

About onCampus

onCampus gives advertisers entry into a unique market — 19,000 faculty and staff and 4,000 select graduate students at The Ohio State University. We send our newspaper — and your advertising message — to their campus mailboxes. Our circulation is 26,100.

Our highly educated readers consider us as a primary source of campus news. A survey of OSU faculty/staff lists *onCampus* readership — those who always, usually or sometimes read the paper — at an impressive 87 percent.

onCampus is published 21 times a year, on a biweekly basis on Thursdays during the academic year, and once a month in July, August and December.

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.

For Information



Bill Estep

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oncampus.osu.edu/advertise

The Fine Print

Advertising 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 estep.47@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 for the full-page and A sizes, and \$167.50 for ad sizes smaller than the A-size.

Multiple Insertion Discounts. See the rate chart.

Guaranteed Positioning. Special positioning is available on highly read pages for an additional charge.

We offer:

- The Faculty & Staff island ad, which gives advertisers a G-, D- or DD-sized ad prominently placed on one of our most popular pages: \$125 surcharge.
- 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.

All other advertising placement is at *onCampus*' discretion.

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.

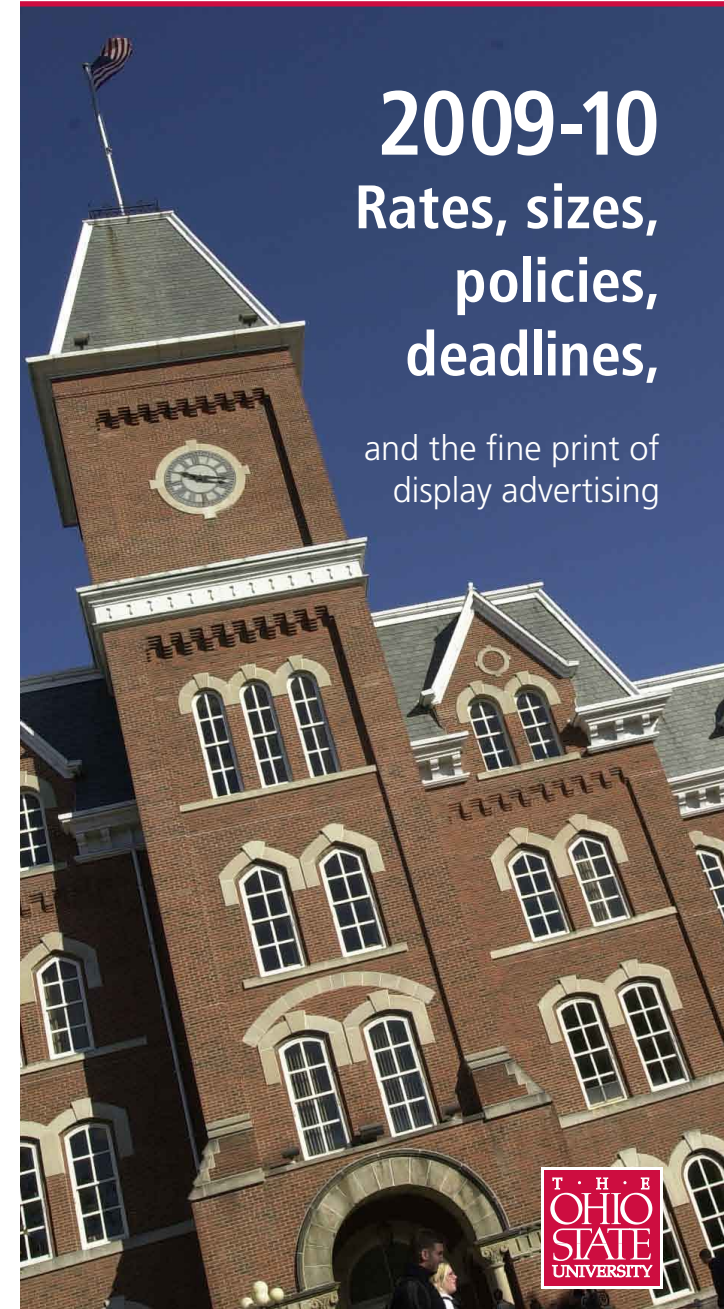
Limitation of Liability. By submitting advertising to *onCampus*, the advertiser must agree to indemnify and hold harmless *onCampus* from any and all claims, actions, suits, proceedings, costs, expenses, damages and liabilities arising out of, connected with, or resulting from any advertisement (including 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.

onCampus

The Ohio State University Faculty Staff Newspaper



2009-10 Rates, sizes, policies, deadlines,

and the fine print of
display advertising



oncampus.osu.edu/advertise

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	\$ 1,270	1,208	1,142	1,080	1,017
A	\$ 775	738	700	660	621
B	\$ 764	724	686	647	613
C	\$ 510	485	458	433	406
D	\$ 338	320	304	287	271
E	\$ 308	292	278	263	246
F	\$ 203	192	182	173	160
G	\$ 203	192	182	173	160
H	\$ 140	133	123	117	110
J	\$ 76	73	70	67	62
JJ	\$ 76	73	70	67	62
CC	\$ 540	514	486	460	430
DD	\$ 384	355	328	300	279
HH	\$ 180	172	162	152	143

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.

