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.

For Information

Bill Estep
Advertising manager
onCampus
University Communications
1125 Kinnear Road
Columbus, OH 43212-1153
Phone (614) 292-8421
Fax (614) 292-1861
E-mail estep.47@osu.edu
oncampus.osu.edu/advertise

2009-10
Rates, sizes, policies, deadlines,
and the fine print of display advertising
Advertisements must conform to these sizes.

**Display Advertising Sizes**

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

<table>
<thead>
<tr>
<th>Size</th>
<th>Rate Per Insertion</th>
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<tr>
<td>Full</td>
<td>$1,270</td>
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<tr>
<td>A</td>
<td>$775</td>
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<tr>
<td>B</td>
<td>$764</td>
</tr>
<tr>
<td>C</td>
<td>$510</td>
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<tr>
<td>D</td>
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<tr>
<td>DD</td>
<td>$384</td>
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<tr>
<td>HH</td>
<td>$180</td>
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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.

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**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.

<table>
<thead>
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<th>ISSUE DATE</th>
<th>SPACE DEADLINE</th>
<th>ARTWORK DEADLINE</th>
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<td>July 16..............July 1..............July 7</td>
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<td></td>
<td>Aug. 13.........July 29...........Aug. 4</td>
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<tr>
<td></td>
<td>Sept. 24.........Sept. 9............Sept. 15</td>
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<tr>
<td></td>
<td>Oct. 8............Oct. 23............Oct. 29</td>
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<tr>
<td></td>
<td>Nov. 5............Oct. 21............Oct. 27</td>
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<td>Nov. 19...........Nov. 4............Nov. 10</td>
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<td>Dec. 10...........Nov. 25............Dec. 1</td>
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<td>WINTER 2010</td>
<td>Jan. 6, 2010.........Dec. 11...........Dec. 18</td>
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<td>Jan. 21............Jan. 6............Jan. 12</td>
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<td>Feb. 4.............Jan. 20............Jan. 26</td>
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<td>Feb. 18...........Feb. 3.............Feb. 9</td>
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<td>March 4...........Feb. 17.............Feb. 23</td>
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<td>March 18...........March 3.............March 9</td>
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<tr>
<td>SPRING 2010</td>
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<tr>
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<td>April 22........April 7........April 13</td>
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<tr>
<td></td>
<td>May 6........April 21........April 27</td>
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<tr>
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<td>May 20........May 5........May 11</td>
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<tr>
<td></td>
<td>June 3........May 19........May 25</td>
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<tr>
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<td>June 17........June 2........June 8</td>
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