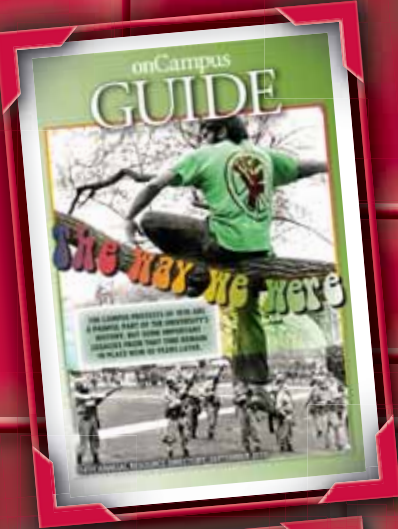


# 2011-12 onCampus Advertising Media Kit



## onCampus

The Ohio State University Faculty Staff Newspaper | oncampus.osu.edu

February 17, 2011



### We're in the progress business



The Ohio State University is an essential leader, a key economic driver and an indispensable partner in creating a successful future for the state of Ohio. In a special section inside this edition of onCampus, we take a look at several ways OSU has an impact — economic and otherwise — on the state we live in.

President E. Gordon Gee says it best in his introduction to the section: “We’re in the progress business.” The special section includes stories from the Medical Center expansion that is one of the largest single job-generating projects in Ohio history to programs that incubate small business so they can grow and emerge from an entrepreneur’s garage. The examples of Ohio State’s impact are all around us.

See Page B1.

**Online poll of the week**

18

Percentage of staff faculty who say they considered a start in the Peace Corps, had accepted, or would for next week's question.

**Inside** Vol. 40 No. 18

- ▶ Starts across new standards of accountability
- ▶ Wins, Abel (and) partner on acclaimed touring show
- ▶ Trustees approve offering separate institution

**This week in history**

In 1908, the Board of Trustees authorized the affiliation of Ohio State with Harding Hospital, Inc. to consolidate behavioral health services and programs.

onCampus  
Faculty Staff News  
1110 North Oval  
Columbus, Ohio 43210-1200

Find the latest classifieds on the Bulletin Board @ oncampus.osu.edu



OHIO STATE UNIVERSITY'S FACULTY/STAFF NEWSPAPER

# onCampus 2011-12 Media Kit

## Inside

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# onCampus Delivers!

Who says newspapers are a thing of the past? At Ohio State University, *onCampus*, the campus' faculty/staff newspaper, remains a popular publication with high readership.

In its 40th year, *onCampus* combines a large circulation base with impressive readership numbers and a direct-mail approach. If you want to reach Ohio State employees and their buying power, *onCampus* is your best advertising choice.

We're a niche publication with a captive audience. Printed on recycled paper, *onCampus* is a tabloid that publishes 26,350 issues 21 times a year — biweekly on Thursdays during the academic year and monthly in December, July and August.

## CHECK OUR SELLING POINTS:

### ✓ **HIGH READERSHIP**

*onCampus*' readership level is an unusually high 88 percent, according to a 2010 survey of 1,057 OSU faculty/staff respondents by The Strategy Team, an independent research firm.

### ✓ **CAMPUS-MAIL DISTRIBUTION**

We deliver the news to 16,915 full- and part-time faculty and staff and 4,475 graduate students through the university's campus-mail system. We also distribute 3,760 issues at 81 building sites on and off campus.

### ✓ **ADVERTISING THAT WORKS**

More than 85 percent of our yearlong advertisers have renewed their *onCampus* contracts over the past two years.

### ✓ **BUYING POWER**

This is your opportunity to reach one of the most affluent and educated market groups in Central Ohio. Twenty-nine percent of OSU's staff have household incomes exceeding \$100,000.



