Ohio State University's faculty/staff newspaper

**2009-10 onCampus Advertising Media Kit**

The Ohio State University Faculty/Staff Newspaper

**On and off the field, the Athletics Department shares its wealth in helping create 'One University'**

On this page:
- The Athletics Department is a money-maker.
- It's one of the few collegiate athletics programs in the country that operate at the black (although it faces a small deficit this year) and it ranked eighth overall in a Chronicle of Higher Education fundraising survey of 55 college programs in the six major conferences soliciting donations during 2007-08.
- Were it not for the department's desire to continuously support OSU programs and projects outside of athletics, it most assuredly would have ranked higher in the survey and not come close to being in the red this year.
- The Ohio State Athletics Department has a philosophy of helping create 'One University' on and off the field, and it invests in other areas of campus as part of this philosophy, including such diverse projects as, clockwise from top, the Thompson library renovation, programming through WOSU@COSI and the purchase of a new police dog and cruiser for the University Police.

**Online poll of the week**

90

Percentage of staff/faculty who donate to one of the campuswide charities. Visit oncampus.osu.edu for the latest online poll.

**Inside**

- Vol. 38 no. 13
- February 19, 2009
- This week in history
  - The NAMES Project Quilt, sewn to remember five people who died of AIDS, had 2,000 of its 10,000 panels on display at the Woody Hayes Athletic Center in 1989.

**Inside Vol. 38 no. 13**

- The Ohio State University Faculty/Staff Newspaper
- oncampus.osu.edu
- February 19, 2009
- Find the latest classifieds on the Bulletin Board @ oncampus.osu.edu
Table of Contents

3 onCampus Delivers

4 onCampus Demographics

5 onCampus Advertising Rates & Sizes

6 2009-10 Publication Schedule

7 2009-10 Special Sections

8 onCampus Testimonials

9 onCampus Distribution Spots

10 The Fine Print of Advertising

11 onCampus resource GUIDE
Ohio State University is a big place. We have the largest student enrollment in the country (53,715). We have one of the largest athletic programs in the country (36 varsity teams). And we have more than 20,000 employees, our own zip code, and a newspaper with the largest advertising program in the country among university faculty/staff publications.

**Question:** Where should you spend your advertising dollars?

**Answer:** With a newspaper in its 39th year of publication that operates in a niche market with a loyal readership base, a direct-mail approach and proven advertising results.

That’s onCampus.

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Check out our selling points:

- **High readership.** onCampus’ readership level is an unusually high 87 percent, according to polling of faculty/staff conducted by the OSU Statistical Consulting Service in 2008.

- **Direct-mail distribution.** We deliver the news to 19,000 full- and part-time faculty and staff and 4,000 graduate students through the university’s campus-mail system. We also distribute 1,840 issues at 36 building sites on and around campus.

- **Advertising that works.** More than 80 percent of our yearlong advertisers have renewed their contracts over the past three years, proof that advertising in onCampus pays off.

- **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.

**ONCAMPUS IS A TABLOID NEWSPAPER THAT PUBLISHES 26,100 ISSUES 21 TIMES A YEAR, BIWEEKLY ON THURSDAYS DURING THE ACADEMIC YEAR AND MONTHLY IN DECEMBER, JULY AND AUGUST.**

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To place an advertisement, call (614) 292-8421 or e-mail Advertising Manager Bill Estep at estep.47@osu.edu.
onCampus Demographics

- **onCampus** publishes **26,100** issues 21 times a year, 23,000 of which are delivered through campus mail every other Thursday during the academic year to 19,000 full- and part-time faculty/staff and 4,000 select graduate students on the Columbus campus. Another 1,840 issues are distributed at 36 major buildings and area businesses, and 1,260 issues are mailed to OSU’s five regional campus sites.

- **Readership** of **onCampus** is an impressive **87 percent**, according to a survey of Ohio State faculty/staff conducted by the OSU Statistical Consulting Service in 2008.

- **22 percent** of our readers keep **onCampus** until the next issue arrives.

- **23 percent** of faculty/staff keep the annual, 60-page resource **Guide** all year long, and **49 percent** hang on to it at least through autumn quarter. 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: 2008 survey of 804 Ohio State faculty/staff by the OSU Statistical Consulting Services, and data from the Ohio State University Office of Human Resources.

