



media kit  
herald  
2010/11



college heights herald

# media kit

2010/11



## About Us

With 85 years of experience serving the WKU community, we know our audience. The Herald has been instrumental in providing the WKU community with the area's most comprehensive source of campus news, sports and entertainment. We have received national recognition because of the high standards of professional journalism and effective advertising our staffers produce.

As the world of both print and online news publication constantly changes, the Herald is evolving to ensure we are offering the best options for both our readers and advertisers.

In 2009 we debuted a new visual style and paper size for our print publication, combined with a complete redesign of wkuherald.com. This year we are prepared to offer advertising and marketing options unlike anything ever available before.

Developing a partnership with the Herald is the single best way to connect to the WKU community and its more than 21,000 students, plus faculty and staff, parents and alumni. The Herald is distributed at about 55 newsstands throughout the campus and Bowling Green community.

Let our advertising sales and creative departments create and execute an effective campaign for you today!



# demographics / market

# 20,712

WKU has experienced a 33% enrollment growth over the past 10 years

**Total Enrollment Fall 2009**

**Enrollment by Gender**

**Average Age:**

*Source: 2010 WKU Fact Book*

Undergraduate 17,645

Female 59%

Undergraduate 23

Graduate 3,067

Male 41%

Graduate 32

# 5,000

More than 75% of WKU students live off campus

**Residential Student Population Living on Campus**

*Source: WKU Housing & Residence Life*

# 3,274

WKU is the third largest employer in the South Central Kentucky region

**WKU Faculty and Staff**

*Source: 2010 WKU Fact Book*

Full-time 2,192

Part-time 1,082

# 33

percent increase in online usage by college students vs. non-college student, average 2 hrs a day

# 59

percent of college students said the best way to learn about popular brands/products was through advertising

# 83

percent of college students said they had tried a product or store after seeing it advertised

# 12hrs

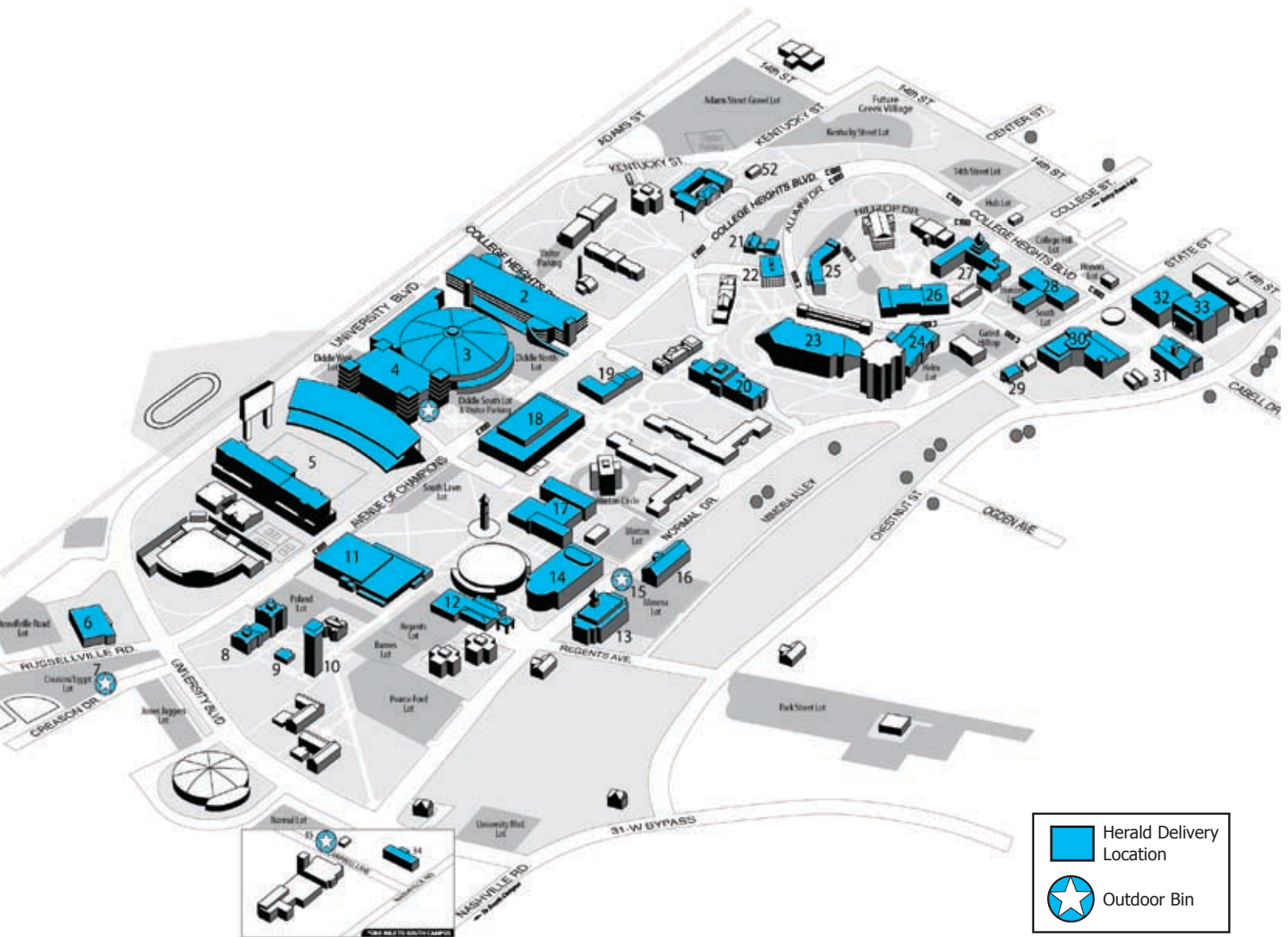
daily, on average, when multitasking is accounted for is the amount of time a college student spends engaged with some type of media

