

onCampus GUIDE

FOR FACULTY AND STAFF

THE OHIO STATE UNIVERSITY

2011-12



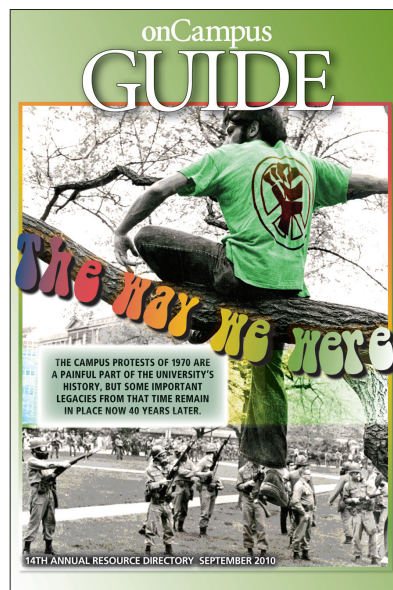
The 15th annual *onCampus* resource *Guide*: It's a great place to be

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 and delivered through the campus-mail system to 16,915 OSU faculty/staff and 4,475 graduate students, and at 81 distribution spots on 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, or Chris Graves at (614) 292-7294 or 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

Ad Space Reservation

Deadline: Aug. 17

Ad Materials Due: Aug. 24

Issue Date: Sept. 15

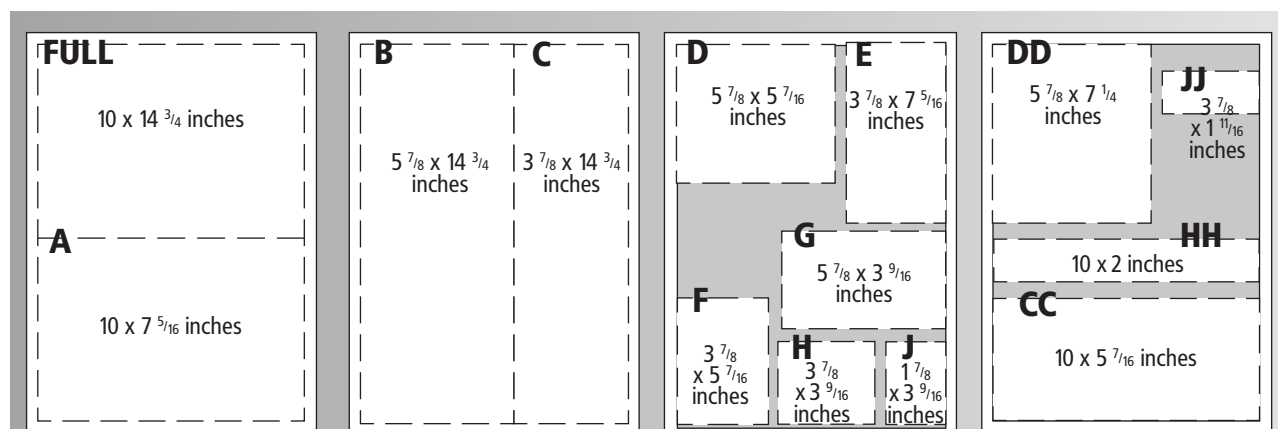
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**Put it in *the Guide*
and your message will reach
17,000 OSU faculty & staff**



- 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 1,057 respondents to a 2010 survey 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; \$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/advertising.
- Advertising is first-come, first-served. For more details, contact Bill Estep at (614) 292-8421 or estep.47@osu.edu by Aug. 17, 2011. Ad space 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.