Advertising with onCampus.osu.edu 2014-15

Placing Your Advertisement
- All advertisements appear on the main page and all interior pages of oncampus.osu.edu.
- All ads are on a maximum three advertiser rotation per size.
- Minimum placement is one month. Space may be purchased monthly, by the semester or annually.
- Creative can be changed once a month. Ads link to the clients' website URL.

Advertising Material
All advertisements should be provided in .jpg or .gif formats. Animated advertising is acceptable. Files should be at least 96 dpi (dots per inch). onCampus can design ads for a fee.

Contact Information
For more information or to reserve your advertising space, contact:
John Milliken
Advertising Manager
(614) 292-8421
milliken.24@osu.edu

Web ad rates and sizes

Square Button Ad
(125 pixels wide x 125 pixels tall)

<table>
<thead>
<tr>
<th></th>
<th>Monthly</th>
<th>1-semester</th>
<th>2-semester</th>
<th>annual</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$ 300</td>
<td>$ 1,200</td>
<td>$ 2,300</td>
<td>$ 2,600</td>
</tr>
</tbody>
</table>

Square Ad
(250 pixels wide x 250 pixels tall)

<table>
<thead>
<tr>
<th></th>
<th>Monthly</th>
<th>1-semester</th>
<th>2-semester</th>
<th>annual</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$ 325</td>
<td>$ 1,280</td>
<td>$ 2,400</td>
<td>$ 2,700</td>
</tr>
</tbody>
</table>

Vertical Rectangle Ad
(240 pixels wide x 500 pixels tall)

<table>
<thead>
<tr>
<th></th>
<th>Monthly</th>
<th>1-semester</th>
<th>2-semester</th>
<th>annual</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$ 400</td>
<td>$ 1,600</td>
<td>$ 3,000</td>
<td>$ 3,400</td>
</tr>
</tbody>
</table>

Wide Skyscraper Ad
(160 pixels wide x 600 pixels tall)

<table>
<thead>
<tr>
<th></th>
<th>Monthly</th>
<th>1-semester</th>
<th>2-semester</th>
<th>annual</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$ 750</td>
<td>$ 3,000</td>
<td>$ 5,700</td>
<td>$ 6,000</td>
</tr>
</tbody>
</table>

Web Ad Sizes

**Wide Skyscraper Ad:**
- 160 pixels wide x 600 pixels tall

**Vertical Rectangle Ad:**
- 240 pixels wide x 500 pixels tall

**Square Button Ad:**
- 125 pixels wide x 125 pixels tall

**Square Ad:**
- 250 pixels wide x 250 pixels tall