For these OSU staffers, a "typical day at the office" is neither typical nor, usually, even in an office at all.

When onCertiﬁed asked the Ohio State community who has most unique job (in addition to all the anonymity, no one could have guessed the answer).

More than 20 names were submitted for consideration, and the onCampus staff narrowed them down to the following ten.

Read and discover what some of your fellow Buckeyes are doing to develop themselves — all in the name of promoting OARDC.

**Explosions in the name of science**

As the lights went dim and the music started building to a crescendo, the audience began cheering and screaming for the star of the show to come out.

Watching hundreds of live Fireworks, Dave Lohnes also known in the OARDC Buy Ohio open house. Lohnes did DNA extractions using an onion, turned sweet potatoes into chips and made it seem like magic. The audience would think they had problems in the science fair, but in the end, the audience member appear in a box of tools.

Since then, his production videos have gone up. One of his more memorable demonstrations includes throwing a sulfurated nitrogen into a bucket of warm water and attempted to create a tower of flame. The flame would not start, which was so suspicious the audience insisted to stop them.

He explained the flame and started to demonstrate how liquid transforms to a gas, which always getsaggio excited, and shoots those ideas into the audience with a leaf blower.

"I really enjoy taking on OSU and the OARDC, and working with the kids. They are so excited to learn and do the experiments."
Table of Contents

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10  onCampus Distribution Spots

11  The Fine Print of Advertising

12  onCampus resource GUIDE
Ohio State University is a big place. We have the largest student enrollment in the country (52,500). We have one of the largest athletic programs 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 37th 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 87 percent, according to polling of faculty/staff conducted by the OSU Statistical Consulting Service in spring 2008.

- **Direct-mail distribution.** We deliver the news to 19,000 full- and part-time faculty and staff and 4,900 graduate students through the university’s campus-mail system. We also distribute 1,600 issues at more than 30 building sites on and around campus.

- **Advertising that works.** More than 85 percent of our yearlong advertisers have renewed their contracts over the past three 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-nine percent of OSU’s staff have household incomes exceeding $100,000.

*ONCAMPUS IS A TABLOID NEWSPAPER THAT PUBLISHES 26,000 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 **26,000** issues 21 times a year, 23,200 of which are delivered through campus mail every other Thursday during the academic year to 19,000 full- and part-time faculty/staff and 4,900 select graduate students on the Columbus campus. Another 1,600 issues are distributed at more than 30 major buildings and area businesses, and 1,120 issues are mailed to OSU’s five regional campus sites.

- **Readership** of *onCampus* is an impressive **87 percent**, according to a survey of Ohio State faculty/staff conducted by the OSU Statistical Consulting Service in spring 2008.

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

- **23 percent** of faculty/staff keep the annual, 60-page *resource Guide* all year long, and **49 percent** hang on to it at least through autumn quarter. The *Guide* is published in mid-September.

- **29 percent** of OSU faculty/staff on the Columbus campus have household incomes exceeding **$100,000 a year**, and **64 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: 2008 survey of 804 Ohio State faculty/staff by the OSU Statistical Consulting Services, and data from 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 (Approximate size)</th>
<th>Picas</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>width x height</td>
<td>width x height</td>
</tr>
<tr>
<td>Full</td>
<td>60 x 89</td>
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</tr>
<tr>
<td>A</td>
<td>60 x 44</td>
<td>10 x 7 5/16</td>
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<tr>
<td>B</td>
<td>35p6 x 89</td>
<td>5 7/8 x 14 3/4</td>
</tr>
<tr>
<td>C</td>
<td>23p3 x 89</td>
<td>3 7/8 x 14 3/4</td>
</tr>
<tr>
<td>D</td>
<td>35p6 x 32p9</td>
<td>5 7/8 x 5 7/16</td>
</tr>
<tr>
<td>E</td>
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<td>G</td>
<td>35p6 x 21p6</td>
<td>5 7/8 x 3 9/16</td>
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</tr>
<tr>
<td>J</td>
<td>11p3 x 21p6</td>
<td>1 7/8 x 3 9/16</td>
</tr>
<tr>
<td>JJ</td>
<td>23p3 x 10p3</td>
<td>3 7/8 x 1 11/16</td>
</tr>
<tr>
<td>CC</td>
<td>60 x 32p9</td>
<td>10 x 5 7/16</td>
</tr>
<tr>
<td>DD</td>
<td>35p6 x 44</td>
<td>5 7/8 x 7 1/4</td>
</tr>
<tr>
<td>HH</td>
<td>60 x 12</td>
<td>10 x 2</td>
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### Display Advertising Rates