To place an advertisement,  
check out [oncampus.osu.edu/advertising](http://oncampus.osu.edu/advertising)

Or contact:

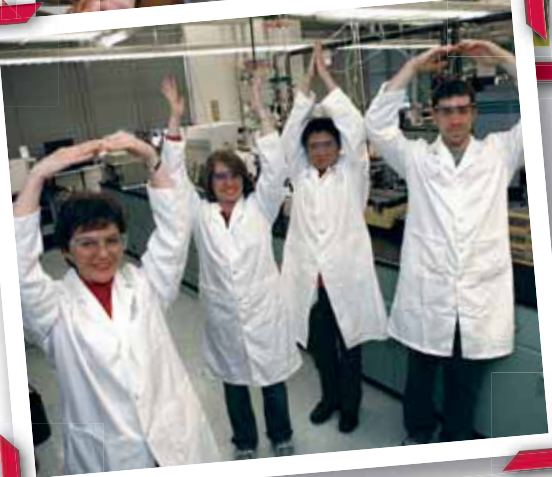
- **Advertising Manager Bill Estep**  
at (614) 292-8421 or [estep.47@osu.edu](mailto:estep.47@osu.edu), or
- **Advertising Account Executive Chris Graves**  
at (614) 292-7294 or [graves.217@osu.edu](mailto:graves.217@osu.edu)

# onCampus Demographics

- *onCampus* publishes 26,350 issues 21 times a year, 22,590 of which are delivered through campus mail every other Thursday during the academic year to 16,915 full- and part-time faculty/staff and 4,475 select graduate students on the Columbus campus. Another 3,760 issues are distributed at 81 building sites and on and off campus, and 1,200 issues are mailed to OSU's five regional campus locations.
- Readership of *onCampus* is an impressive 88 percent, according to a 2010 survey of Ohio State faculty/staff by The Strategy Team, an independent research firm. That's the number of readers who report they always, usually or sometimes read the newspaper.
- 20 percent of our readers keep *onCampus* until the next issue arrives.
- 33 percent of faculty/staff keep the annual, 60-page resource Guide all year long, and 54 percent hang on to it for more than a month. The Guide is published in mid-September.
- 29 percent of OSU faculty/staff on the Columbus campus have household incomes exceeding \$100,000 a year, and 64 percent have incomes exceeding \$50,000 a year.
- 80 percent of our readers have earned at least a bachelor's degree, and 57 percent have a graduate or professional degree.
- The average age of OSU's faculty/staff is 44.

Sources: 2010 survey of 1,057 Ohio State faculty/staff respondents by The Strategy Team, an independent research firm, and data from the Ohio State University Office of Human Resources.

Note: *onCampus* is printed on 100 percent recycled paper, using recycled soy ink.



# onCampus Ad Rates & Sizes

## Display Advertising Sizes

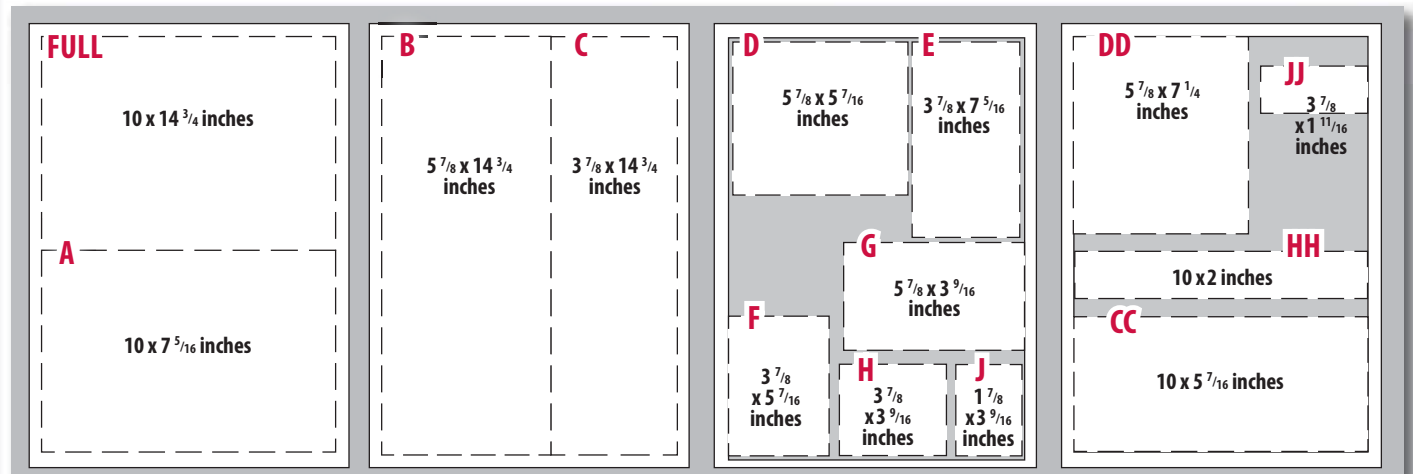
Advertisements must conform to these sizes.