## Did you know?

The media consumption habits and lifestyle of 18-24-year-old college students differ drastically from non-students age 18-24. When compared to those not enrolled in college, students listen to the radio 6 hours less and spend 18% less time watching TV.

*Source: Alloy+Media Marketing College Explorer Survey; college student refers to subjects 18-24 and 25-34 years old*

# distribution map



- 1** Welcome Center in Kentucky Museum
- 2** Facilities Management, Parking Structure No. 1 and WKU Police Building
- 3** Diddle Arena
- 4** Parking Structure No. 2
- 5** Houchens-Smith Stadium
- 6** Supply-Service Building
- 7** Creason Lot Bus Stop
- 8** Keen Hall
- 9** Pearce-Ford Tower Food Court
- 10** Pearce-Ford Tower
- 11** Preston Center
- 12** Health Services Building
- 13** College of Education & Behavioral Science
- 14** Mass Media & Technology Hall (2)
- 15** Bus Stop across from MMTH
- 16** Student Publications Center
- 17** Academic Complex
- 18** Downing University Center
- 19** Bates-Runner Hall (Bate Shop)
- 20** Grise Hall (2)
- 21** College Heights Foundation Building
- 22** Wetherby Administration Building
- 23** Ivan Wilson Center for Fine Arts
- 24** Helm Library (2)
- 25** Potter Hall
- 26** Garrett Conference Center
- 27** Cherry Hall
- 28** College High Hall

- 29** Sofia-Downing International Center
- 30** Environmental Sciences and Technology Building
- 31** Complex for Engineering and Biological Sciences

- 32** Thompson Complex
- 33** Snell Hall
- 34** South Campus
- 35** Campbell Lane Bus Stop

## OFF-CAMPUS LOCATIONS

ALIVE Center  
 Bowling Green Medical Clinic  
 Buckhead Cafe  
 City Hall  
 Graves-Gilbert Clinic  
 Greenview Hospital, lobby  
 Medical Center Outpatient  
 Medical Center ER

Panera Bread  
 Papa John's, Russellville Rd.  
 PNC, downtown  
 Service One Credit Union  
 Spencer's Coffee House  
 University Textbook Supply  
 Warren County Public Library  
 Village Manor, Westen Ave.