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<tr>
<th>Size</th>
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<td>$764</td>
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<td>$338</td>
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<td>DD</td>
<td>$384</td>
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<tr>
<td>HH</td>
<td>$180</td>
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</tbody>
</table>

**Color costs:** $120 for OSU red (Pantone 200); $230 for other spot colors; $335 for 4-color.
## 2008-09 Schedule

<table>
<thead>
<tr>
<th>Issue Date</th>
<th>Ad Space Deadline</th>
<th>News/Ad Materials Deadline</th>
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</thead>
<tbody>
<tr>
<td>July 17</td>
<td>July 2</td>
<td>July 8</td>
</tr>
<tr>
<td>Aug. 14</td>
<td>July 30</td>
<td>Aug. 5</td>
</tr>
<tr>
<td><strong>GUIDE/Sept. 18</strong></td>
<td>Aug. 21</td>
<td>July 31 - News / Aug. 27 - Ad Materials</td>
</tr>
<tr>
<td>Sept. 25</td>
<td>Sept. 10</td>
<td>Sept. 16</td>
</tr>
<tr>
<td>Oct. 9</td>
<td>Sept. 24</td>
<td>Sept. 30</td>
</tr>
<tr>
<td>Oct. 23</td>
<td>Oct. 8</td>
<td>Oct. 14</td>
</tr>
<tr>
<td>Nov. 6</td>
<td>Oct. 22</td>
<td>Oct. 28</td>
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<tr>
<td>Nov. 20</td>
<td>Nov. 5</td>
<td>Nov. 10</td>
</tr>
<tr>
<td>Dec. 11</td>
<td>Nov. 26</td>
<td>Dec. 2</td>
</tr>
<tr>
<td><strong>Jan. 8, 2009</strong></td>
<td>Dec. 12</td>
<td>Dec. 19</td>
</tr>
<tr>
<td>Jan. 22</td>
<td>Jan. 7</td>
<td>Jan. 13</td>
</tr>
<tr>
<td>Feb. 5</td>
<td>Jan. 21</td>
<td>Jan. 27</td>
</tr>
<tr>
<td>Feb. 19</td>
<td>Feb. 4</td>
<td>Feb. 10</td>
</tr>
<tr>
<td>March 5</td>
<td>Feb. 18</td>
<td>Feb. 24</td>
</tr>
<tr>
<td>March 19</td>
<td>March 4</td>
<td>March 10</td>
</tr>
<tr>
<td><strong>April 9</strong></td>
<td>March 25</td>
<td>March 31</td>
</tr>
<tr>
<td>April 23</td>
<td>April 8</td>
<td>April 14</td>
</tr>
<tr>
<td>May 7</td>
<td>April 22</td>
<td>April 28</td>
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<tr>
<td>May 21</td>
<td>May 6</td>
<td>May 12</td>
</tr>
<tr>
<td>June 4</td>
<td>May 20</td>
<td>May 26</td>
</tr>
<tr>
<td>June 18</td>
<td>June 3</td>
<td>June 9</td>
</tr>
</tbody>
</table>

*(2008 autumn quarter classes begin Wednesday, Sept. 24)*

*(2009 winter quarter classes begin Monday, Jan. 5)*

*(2009 spring quarter classes begin Monday, March 30)*
2008-09 Schedule

Continuing Education Guide: July 17
Space deadline: July 2
Artwork deadline: July 8

Buckeye Fever Section: Aug. 14
(for advertisers who want to show their OSU spirit)
Space deadline: July 30
Artwork deadline: Aug. 5

The Guide: Sept. 18
(annual resource Guide for faculty/staff)
Space deadline: Aug. 21
Artwork deadline: Aug. 27

Fall Arts Guide: Sept. 18
(included in annual resource Guide)
Space deadline: Aug. 21
Artwork deadline: Aug. 27