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

## Preferred Client Rates

Size	Rate Per Insertion				
	1-3	4-9	10-14	15-19	20-21
<b>Full</b>	\$ 1,234	1,172	1,109	1,048	987
<b>A</b>	\$ 753	716	679	640	603
<b>B</b>	\$ 741	703	666	628	595
<b>C</b>	\$ 495	471	444	420	394
<b>D</b>	\$ 329	312	295	279	263
<b>E</b>	\$ 299	284	270	255	239
<b>F</b>	\$ 197	186	177	168	155
<b>G</b>	\$ 197	186	177	168	155
<b>H</b>	\$ 135	129	119	114	107
<b>J</b>	\$ 74	71	68	65	60
<b>JJ</b>	\$ 74	71	68	65	60
<b>CC</b>	\$ 525	498	472	447	418
<b>DD</b>	\$ 372	345	318	291	271
<b>HH</b>	\$ 175	167	157	148	139

**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



# onCampus Publication Schedule

## 2011-12 Schedule

Issue Date	Ad Space Deadline	News/Ad Materials Deadline
July 14	June 29	July 5
Aug. 11	July 27	Aug. 2
(2011 autumn quarter classes begin Wednesday, Sept. 21)		
GUIDE/Sept. 15	Aug. 17	July 28 - News / Aug. 24 - Ad Materials
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
(2012 winter quarter classes begin Tuesday, Jan. 3)		
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
(2012 spring quarter classes begin Monday, March 26)		
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

# onCampus Special Sections

## 2011-12 Schedule

### **Continuing Education Guide: July 14**

Space deadline: June 29  
Artwork deadline: July 5

### **Buckeye Fever Section: Aug. 11**

(for advertisers who want to show their OSU spirit)  
Space deadline: July 27  
Artwork deadline: Aug. 2

### **The Guide: Sept. 15**

(annual resource Guide for faculty/staff)  
Space deadline: Aug. 17  
Artwork deadline: Aug. 24

### **Fall Arts Guide: Sept. 15**

(included in annual resource Guide)  
Space deadline: Aug. 17  
Artwork deadline: Aug. 24