The Herald is published on **Tuesdays** and **Fridays** during the fall and spring semesters.

The newspaper is **FREE** and **8,000** copies are distributed at about **40** locations on campus and **15** locations off campus.

**Outdoor bins** are located at the Campbell Lane and Creason Lot bus stops and the bus stop across from MMTH. An additional bin is located in Parking Structure No. 2.

Additional copies of Friday's **Topper Extra** sports section are available before select home sporting events.



## ADVERTISING RATES (per column inch)

Prepaid Rate.....	<b>\$5.50</b>	Billed Local Rate.....	<b>\$6.00</b>
Billed Campus Rate.....	<b>\$5.75</b>	National Rate.....	<b>\$7.25</b>

\* One-time national advertisements must be prepaid.

The Herald is pleased to offer you FREE creative and graphic design services; however, if you need photographs shot by Herald photographers there will be an additional fee of \$20.

National Representative: Campus Media/Alloy Media + Marketing

## VOLUME DISCOUNT CONTRACTS

200 Inches.....	<b>\$5.15</b>	500 Inches.....	<b>\$5.00</b>	800 Inches.....	<b>\$4.65</b>
1200 Inches.....	<b>\$4.55</b>	1600 Inches.....	<b>\$4.35</b>		

All contracts start on the date signed and are good for that school year only. Advertisers will be billed at the end of the year for the inches they DO NOT use.

## ADVERTISING DEADLINES

Tuesday's Paper.....	<b>4 p.m. Thursday</b>
Friday's Paper.....	<b>4 p.m. Tuesday</b>

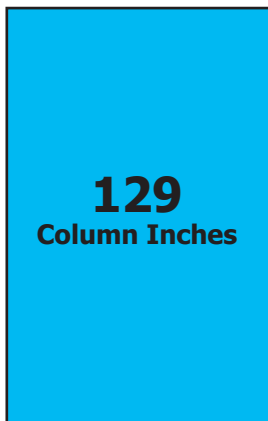


# BROADSHEET MEASUREMENTS

Standard broadsheet sizes and measurements can be found below. Refer to page 11 of the media kit on how to create a camera-ready ad using these dimensions. Please ask a sales representative for additional sizes.

