

onCampus GUIDE

FOR FACULTY AND STAFF

THE OHIO STATE UNIVERSITY

2009-10



The 13th 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. 17 and delivered through the campus-mail system to 19,000 OSU faculty/staff and 4,000 graduate students, and at 36 distribution spots on the Columbus campus. Total circulation is 30,000.

Last year's **Guide** included 98 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. 19

Ad Materials Due: Aug. 26

Issue Date:..... Sept. 17

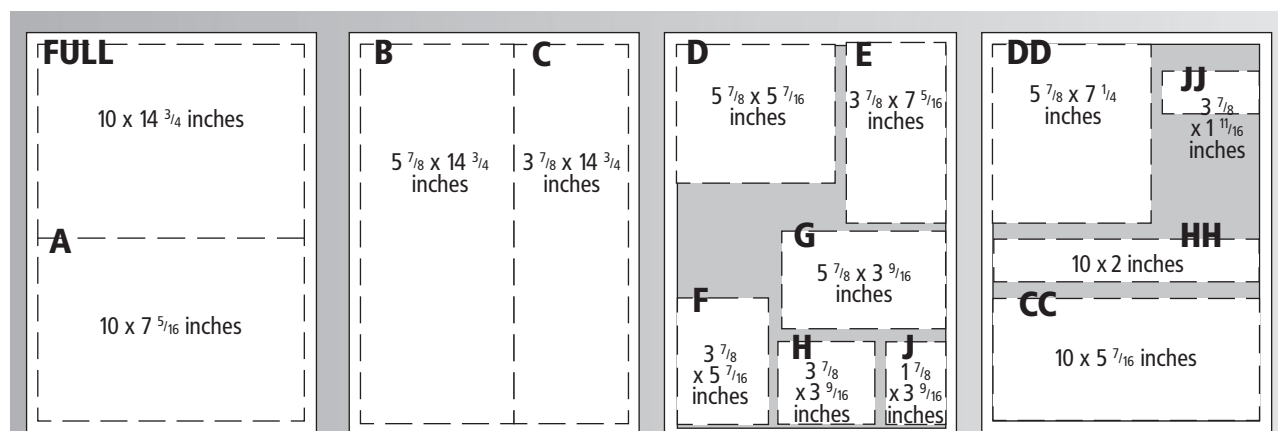
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**Put it in *the Guide*
and your message will reach
19,000 OSU faculty & staff**



- 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 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; \$335 for 4-color for full-page and A-size ads, and \$167.50 for ads smaller than A-size.
- 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. 19. Ad space normally sells out ahead of the deadline.

2009-10 *onCampus Guide* 1-Time Display Advertising Rates*

Size	Rate	Dimensions In Inches (W x H)		
Full	\$ 1558	10	x	14 ³ / ₄
A	\$ 950	10	x	7 ⁵ / ₁₆
B	\$ 934	5 ⁷ / ₈	x	14 ³ / ₄
C	\$ 625	3 ⁷ / ₈	x	14 ³ / ₄
D	\$ 415	5 ⁷ / ₈	x	5 ⁷ / ₁₆
E	\$ 378	3 ⁷ / ₈	x	7 ⁵ / ₁₆
F	\$ 248	3 ⁷ / ₈	x	5 ⁷ / ₁₆
G	\$ 248	5 ⁷ / ₈	x	3 ⁹ / ₁₆
H	\$ 200	3 ⁷ / ₈	x	3 ⁹ / ₁₆
HH	\$ 234	10	x	2
CC	\$ 594	10	x	5 ⁷ / ₁₆
DD	\$ 456	5 ⁷ / ₈	x	7 ¹ / ₄
JJ	\$ 138	3 ⁷ / ₈	x	1 ¹¹ / ₁₆

* 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.