### **Homecoming Section: Oct. 6**

Space deadline: Sept. 21  
Artwork deadline: Sept. 27

### **Bucks for Charity Insert: Nov. 3**

Space deadline: Oct. 19  
Artwork deadline: Oct. 25

### **Holiday Guide: Nov. 17**

Space deadline: Nov. 2  
Artwork deadline: Nov. 8

### **Winter Arts Guide: Jan. 5, 2012**

Space deadline: Dec. 9  
Artwork deadline: Dec. 14

### **Campus-area Restaurant Guide: Feb. 16**

Space deadline: Feb. 1  
Artwork deadline: Feb. 7

### **Continuing Education Guide: March 1**

Space deadline: Feb. 15  
Artwork deadline: Feb. 21

### **Spring Arts Guide: March 15**

Space deadline: Feb. 29  
Artwork deadline: March 6

### **Health & Wellness Guide: April 19**

Space deadline: April 4  
Artwork deadline: April 10

### **Summer Events Guide: May 3**

Space deadline: April 18  
Artwork deadline: April 24

### **The onCampus Green Guide: May 17**

Space deadline: May 2  
Artwork deadline: May 8

### **Conferences & Workshops Guide: May 31**

Space deadline: May 16  
Artwork deadline: May 22



# onCampus Testimonials

## onCampus delivers!

"onCampus and oncampus.osu.edu very effectively connect Columbus Eyeworks to the OSU community. New patient response from OSU has been tremendous at our expanded location in the Short North. I think the publication is phenomenal."

— Daniel J. Koch, O.D., doctor/owner  
Columbus Eyeworks



- Campus-mail distribution
- 81 building locations
- High readership
- Advertising that works

For advertising information, contact Bill Estep at (614) 292-8421 or estep.47@osu.edu

onCampus

oncampus.osu.edu

## onCampus delivers!

"Our advertising strategy in onCampus helped us draw in the most die-hard Buckeye fans for our Buckeye Button program during the football season. And thanks to the tremendous reach of onCampus, we've helped more OSU students, faculty and staff find affordable banking services during this difficult economy."

— Kim Hudson  
Vice President of Marketing and Business development  
Credit Union of Ohio



- Campus-mail distribution
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For advertising information, contact Bill Estep at (614) 292-8421 or estep.47@osu.edu

onCampus

oncampus.osu.edu

## onCampus delivers!

"The results from advertising in onCampus have exceeded expectations. The target audience clearly sees them and the service support and follow up from the staff are superb. onCampus advertisements are now a permanent part of my ad budget."

— Mitch Grant  
Financial Consultant  
Lincoln Financial Advisors



- Campus-mail distribution
- 81 building locations
- High readership
- Advertising that works

For advertising information, contact Bill Estep at (614) 292-8421 or estep.47@osu.edu

onCampus

oncampus.osu.edu

## onCampus delivers!

"onCampus has proven to be the most effective way for Dublin Dental Care to reach the OSU community. We have been happy with the number of readers who have responded to our advertisements. The onCampus staff is very professional and it's always a pleasure working with them."

— Roland Pagniano, Jr., D.D.S., M.S.  
Prosthodontist  
Dublin Dental Care, Inc.



- Campus-mail distribution
- 81 building locations
- High readership
- Advertising that works

For advertising information, contact Bill Estep at (614) 292-8421 or estep.47@osu.edu

onCampus

oncampus.osu.edu

# onCampus Distribution Spots

## Besides campus-mail delivery, *onCampus* available at 81 locations

Besides campus-mail delivery, *onCampus*, Ohio State's faculty/staff newspaper, is available at 81 building locations on and around the Columbus campus. Forty-nine distribution racks are located in the Medical Center complex alone. Pick up a copy at one of these locations:

**Office of Admissions,**

15 Enarson Hall

**OSU Airport,**

2160 W. Case Road

**Atwell Hall,**

453 W. 10th Ave.  
(lobby)

**Barnes and Noble/OSU Bookstore,**

1595 N. High St.  
(magazine rack)

**Battelle Memorial Institute,**

505 King Ave.  
(lobby)

**Biomedical Research Tower,**

460 W 12th Ave.  
(lobby)

**The Blackwell,**

2110 Tuttle Park Place  
(front desk)

**Bricker Hall,**

190 N. Oval Mall  
(northwest entrance)

**Buck I Mart,**

2049 Millikin Road Mall

**Comprehensive Transplant/  
General Surgery,**

770 Kinnear Road  
Suite 100 (front desk)

**Cramblett Medical Clinic,**

456 W. 10th Ave.  
(first floor lobby)

**Davis Heart and Lung Research  
Institute,**

473 W. 12th Ave.  
(lobby)

**Doan Hall,**

410 W. 10th Ave.  
(second-floor next to coffee  
stand /Dentistry Clinic entrance,  
ground-floor employee elevator  
and first-floor 12th Avenue  
employee entrance)