Homecoming Section: Oct. 9
Space deadline: Sept. 24
Artwork deadline: Sept. 30

Bucks for Charity insert: Nov. 6
Space deadline: Oct. 22
Artwork deadline: Oct. 28

Holiday Guide: Nov. 20
Space deadline: Nov. 5
Artwork deadline: Nov. 10

Winter Arts Guide: Jan. 8, 2009
Space deadline: Dec. 12
Artwork deadline: Dec. 19

Continuing Education Guide: March 5
Space deadline: Feb. 18
Artwork deadline: Feb. 24

Spring Arts Guide: March 19
Space deadline: March 4
Artwork deadline: March 10

Campus-area Restaurant Guide: April 9
Space deadline: March 25
Artwork deadline: March 31

Health & Wellness Guide: April 23
Space deadline: April 8
Artwork deadline: April 14

Summer Events Guide: May 21
Space deadline: May 6
Artwork deadline: May 12

Conferences & Workshops Guide: June 4
Space deadline: May 20
Artwork deadline: May 26
onCampus Testimonials

onCampus delivers!

“The results from advertising in onCampus have exceeded expectations. The target audience clearly sees them and the service support and follow up from the staff are superb. onCampus advertisements are now a permanent part of my ad budget.”

— Mitch Grant
Financial Consultant
Lincoln Financial Advisors

For advertising information, contact Bill Estep at (614) 292-8421 or estep.47@osu.edu

onCampus oncampus.osu.edu

onCampus delivers!

“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 Pagnano, Jr., D.D.S., M.S.
Prosthodontist
Dublin Dental Care, Inc.

For advertising information, contact Bill Estep at (614) 292-8421 or estep.47@osu.edu

onCampus oncampus.osu.edu

onCampus delivers!

“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 Couple and Family Therapy Clinic

For advertising information, contact Bill Estep at (614) 292-8421 or estep.47@osu.edu

onCampus oncampus.osu.edu

onCampus delivers!

“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

For advertising information, contact Bill Estep at (614) 292-8421 or estep.47@osu.edu

onCampus oncampus.osu.edu
onCampus Buying Power

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

<table>
<thead>
<tr>
<th>Product</th>
<th>Percent of Readers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Appliances/home electronics</td>
<td>43%</td>
</tr>
<tr>
<td>Computer equipment/software</td>
<td>40%</td>
</tr>
<tr>
<td>Furniture</td>
<td>34%</td>
</tr>
<tr>
<td>Automobile</td>
<td>19%</td>
</tr>
</tbody>
</table>

Frequency of how often readers eat at or order carryout from Columbus-area restaurants

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Percent of Readers</th>
</tr>
</thead>
<tbody>
<tr>
<td>1-2 times a week</td>
<td>61%</td>
</tr>
<tr>
<td>3-4 times a week</td>
<td>16%</td>
</tr>
<tr>
<td>More than 4 times a week</td>
<td>7%</td>
</tr>
</tbody>
</table>

Source: 2008 survey of Ohio State faculty/staff by OSU Statistical Consulting Service
onCampus Distribution Spots

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:

- **Ackerman Library**, 600 Ackerman Road (north entrance)
- **Office of Admissions**, 15 Enarson Hall
- **OSU Airport**, 2160 W. Case Road
- **Barnes and Noble/OSU Bookstore**, 1595 N. High St. (magazine rack)
- **The Blackwell** (front desk)
- **Bricker Hall** (northwest entrance)
- **Buckeye Hall of Fame Café**, 1421 Olentangy River Road
- **Buck I Mart**, 2049 Millikin Road Mall
- **Cramblett Medical Clinic** (first floor lobby)
- **Doan Hall** (2nd floor next to coffee stand/Dentistry Clinic entrance & ground-floor employee elevator)
- **Drake Center** (first-floor entrance)
- **Faculty Club** (lobby)
- **Fawcett Center** (lobby)
- **Graduate School**, 247 University Hall
- **Hale Black Cultural Center** (front lobby)
- **Holiday Inn on the Lane**, 328 W. Lane Ave. (front desk)
- **James Cancer Hospital** (lobby & ground-floor vending area near Radiation Therapy)
- **Lincoln Tower** (south foyer)
- **Longaberger Alumni House** (lobby)
- **Means Hall** (lobby)
- **Medical Center Administrative Offices** 660 Ackerman Road (lobby)
- **Meiling Hall** (lobby)
- **9th Avenue Parking Garage**
- **North and South Cannon Parking Garages** (intersection of garages near elevators)
- **Recreation & Physical Activity Center (RPAC)** (main entrance lobby area)
- **Rhodes Hall** (lobby area)
- **Student Book Exchange**, 1806 N. High St.
- **Tai’s Asian Bistro**, 1285 W. Lane Ave.
- **12th Avenue Parking Garage**
- **OSU Transportation & Parking Services** (northeast entrance of Bevis Hall)
- **University Hospital East**, 1492 E. Broad St.
- **Wexner Center for the Arts** (northwest entrance)
- **Wolfgang Puck Express**, The Shops on Lane Avenue 1625 W. Lane Ave.
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: $120 for OSU red (Pantone 200); $230 for all other spot choices; and $335 for 4-color.