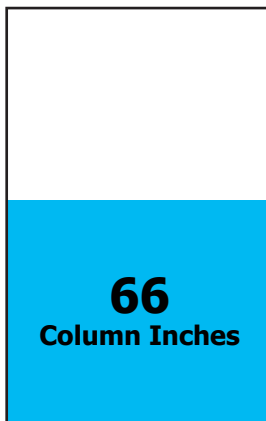
## Full Page

6 Columns x 21.5"



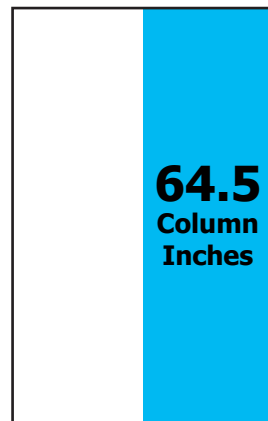
## Half Page Horizontal

6 Columns x 11"



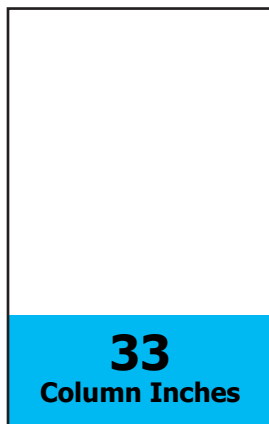
## Half Page Vertical

3 Columns x 21.5"



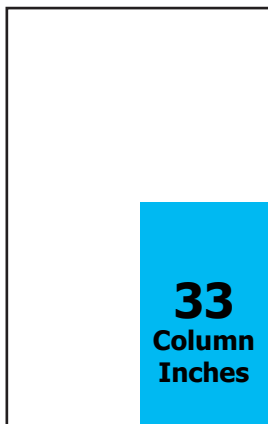
## Quarter Page Horizontal

6 Columns x 5.5"



## Quarter Page Vertical

3 Columns x 11"



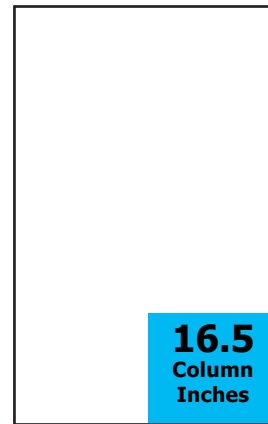
## Eighth Page Horizontal

5 Columns x 3.5"



## Eighth Page Vertical

3 Columns x 5.5"



Overall page is 22.25 tall x 10.5 wide  
0.375 inch margins top bottom left right  
Live print area of 21.5 x 9.75 inches

6 Columns  
Gutter 0.125 inch

### Mechanical Measurement

1 Column	1.52"
2 Columns	3.16"
3 Columns	4.81"
4 Columns	6.45"
5 Columns	8.10"
6 Columns	9.74"

### Calculating Ad Costs

$$\begin{array}{r}
 \text{Rate} \\
 \times \\
 \text{Total Column Inches} \\
 + \\
 \text{Additional Options} \\
 = \\
 \text{Total Cost}
 \end{array}$$

# classified advertising

## LINE CLASSIFIED RATES

15 Words.....	<b>\$6.00</b>
Each Additional Word.....	<b>\$0.30</b>

## DISPLAY CLASSIFIED RATES

per column inch.....	<b>\$7.25</b>
15 words maximum in a 1x1 ad	

A word is defined as that which begins and/or ends with a space. A number, telephone number and any abbreviations are each counted as one word.

## CLASSIFIED ART

Make your line classified stand out from the rest by adding one of our many different art tags. Add one to your classified ad for an additional **\$2.**



Ask your sales representative about classified art that will best suit your needs.

## CLASSIFIED DEADLINES (both line & display)

Tuesday's Paper.....	<b>4 p.m. Thursday</b>
Friday's Paper.....	<b>4 p.m. Tuesday</b>

## CLASSIFIED ADS (both line & display)

Advertisements can include a logo depending on size.

Classified ads will be accepted on a prepaid basis only, except for established clients.

Tearsheets will be provided by request only. Please request tearsheets when purchasing.

The Herald is not responsible for errors in classified advertisements after the first insertion.

No refunds will be given for classified advertising canceled after the deadline.

The Herald does not print adoption, research/term paper for re-sale or mailing/stuffing circular advertisements.

Advertisements placed in the "Help Wanted" or "For Rent" categories cannot discriminate.

For acceptance of mail-order advertising, a sample must accompany the insertion order.



The online home for the College Heights Herald, [www.wkuherald.com](http://www.wkuherald.com), is an important source of news, information and entertainment for WKU alumni, parents, faculty and students and the Bowling Green community.

# 92,548

Unique Visitors

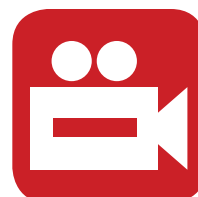
# 2:22

Average Time on Site

# 436,522

Pageviews

Source Google Analytics for [wkuherald.com](http://wkuherald.com) from Aug. 1, 2009 to May 31, 2010



online advertising

## ONLINE ADVERTISING RATES

### Package A

**\$10** per day.....**\$300** per month (unlimited impressions per day)

### Package B

**\$7.50** per day.....**\$225** per month (maximum 1,000 impressions per day)

### Package C

**\$5** per day.....**\$150** per month (maximum 1,000 impressions per day)

### Package D

**\$7.50** per day.....**\$900** per semester (unlimited impressions per day)

All packages include rotating 300x600 px and 300x250 px ads.