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

Advertisements must conform to these sizes.

<table>
<thead>
<tr>
<th>Size</th>
<th>Inches</th>
<th>Picas</th>
<th>(Approximate size)</th>
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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.
# Publication Schedule

## 2009-10 Schedule

<table>
<thead>
<tr>
<th>Issue Date</th>
<th>Ad Space Deadline</th>
<th>News/Ad Materials Deadline</th>
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<tr>
<td>Aug. 13</td>
<td>July 29</td>
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*(2009 autumn quarter classes begin Wednesday, Sept. 23)*

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<td>Oct. 8</td>
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<td>Nov. 5</td>
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<td>Nov. 19</td>
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<td>Nov. 10</td>
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<tr>
<td>Dec. 10</td>
<td>Nov. 25</td>
<td>Dec. 1</td>
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*(2010 winter quarter classes begin Monday, Jan. 4)*

<table>
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<td>Jan. 21</td>
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<td>Jan. 12</td>
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<tr>
<td>Feb. 4</td>
<td>Jan. 20</td>
<td>Jan. 26</td>
</tr>
<tr>
<td>Feb. 18</td>
<td>Feb. 3</td>
<td>Feb. 9</td>
</tr>
<tr>
<td>March 4</td>
<td>Feb. 17</td>
<td>Feb. 23</td>
</tr>
<tr>
<td>March 18</td>
<td>March 3</td>
<td>March 9</td>
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*(2010 spring quarter classes begin Monday, March 29)*

<table>
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<td>May 6</td>
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<td>May 19</td>
<td>May 25</td>
</tr>
<tr>
<td>June 17</td>
<td>June 2</td>
<td>June 8</td>
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</tbody>
</table>
onCampus Special Sections

2009-10 Schedule

**Continuing Education Guide: July 16**
Space deadline: July 1
Artwork deadline: July 7

**Buckeye Fever Section: Aug. 13**
(for advertisers who want to show their OSU spirit)
Space deadline: July 29
Artwork deadline: Aug. 4

**The Guide: Sept. 17**
(annual resource Guide for faculty/staff)
Space deadline: Aug. 19
Artwork deadline: Aug. 26

**Fall Arts Guide: Sept. 17**
(included in annual resource Guide)
Space deadline: Aug. 19
Artwork deadline: Aug. 26

**Homecoming Section: Oct. 8**
Space deadline: Sept. 23
Artwork deadline: Sept. 29

**Bucks for Charity insert: Nov. 5**
Space deadline: Oct. 21
Artwork deadline: Oct. 27

**Holiday Guide: Nov. 19**
Space deadline: Nov. 4
Artwork deadline: Nov. 10

**Winter Arts Guide: Jan. 6, 2010**
Space deadline: Dec. 11
Artwork deadline: Dec. 18

**Continuing Education Guide: March 4**
Space deadline: Feb. 17
Artwork deadline: Feb. 23

**Spring Arts Guide: March 18**
Space deadline: March 3
Artwork deadline: March 9

**Campus-area Restaurant Guide: April 8**
Space deadline: March 24
Artwork deadline: March 30

**Health & Wellness Guide: April 22**
Space deadline: April 7
Artwork deadline: April 13

**Summer Events Guide: May 6**
Space deadline: April 21
Artwork deadline: April 27

**The onCampus Green Guide: May 20**
Space deadline: May 5
Artwork deadline: May 11

**Conferences & Workshops Guide: June 3**
Space deadline: May 19
Artwork deadline: May 25
onCampus Testimonials

onCampus delivers!

“onCampus has connected Columbus Eyeworks to the OSU community effectively. New patient response has been tremendous to the point that we have grown, added a recent OSU optometry graduate, and expanded to a new, enhanced Short North location. onCampus is our Buckeye liaison. I think the publication is phenomenal.”

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

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

onCampus delivers!

“I invest a significant percentage of my annual advertising budget in onCampus because it has proven to be a solid, result-producing investment. Its high readership rate, backed up by reliable data, ensures that my ads reach their target audience.”

— Sandi Rutkowski
Director of College Communications
Biological, Mathematical & Physical Sciences

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

onCampus delivers!

