

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 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 ads at full-page and A sizes, and \$167.50 for ads smaller than the A-size.

Multiple Insertion Discounts. See the rate cards.

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.