**Weather Sponsorship**.....**\$750** per semester (unlimited impressions per day)

**Discounts available with purchase of Herald print ads.**

## INSERTS

Minimum Insert Amount: 5,000

Maximum Insert Amount: 8,000

**\$45**.....per thousand (single sheet)

**\$75**.....per thousand (multi-fold)

**\$90**.....per thousand (20 pages plus)

Maximum size is 12" x 10"; anything larger must be folded.

Inserts must be scheduled two weeks in advance and delivered one week prior to insertion to:

A 10 percent volume discount is available for insertion order totaling 24,000 inserts per semester. Must be done in advance to receive full discount.

The Herald advertising sales department must receive at least one complete copy of the insert for review of acceptability before shipment. The Herald is not responsible for loss or cost of returning inserts shipped prior to notice of acceptance.

The Henderson Gleaner  
455 Klutey Park  
Henderson, KY 42420

or

The College Heights Herald  
1906 College Heights Blvd. #11084  
Bowling Green, KY 42101

## PREMIUM PLACEMENT

Advertisers may request a specific location for their ad and the Herald will try to oblige, but the Herald is not bound by this request. No full page ads will be accepted on page 2 or 3. Please note that the A Section back page is available only on Friday.

Page 2 or 3.....**5%** Back Page.....**10%**

## COLOR RATES

Take advantage of the Herald's color printing capabilities by drawing more attention to your ad. Color charges are in addition to the cost for black and white space.

One Spot Color.....**\$45**

Two Spot Colors.....**\$90**

Three Spot Colors.....**\$135**

Full Process Color.....**\$150**



Black & White



One Spot Color



Full Process Color

## MARKETING PARTNERSHIP

Developing a partnership with the Herald through an integrated marketing campaign is an effective way to reach the WKU community. Ask us how we can communicate a single message across campus through multiple mediums for greater visibility and response. Cost vary between options and must be combined with advertising in regular edition of the paper. Options are not limited to but include:

**T-shirt Tuesday**  
**Sudoku or other puzzle sponsorship**  
**You've Been Caught Promotion**

**Postering**  
**Event Sponsorship**  
**Weekender Deal**

**Online Advertising**  
**Alternative Ad Shapes**  
**Special Sections**

# advertising production

The College Heights Herald creative staff is made of a team of highly talented students. From logo design, effective copy, clean and professional artwork to complete advertising campaigns our creative services are completely FREE. The creative department also provides typesetting, layout and design at no extra charge. If you would like to benefit from these services, contact your sales representative.

## ELECTRONIC AD SUBMISSION

We accept ads on Macintosh formatted CDs or via e-mail at [advertising@chherald.com](mailto:advertising@chherald.com). All camera-ready artwork must be created to size, fonts embedded and images must be high resolution. Contact your sales representative or our creative department for online ad technical requirements.

### File Formats Accepted

PDF files are preferred  
EPS, JPEG and TIFF are accepted

Native files from:

Illustrator CS5 (or earlier)

Photoshop CS5 (or earlier)

InDesign CS5 (or earlier)

are accepted but must be packaged with  
all supporting files and fonts.

### File Formats NOT Accepted

Microsoft Word  
Microsoft Publisher  
Microsoft PowerPoint  
Microsoft Excel  
Adobe Pagemaker  
GIF  
HTML

## HELPFUL HINTS

A camera-ready ad is created to the correct size it will appear in the paper, meets all of the technical requirements and includes all supporting documents and fonts needed to print.

Spot color ads must be created using an acceptable spot color formula. Ask your sales rep for a list of color formulas.

To ensure reproduction of all artwork within B&W ads, all photographs and graphics should be at least 180 dpi and Grayscale.

For color ads, all photographs and graphics should be at least 300 dpi and CMYK. DO NOT save color ads as RGB.

If an ad is created in Illustrator, fonts must be converted to outlines.

Submit ads in the exact size they are scheduled to run. Failure to do so will force creative staff to shrink, enlarge or distort the ad to fit the reserved space.

Compress all ads submitted by e-mail.