**Dodd Hall,**

480 Medical Center Drive  
(second-floor café)

**Drake Center,**

1849 Cannon Drive  
(first-floor entrance)

**Eddie George's Grill,**

1636 N. High St.  
(front entrance)

**OSU Eye and Ear Institute,**

915 Olentangy River Road  
(lobby)

**OSU Polaris Innovation Center,**

2001 Polaris Parkway  
(lobby)

**Facilities Operations and  
Development Annex,**

1100 Kinnear Road

**Faculty Club,**

181 S. Oval Drive  
(lobby)

**Fawcett Center,**

2400 Olentangy River Road  
(lobby)

**General Biology Building,**

1791 Neil Ave.

**Graduate School,**

247 University Hall

**Graves Hall,**

333 W. 10th Ave.  
(lobby)

**Hamilton Hall,**

1645 Neil Ave.  
(front entrance)

**Harding Hospital,**

1670 Upham Drive  
(lobby)

**Human Resources Center,**

1590 N. High St.  
Suite 300

**James Cancer Hospital,**

300 W. 10th Ave.  
(lobby and ground-floor vending  
area near Radiation Therapy)

**Laundry Building,**

2560 Kenny Road

**Longaberger Alumni House,**

2200 Olentangy River Road  
(lobby)

**Maintenance Building,**

2000 Tuttle Park Place

**Martha Morehouse Medical Plaza,**

2050 Kenny Road  
(front desk)

**McCampbell Hall,**

1581 Dodd Drive  
(lobby)

**Medical Center Administrative  
Offices,**

660 Ackerman Road  
(lobby)

**Meiling Hall,**

370 W. 9th Ave.  
(lobby)

**Nationwide Children's Hospital,**

700 Children's Drive

**Nationwide & Ohio Farm Bureau  
4H Center,**

2201 Fred Taylor Drive  
(lobby)

**9th Avenue Parking Garage,**

(first floor)

**North and South Cannon Parking  
Garages,**

(intersection of garages near  
elevators)

**Ohio Union,**

1739 N. High St.  
(High Street entrance)

*(continued on next page)*

# onCampus Distribution Spots

## More Distribution Spots

(continued from previous page)

### OSU PRIMARY CARE FACILITIES:

#### **Bethel Road,**

1727 Bethel Road  
(front desk)

#### **Carepoint Gahanna,**

920 N. Hamilton Road  
(waiting area)

#### **Grandview,**

1609 Northwest Blvd.  
(front desk)

#### **Lewis Center,**

6515 Pullman Drive  
(front desk)

#### **OCC Medicine West,**

86 N. Wilson Road  
(front desk)

#### **Rardin Family Practice,**

2231 N. High St.  
(front desk)

#### **South High,**

1405 S. High St.  
(front desk)

#### **Upper Arlington,**

1615 Fishinger Road  
(front desk)

#### **Worthington,**

445 Dublin Granville Road  
(front desk)

#### **Prior Health Sciences Library,**

376 W. 10th Ave.  
(by elevators)

#### **Recreation & Physical Activity Center (RPAC),**

337 W. 17th Ave.  
(main entrance lobby area)

#### **Rhodes Hall/University Hospital,**

450 W. 10th Ave.  
(near gift shop elevators and first-floor 12th Ave. entrance)

#### **Safe Auto Parking Garage**

(ground floor by café)

### STONERIDGE OSU MEDICAL COMPLEX:

#### **Endoscopy,**

4019-4059 W. Dublin Granville Road  
Suite D (front desk)

#### **Heart and Vascular,**

4019-4059 W. Dublin Granville Road  
Suite A (front desk)

