2010-11 onCampus
Web Advertising Media Kit
Ohio State University’s faculty/staff information hub

oncampus.osu.edu
2010-11 Media Kit for oncampus.osu.edu

Reach more than 20,000 Ohio State faculty and staff with onCampus online

Who We Are
oncampus.osu.edu is not just another Web site. It is a virtual extension of the newspaper that faculty, staff and graduate students rely on to learn about what’s going on in their community — the Ohio State community. The redesigned Web site serves as both an Ohio State landing site, with traffic driven there from numerous other campus sites, and a portal, driving traffic elsewhere.

News You Can Use
In its 39th year, the onCampus newspaper is a vital Ohio State communications link, with an unusually high readership level of 87 percent, according to polling of faculty/staff conducted by OSU Statistical Consulting Service last year. The newspaper is published every other Thursday during the academic year and 21 times a year. onCampus online is actively managed with news updates in between print publication.

Online reminder
Ohio State faculty and staff receive an e-mail reminder when each new issue of the onCampus newspaper and the online version are published. This means no searching for a copy — every OSU employee receives the link and will see your advertising message.

OHIO STATE DEMOGRAPHCS

- 80 percent of Ohio State faculty and staff have earned at least a bachelor’s degree, and 57 have a graduate or professional degree.
- 29 percent of OSU faculty/staff have household incomes exceeding $100,000 a year, and 64 percent have incomes exceeding $50,000 a year.
- The average age of OSU’s faculty/staff is 44.

The Ohio State Oval
PLACING YOUR ADVERTISEMENT

- All ads appear on the main page of oncampus.osu.edu and rotate on an average of one insertion every 10 clicks.
- 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.

AD SIZES

SQUARE AD:
200 pixels wide x 200 pixels tall

SMALL RECTANGLE AD:
180 pixels wide x 150 pixels tall

LARGE RECTANGLE AD:
200 pixels wide x 300 pixels tall

FULL BANNER AD:
468 pixels wide x 60 pixels tall

LEADER BOARD AD:
728 pixels wide x 90 pixels tall
AD RATES & SIZES

SMALL RECTANGLE AD (180 pixels wide x 150 pixels tall)
- Monthly: $300
- 1-quarter: $775
- 2-quarters: $1,495
- 3-quarters: $2,135
- Annual: $2,695

SQUARE AD (200 pixels wide x 200 pixels tall)
- Monthly: $325
- 1-quarter: $800
- 2-quarters: $1,520
- 3-quarters: $2,160
- Annual: $2,720

LARGE RECTANGLE AD (200 pixels wide x 300 pixels tall)
- Monthly: $400
- 1-quarter: $1,000
- 2-quarters: $1,900
- 3-quarters: $2,700
- Annual: $3,400

FULL BANNER AD (468 pixels wide x 60 pixels tall)
(For top of Faculty/Staff Recognition page)
- Monthly: $250
- 1-quarter: $625
- 2-quarters: $1,250
- 3-quarters: $1,875
- Annual: $2,325

LEADER BOARD AD (728 pixels wide x 90 pixels tall)
- Monthly: $275
- 1-quarter: $688
- 2-quarters: $1,375
- 3-quarters: $2,063
- Annual: $2,480

Print clients who advertise at least four times a year in the newspaper receive a 7 percent discount off posted Web rates.

CAMERA-READY ADS
All ads should be provided in .jpg or .gif formats and may not be animated. Files should be at least 96 dpi (dots per inch).

DESIGN SERVICES
Our graphic designers can create an advertisement for you. All work is done at the rate of $75 per hour (no charge for the first half-hour).

ADVERTISING CONTRACT
All advertisers must sign a contract at the time of placement.

ADVERTISING POLICIES
All advertisements will be reviewed and are subject to approval by onCampus prior to placement. See Web advertising contract for other advertising policies.

CONTACT INFORMATION
To reserve your ad space or for more information, contact:
Bill Estep Advertising Manager
614-292-8421 estep.47@osu.edu
or
Chris Graves Advertising Account Executive
614-292-7294 graves.217@osu.edu

Ohio State’s Columbus campus includes more than 55,000 students and 20,000 faculty and staff.