## AD PROOF SCHEDULE

Advertisers requiring approval of an ad prior to publication will receive proofs Wednesday or Friday morning prior to publication. All proofs must be returned to the Herald by 2 p.m. Changes may be made by phone, e-mail or fax. If the Herald does not receive changes by 2 p.m. then we assume that all information in your ad is correct and meets your standards.



# special publications

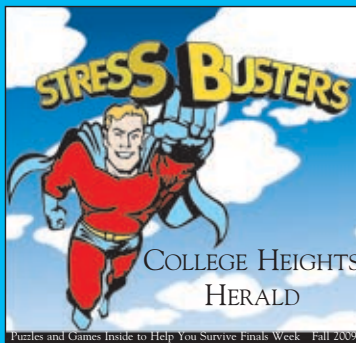
Specific issues of the College Heights Herald contain a special pull-out section added, themed to a specific topic. Special sections are a must read for the WKU community. All special sections are tabloid format. Other special sections may be added to or removed from the publication calendar throughout the year. Special sections vary in content, circulation and distribution. Ask your sales representative about reserving space in a special section today.

## FALL SPECIAL SECTIONS

Publication	Circulation	Ad Deadline	Publication Date
Football	8,000	Aug. 31, 2010	Sept. 3, 2010
Homecoming	10,000	Oct. 14, 2010	Oct. 22, 2010
Basketball	8,000	Oct. 28, 2010	Nov. 5, 2010
Holiday	8,000	Nov. 16, 2010	Nov. 30, 2010
Stress Busters	5,000	Dec. 6, 2010	Dec. 13, 2010

## SPRING SPECIAL SECTIONS

Publication	Circulation	Ad Deadline	Publication Date
Housing Guide	8,000	Feb. 28, 2011	March 15, 2011
Spring Graduation	8,000	April 4, 2011	May 6, 2011
Best of WKU	5,000	May 2, 2011	May 9, 2011



## RATES BY CIRCULATION

5,000			8,000			10,000		
Full.....	<b>\$175</b>		Full.....	<b>\$200</b>		Full.....	<b>\$250</b>	
Half.....	<b>\$125</b>		Half.....	<b>\$150</b>		Half.....	<b>\$175</b>	
Quarter.....	<b>\$75</b>		Quarter.....	<b>\$90</b>		Quarter.....	<b>\$125</b>	

### Premium Placement

Back Page.....**20%**

Ask your sales representative for special section discounts, color pricing and additional promotional opportunities.

# TABLOID MEASUREMENTS

## Full Page

10.375" x 9.1948"



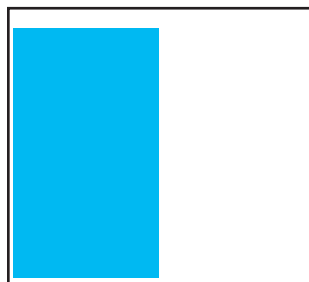
## Half Page Horizontal

10.375" x 4.2679"



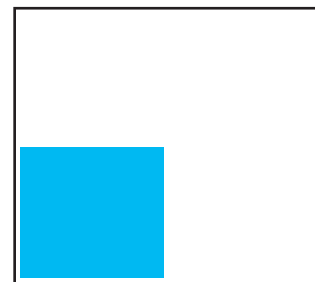
## Half Page Vertical

5.12" x 9.1948



## Quarter Page

5.12" x 4.2679"



Overall page spread is 10.5 tall x 22.25 wide  
Live print area of 10.375 x 9.75 inches  
0.375 inch margins top bottom left right

4 Columns  
.075 inch between the pages  
Gutter 0.125 inch

## TOPPER EXTRA SPORTS SECTION

The Herald is expanding its award-winning sports coverage with a tabloid sports section every Friday inserted into the regular edition of the paper. In addition to the Herald's top-notch reporting, it includes more in-depth features, analysis, photo essays and information every Hilltopper fan needs before heading to the big game. Additional copies of Topper Extra will be printed for distribution at select home sporting events.