#### **Hope's Boutique,**

4019-4059 W. Dublin Granville Road  
(front desk)



#### **Internal Medicine,**

4019-4059 W. Dublin Granville Road  
Suite B (front desk)

#### **James Care Dublin,**

4019 W. Dublin Granville Road  
(front desk)

#### **James Medical Records,**

4019-4059 W. Dublin Granville Road  
(front desk)

#### **OSU Radiology,**

4037 W. Dublin Granville Road  
(front desk)

#### **Specialty Services,**

4019-4059 W. Dublin Granville Road  
Suite A (front desk)  
480 Medical Center Drive  
(second-floor café)

#### **Sports Medicine,**

4019-4059 W. Dublin Granville Road  
Suite C (front desk)

#### **Student Book Exchange,**

1806 N. High St.

#### **Tai's Asian Bistro,**

1285 W. Lane Ave.

#### **Thompson Memorial Library,**

1858 Neil Ave.  
(first-floor and Neil Ave. and Oval Mall entrances)

#### **12th Avenue Parking Garage,**

(third floor near elevators)

#### **OSU Transportation & Parking Services,**

1080 Carmack Road  
(northeast entrance of Bevis Hall)

#### **University Communications –**

#### **Souh Campus Gateway,**

21 E. 11th Ave.  
(inside front door)

#### **University Hospital East,**

1492 E. Broad St.  
(Tower lobby, Talbot Hall lobby,  
west elevator lobby, physicians'  
entrance and café)

#### **Veterinary Medical Center,**

601 Vernon L. Tharp St.  
(entryway)

#### **Wexner Center for the Arts,**

1871 N. High St.  
(northwest entrance)

#### **Wiseman Hall,**

400 W. 12th Ave.  
(entryway)

For *onCampus* circulation information, contact:

Adam King at (614) 292-8419 or  
king.1088@osu.edu.

# onCampus Fine Print

## 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](mailto: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; \$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 chart on page 5.

**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 an eRequest internal billing form.

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.

# onCampus Guide

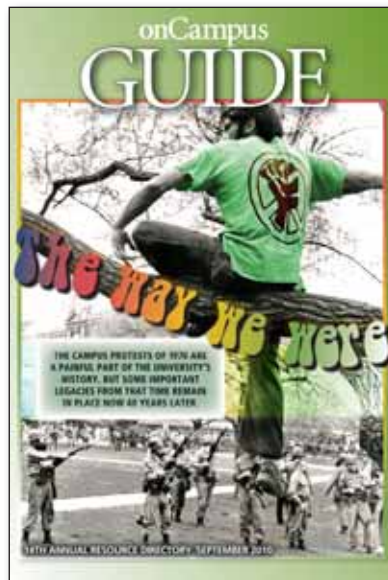


## The 15th annual *onCampus* resource Guide: It's a great place to be

*onCampus'* annual resource *Guide* is Ohio State University'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. 15, 2011, and delivered through the campus-mail system to 16,915 OSU faculty/staff and 4,475 select graduate students, and at 81 distribution spots on and around the Columbus campus. Total circulation is 30,000.

Last year's *Guide* included 102 advertisers. To purchase advertising and discuss placement options, contact Bill Estep at (614) 292-8421 or [estep.47@osu.edu](mailto:estep.47@osu.edu), or Chris Graves at (614) 292-7294 or [graves.217@osu.edu](mailto:graves.217@osu.edu).



