Electronic Advertising Opportunities 2014-15

Electronic Advertising Rates
University Communications offers targeted electronic advertising opportunities as follows:

**OSUToday**
An electronic newsletter for faculty/staff, OSUToday is published daily through the academic year and three times per week during the summer and reaches more than 40,000 subscribers.

- **Ad with Logo/Graphic**: $560 / week* or $140 / day
  *The weekly rate reflects a discount of $140
- **Text Ad**: $500 / week* or $125 / day
  *The weekly rate reflects a discount of $125
- **Daily rate for research / clinic trials**: $100

Additional bulk rates for Ads with Logo/Graphic and Text Ads are available on request.

**Deadline**: Noon on the business day before; it is strongly suggested that ad space be scheduled in advance as OSUToday frequently sells out.

**Location of Ad**
Ads are located within the body of e-publications and are separated by the word Advertisement. A maximum of five advertisements will run in one issue.

**Advertising Guidelines and Policies**
Ads should be no more than 75 words in length, and include a contact e-mail, phone number and URL.

University departments, units, programs and organizations that advertise in an e-newsletter must provide payment by submitting an erequest. Advertisers from outside OSU must provide written permission in advance (e-mail will suffice) and provide payment after an advertisement appears.

Ad space is taken on a first-come, first-served basis. OSUToday and the other e-newsletters reserve 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. The e-newsletters do not accept advertising for the sale of alcohol, tobacco products or firearms.

**Sample Text**
SMOKING CESSATION STUDY. Are you a smoker who is interested in participating in a free smoking cessation program? We are looking for smokers who would like to quit and who are interested in joining a program. The program also includes a lung cancer screening test, medication for smoking cessation, and weekly calls from a nurse. Please call (614) 293.4387 or toll-free at (866) 770.7376 to learn more about the study.

For more information, contact John Milliken at:
(614) 292.8421 or milliken.24@osu.edu

Print and Web advertising rates and sizes also at: oncampus.osu.edu/advertising

**Buckeye Net News (BNN)**
An electronic newsletter for undergraduate students, Buckeye Net News is published every Sunday through the academic year, and reaches more than 60,000 undergraduates.

- **Sponsorship (Includes logo / graphic)**: $4,900 / semester* or $350 / issue
  *The semester rate reflects a discount of $350
- **Ad with Logo/Graphic**: $250 / issue
- **Text Ad**: $235 / issue
  $200 / issue with the purchase of an onCampus advertisement

Additional bulk rates for Sponsorships, Ads with Logo/Graphic and Text Ads are available on request.

**Deadline**: Wednesday at 5:00 pm

**OSUWeekly**
An electronic newsletter for graduate/professional students, OSU Weekly is published every Sunday through the academic year and bi-weekly during summer and reaches nearly 16,500 students.

- **Sponsorship**: $1,540 / semester* or $110 / issue
  *The semester rate reflects a discount of $110
- **Ad with Logo/Graphic**: $100 / issue
- **Text Ad**: $90 / issue
  $80 / issue with the purchase of an onCampus advertisement

Additional bulk rates for Sponsorships, Ads with Logo/Graphic and Text Ads are available on request.

**Deadline**: Wednesday at 5:00 pm