Multiple Insertion Discounts. See the rate chart on page 5.

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 accept advertising for the sale of alcohol, tobacco products or firearms. onCampus does not endorse the content of any of its advertisements.
The 12th annual onCampus resource Guide: It's a great place to be

onCampus' annual resource Guide is Ohio State’s most popular yearly publication, and the best way to reach faculty and staff at OSU. With loads of helpful information — feature stories, facts & figures and the official OSU map — it’s the place to be seen for advertisers both on and off campus.

This special 60-page edition of onCampus, OSU’s official faculty/staff newspaper, will be published Sept. 18 and delivered through the campus-mail system to 19,000 OSU faculty/staff and 4,900 graduate students, and at 35 distribution spots on the Columbus campus. Total circulation is 30,000.

Last year’s Guide included 97 advertisers.

To purchase advertising and discuss placement options, contact Bill Estep at (614) 292-8421 or estep.47@osu.edu.

onCampus Guide Sections

- Arts & Entertainment
- Dining, Shopping & Accommodations
- Financial Services
- Health & Recreation
- Training & Development
- University Organizations
- University Services

For the regular onCampus publication schedule and rates, visit oncampus.osu.edu/advertise

Ad Space Reservation
Deadline: ............................ Aug. 21
Ad Materials Due: .................. Aug. 28
Issue Date: ............................ Sept. 18
Put it in *the Guide* 
and your message will reach 
19,000 OSU faculty & staff

- 23 percent of Ohio State's faculty and staff report keeping the annual resource *Guide* the entire academic year, and 49 percent say they hang on to it at least through autumn quarter, according to a survey conducted by OSU's Statistical Consulting Service in spring 2008.

- Overall readership of *onCampus* throughout the year is 87 percent, according to the same survey. That's the number who report they always, usually or sometimes read the newspaper.

- 2,300 copies of the *Guide* are distributed throughout the year by OSU's Office of Human Resources and University Medical Center at new employee orientation sessions.

- Color costs are $120 for OSU red (Pantone 200); $230 for all other 2-color spot choices; and $335 for 4-color.

- Discounted rates apply to the *Guide* for clients who advertise four or more times over a year. Discounted rates are available at oncampus.osu.edu/advertise.

- Advertising is first-come, first-served. For more details, contact Bill Estep at (614) 292-8421 or estep.47@osu.edu by Aug. 21. Ad space normally sells out ahead of the deadline.

### 2008-09 onCampus Guide
1-Time Display Advertising Rates*

<table>
<thead>
<tr>
<th>Size</th>
<th>Rate</th>
<th>Dimensions In Inches (W x H)</th>
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<tr>
<td>B</td>
<td>$934</td>
<td>5 7/8 x 14 3/4</td>
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<tr>
<td>C</td>
<td>$625</td>
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<td>D</td>
<td>$415</td>
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<td>HH</td>
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<tr>
<td>DD</td>
<td>$456</td>
<td>5 7/8 x 7 1/4</td>
</tr>
<tr>
<td>JJ</td>
<td>$138</td>
<td>3 7/8 x 1 11/16</td>
</tr>
</tbody>
</table>

*Discounted rates are available to advertisers for the *Guide* who sign a contract for 4+ insertions over a one-year period in *onCampus*. Discounted rates are available at oncampus.osu.edu/advertise.