang Puck Express</td>
<td>The Shops on Lane Avenue 1625 W. Lane Ave.</td>
</tr>
</tbody>
</table>