“We have advertised with onCampus since 1993 and, over the years, the advertising has been an invaluable resource for informing all of OSU’s faculty and staff of our nearby location. The onCampus staff has made it easy for us to concentrate on dentistry instead of advertising.”

— Nicholas D. Schooley, D.D.S.

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

For advertising information, contact Bill Estep at (614) 292-8421 or estep.47@osu.edu
Besides campus-mail delivery, onCampus available at 36 locations

Besides campus-mail delivery, onCampus, Ohio State’s faculty/staff newspaper, is available at 36 building locations on and around the Columbus campus. Nine distribution racks are located in the Medical Center complex alone. Pick up a copy at one of these locations:

- Ackerman Library, 600 Ackerman Road (north entrance)
- Office of Admissions, 15 Enarson Hall
- OSU Airport, 2160 W. Case Road
- Barnes and Noble/OSU Bookstore, 1595 N. High St. (magazine rack)
- The Blackwell (front desk)
- Bricker Hall (northwest entrance)
- Buck I Mart, 2049 Millikin Road Mall
- Comprehensive Transplant/General Surgery, 770 Kinnear Road, Suite 100
- Cramblett Medical Clinic (first floor lobby)
- Doan Hall (2nd floor next to coffee stand/Dentistry Clinic entrance & ground-floor employee elevator)
- Drake Center (first-floor entrance)
- Faculty Club (lobby)
- Fawcett Center (lobby)
- Graduate School, 247 University Hall
- Human Resources Center, 1590 N. High St, Suite 300
- James Cancer Hospital (lobby & ground-floor vending area near Radiation Therapy)
- Lincoln Tower (south foyer)
- Longaberger Alumni House (lobby)
- Martha Morehouse Medical Tower, 2050 Kenny Road (first floor)
- Medical Center Administrative Offices, 660 Ackerman Road (lobby)
- Meiling Hall (lobby)
- Nationwide Children’s Hospital, 700 Children’s Drive
- 9th Avenue Parking Garage
- North and South Cannon Parking Garages (intersection of garages near elevators)
- Ohio Union at Ohio Stadium (between gates 22 and 24)
- Recreation & Physical Activity Center (RPAC) (main entrance lobby area)
- Rhodes Hall/University Hospital (lobby area)
- Student Book Exchange, 1806 N. High St.
- Tai’s Asian Bistro, 1285 W. Lane Ave.
- 12th Avenue Parking Garage
- OSU Transportation & Parking Services (northeast entrance of Bevis Hall)
- University Hospital East, 1492 E. Broad St.
- Wexner Center for the Arts (northwest entrance)
- Wolfgang Puck Express, The Shops on Lane Avenue 1625 W. Lane Ave.

For onCampus circulation issues, contact Adam King at (614) 292-8419 or king.1088@osu.edu.
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 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 a 100-W internal form or internal billing numbers.

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.
The 13th annual onCampus resource Guide: It's a great place to be

onCampus' annual resource Guide is Ohio State'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. 17 and delivered through the campus-mail system to 19,000 OSU faculty/staff and 4,000 graduate students, and at 36 distribution spots on the Columbus campus. Total circulation is 30,000.

Last year’s Guide included 98 advertisers.

To purchase advertising and discuss placement options, contact Bill Estep at (614) 292-8421 or estep.47@osu.edu.
Put it in *the Guide*
and your message will reach
19,000 OSU faculty & staff

- 23 percent of Ohio State’s faculty and staff report keeping the annual resource *Guide* the entire academic year, and 49 percent say they hang on to it at least through autumn quarter, according to a survey conducted by OSU’s Statistical Consulting Service in 2008.

- Overall readership of *onCampus* throughout the year is 87 percent, according to the same survey. That’s the number who report they always, usually or sometimes read the newspaper.

- 2,300 copies of the *Guide* are distributed throughout the year by OSU’s Office of Human Resources and University 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 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/advertise.

- Advertising is first-come, first-served. For more details, contact Bill Estep at (614) 292-8421 or estep.47@osu.edu by Aug. 19. Ad space normally sells out ahead of the deadline.

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2009-10 *onCampus Guide*
1-Time Display Advertising Rates*

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<th>Dimensions In Inches (W x H)</th>
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* 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/advertise.