

Advertising on oncampus.osu.edu

Placing Your Advertisement

- All advertisements appear on the main page of oncampus.osu.edu and rotate on an average of one insertion every 5 clicks when all 10 ads are sold.
- All ads run a minimum of one month. Space may be purchased monthly, by the academic quarter, or yearly.
- Included in the quarterly rate is the option to change artwork on a monthly basis. All ads link to the clients' Web site URL.
- Clients who advertise in the print version of the *onCampus* newspaper at least four times over a year receive a 7 percent discount off posted Web rates (contact account executives listed below for those rates).

2011-2012 WEB AD RATES & SIZES

SMALL RECTANGLE AD (180 pixels wide x 150 pixels tall)

Monthly	1-quarter	2-quarters	3-quarters	Annual
\$300	\$775	\$1,495	\$2,135	\$2,695

SQUARE AD (200 pixels wide x 200 pixels tall)

Monthly	1-quarter	2-quarters	3-quarters	Annual
\$325	\$800	\$1,520	\$2,160	\$2,720

LARGE RECTANGLE AD (200 pixels wide x 300 pixels tall)

Monthly	1-quarter	2-quarters	3-quarters	Annual
\$400	\$1,000	\$1,900	\$2,700	\$3,400

SKYSCRAPER AD (160 pixels wide x 600 pixels tall)

Monthly	1-quarter	2-quarters	3-quarters	Annual
\$744	\$1,896	\$3,592	\$4,200	\$4,700



CAMERA-READY ADS

All ads should be provided in .jpg or .gif formats and should not be animated. Files should be at least 96 dpi (dots per inch). *onCampus* can design ads for a fee.

CONTACT INFORMATION

To reserve your ad space or for more information, contact:

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