

Display Advertising Sizes

Advertisements must conform to these sizes.

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

Display Advertising Rates

Size	Rate Per Insertion				
	1-3	4-9	10-14	15-19	20-21
Full	\$ 1,234	1,172	1,109	1,048	987
A	\$ 753	716	679	640	603
B	\$ 741	703	666	628	595
C	\$ 495	471	444	420	394
D	\$ 329	312	295	279	263
E	\$ 299	284	270	255	239
F	\$ 197	186	177	168	155
G	\$ 197	186	177	168	155
H	\$ 135	129	119	114	107
J	\$ 74	71	68	65	60
JJ	\$ 74	71	68	65	60
CC	\$ 525	498	472	447	418
DD	\$ 372	345	318	291	271
HH	\$ 175	167	157	148	139

Publication Dates & Deadlines

onCampus is published 21 times during the year, biweekly on Thursdays during the academic year and once a month in July, August and December. The maximum length of contracts is one year.

ISSUE DATE	SPACE DEADLINE	ARTWORK DEADLINE
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SUMMER 2009

July 16.....	July 1.....	July 7
Aug. 13.....	July 29.....	Aug. 4

AUTUMN 2009

Sept. 17, <i>Guide</i>	Aug. 19.....	Aug. 26
Sept. 24.....	Sept. 9.....	Sept. 15
Oct. 8.....	Sept. 23.....	Sept. 29
Oct. 22.....	Oct. 7.....	Oct. 13
Nov. 5.....	Oct. 21.....	Oct. 27
Nov. 19.....	Nov. 4.....	Nov. 10
Dec. 10.....	Nov. 25.....	Dec. 1

WINTER 2010

Jan. 6, 2010.....	Dec. 11.....	Dec. 18
Jan. 21.....	Jan. 6.....	Jan. 12
Feb. 4.....	Jan. 20.....	Jan. 26
Feb. 18.....	Feb. 3.....	Feb. 9
March 4.....	Feb. 17.....	Feb. 23
March 18.....	March 3.....	March 9

SPRING 2010

April 8.....	March 24.....	March 30
April 22.....	April 7.....	April 13
May 6.....	April 21.....	April 27
May 20.....	May 5.....	May 11
June 3.....	May 19.....	May 25
June 17.....	June 2.....	June 8

Color costs: \$120 for OSU red (Pantone 200); \$230 for other spot colors; and \$335 for 4-color at full-page and A sizes, and \$167.50 for ads smaller than the A size.

