

# onCampus Rate Card 2011-12

## Display Advertising Sizes

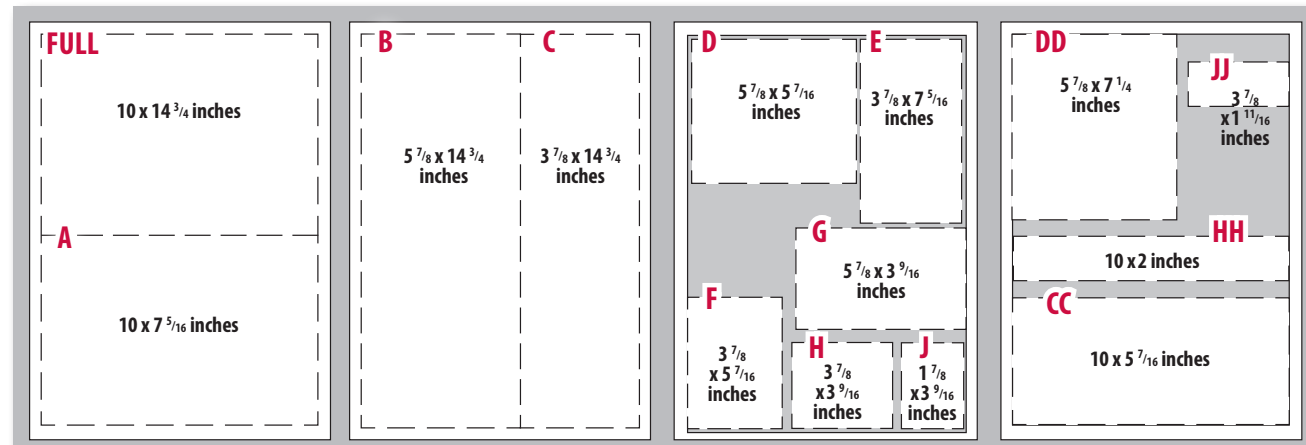
Advertisements must conform to these sizes.

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

## Display Advertising Rates

Size	Rate Per Insertion				
	1-3	4-9	10-14	15-19	20-21
<b>Full</b>	\$ 1,270	1,208	1,142	1,080	1,017
<b>A</b>	\$ 775	738	700	660	621
<b>B</b>	\$ 764	724	686	647	613
<b>C</b>	\$ 510	485	458	433	406
<b>D</b>	\$ 338	320	304	287	271
<b>E</b>	\$ 308	292	278	263	246
<b>F</b>	\$ 203	192	182	173	160
<b>G</b>	\$ 203	192	182	173	160
<b>H</b>	\$ 140	133	123	117	110
<b>J</b>	\$ 76	73	70	67	62
<b>JJ</b>	\$ 76	73	70	67	62
<b>CC</b>	\$ 540	514	486	460	430
<b>DD</b>	\$ 384	355	328	300	279
<b>HH</b>	\$ 180	172	162	152	143

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 A-size



## 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
<b>SUMMER 2011</b>		
July 14 .....	June 29 .....	July 5
Aug. 11 .....	July 27 .....	Aug. 2
<b>AUTUMN 2011</b>		
Sept. 15, Guide .....	Aug. 17 .....	Aug. 24
Sept. 22 .....	Sept. 7 .....	Sept. 13
Oct. 6 .....	Sept. 21 .....	Sept. 27
Oct. 20 .....	Oct. 5 .....	Oct. 11
Nov. 3 .....	Oct. 19 .....	Oct. 25
Nov. 17 .....	Nov. 2 .....	Nov. 8
Dec. 8 .....	Nov. 23 .....	Nov. 29
<b>WINTER 2012</b>		
Jan. 5, 2012 .....	Dec. 9 .....	Dec. 14
Jan. 19 .....	Jan. 4 .....	Jan. 10
Feb. 2 .....	Jan. 18 .....	Jan. 24
Feb. 16 .....	Feb. 1 .....	Feb. 7
March 1 .....	Feb. 15 .....	Feb. 21
March 15 .....	Feb. 29 .....	March 6
<b>SPRING 2012</b>		
April 5 .....	March 21 .....	March 27
April 19 .....	April 4 .....	April 10
May 3 .....	April 18 .....	April 24
May 17 .....	May 2 .....	May 8
May 31 .....	May 16 .....	May 22
June 14 .....	May 30 .....	June 5

Print and Web advertising rates and sizes also at: [oncampus.osu.edu/advertising](http://oncampus.osu.edu/advertising)  
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