### *onCampus* Guide Sections

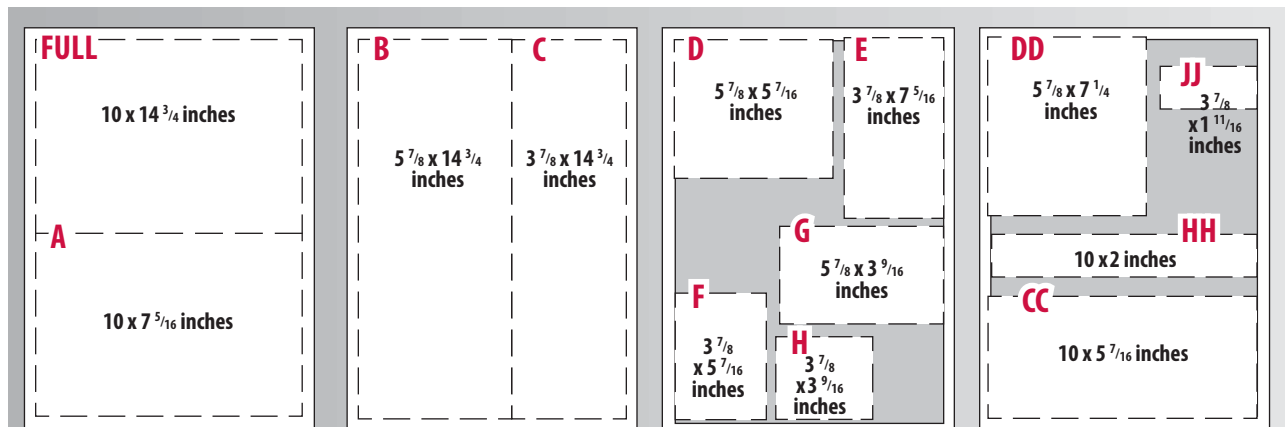
- Arts & Entertainment
- Dining, Shopping & Accommodations
- Financial Services
- Health & Recreation
- Training & Development
- University Organizations
- University Services

For the regular *onCampus* publication schedule and rates, visit [oncampus.osu.edu/advertising](http://oncampus.osu.edu/advertising)

Ad Space Reservation  
Deadline: .....Aug. 17  
Ad Materials Due: .....Aug. 24  
Issue Date: .....Sept. 15

# onCampus Guide

## Put it in the *Guide* and your message will reach Ohio State faculty & staff



- 33 percent of Ohio State's faculty and staff report keeping the annual resource *Guide* the entire academic year, and 54 percent say they hang on to it for more than a month, according to a 2010 survey of 1,057 respondents conducted by The Strategy Team, an independent research firm.
- Overall readership of *onCampus* throughout the year is 88 percent, according to the same survey. That's the number of readers who report they always, usually or sometimes read the newspaper.
- 2,000 copies of the *Guide* are distributed throughout the year by OSU's Medical Center at new employee orientation sessions.
- Color costs are \$120 for OSU red (Pantone 200); \$230 for all other 2-color spot choices; and \$335 for 4-color for full-page and A-size ads, and \$167.50 for ads smaller than the 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/advertising](http://oncampus.osu.edu/advertising).
- Advertising is first-come, first-served. For more details, contact Bill Estep at (614) 292-8421 or [estep.47@osu.edu](mailto:estep.47@osu.edu) by Aug. 17, 2011. Ad space normally sells out ahead of the deadline.

### 2011-12 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/advertising](http://oncampus.osu.edu/advertising).

# Advertising on [oncampus.osu.edu](http://oncampus.osu.edu)

## Placing Your Advertisement

- All advertisements appear on the main page of [oncampus.osu.edu](http://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).

### 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:

**Bill Estep**  
Advertising Manager  
(614) 292-8421  
[estep.47@osu.edu](mailto:estep.47@osu.edu)

or  
**Chris Graves**  
Advertising Account Executive  
(614) 292-7294  
[graves.217@osu.edu](mailto:graves.217@osu.edu)

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### WEB AD SIZES

**SKYSCRAPER AD:**  
160 pixels wide  
x 600 pixels tall

**SMALL RECTANGLE AD:**  
180 pixels wide  
x 150 pixels tall

**LARGE RECTANGLE AD:**  
200 pixels wide  
x 300 pixels tall

**SQUARE AD:**  
200 pixels wide  
x 200 pixels tall