### General Rates

Full Page.....	<b>\$200</b>	Half Page.....	<b>\$150</b>
Quarter Page.....	<b>\$90</b>		

### Premium Placement

Back Page.....**20%**

### Deadlines

Friday's Paper.....**4 p.m. Tuesday**

## VIEW OF THE HILL SUMMER PUBLICATION

Advertising in the Herald's special publication, a View of the Hill, is an effective way to reach WKU's incoming students and parents before they arrive on the Hill. This 8 1/2 x 11 glossy, full-color magazine has a circulation of 7,000, while more than 3,000 are mailed to incoming students' homes in mid-July. The remaining copies are distributed on campus and in the community.

### General Rates (All ads are 4-color)

Full Page*.....	<b>\$825</b>	1/2 Page Horizontal*.....	<b>\$525</b>
1/3 Page Vertical*.....	<b>\$415</b>	1/4 Page.....	<b>\$340</b>

\*a full bleed is available for an additional 5%

### Premium Placement

Back Cover (1/2 page).....	<b>30%</b>	Inside Front & Back Cover.....	<b>25%</b>
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### Deadlines

Ad Sales.....	<b>April 15, 2011</b>	Ad Materials.....	<b>April 29, 2011</b>
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# publication schedule

## FALL SEMESTER

*august 2010*

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

*september 2010*

S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

*october 2010*

S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24 31	25	26	27	28	29	30

*november 2010*

S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

*december 2010*

S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

## SPRING SEMESTER

*january 2011*

S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23 30	24 31	25	26	27	28	29

*february 2011*

S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28					

*march 2011*

S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

*april 2011*

S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

*may 2011*

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

### Publication Days

Tuesday  
Friday

### Deadlines

4 p.m. Thursday  
4 p.m. Tuesday



Regular Issue



Regular Issue with  
Special Section



Special Section Only

### Important Dates

Fall Semester Begins	Aug. 30
Labor Day (no class)	Sept. 6
Fall Break (no class)	Oct. 7-8
Thanksgiving (no class)	Nov. 24-26
Finals	Dec. 13 - 17
Spring Semester Begins	Jan. 24
Spring Break (no class)	March 7 - 11
Finals	May 9-13

## HERALD POLICIES

The Herald reserves the right to refuse an advertisement it deems objectionable for any reason.

No paid advertisement is accompanied by news stories or free notices.

To promote alcohol awareness the Herald will not publish advertising that encourages irresponsible drinking and/or the illegal use of alcoholic beverages. (The Herald will not run "All-You-Can-Drink" ads).

All political, "closing" and "going out of business" advertising must be prepaid.

If the Herald is instructed not to make any changes in an ad produced by the advertiser, the newspaper is not responsible for factual errors, quality of artwork or grammatical and/or typographical errors.

It is the responsibility of the advertisers to notify the Herald of errors within five business days.

The Herald will be responsible for errors the first time a Herald-created ad is published.  
Allowances will be made only for errors that materially affect the value of the advertisement.  
Non-compliance with this request leaves full responsibility with the advertisers.

All advertisements are accepted and published upon the representation that the agency or the advertiser is authorized to publish the entire contents and subject matter thereof. In consideration of the acceptance of such advertisements for publication, the agency or advertiser assumes liability for any claim based upon the contents or subject matter of such advertisements, including, without limitation, claims or suits for libel, violation of rights of privacy, plagiarism and copyright infringement.

## GENERAL RATE POLICIES

The Herald may make rate changes, provided you are given notice at least 30 days in advance. In such an event, you may cancel an agreement with no penalty if changes are unsatisfactory.

The Herald may offer promotions not listed in the rate card.

All rates are noncommissionable, net rates.

MasterCard and Visa are accepted.

Advertising statements and tearsheets are mailed at the first of each month.

Accounts not paid within 60 days will be submitted for collection.

Ads exceeding 19" in depth will be considered a full column and will be billed accordingly.

If you have a question or if there is a discrepancy with your statement at any time, please contact the business office at (270) 745-2653 as soon as possible.

## HERALD CREDIT

New advertising accounts will prepay until credit is established

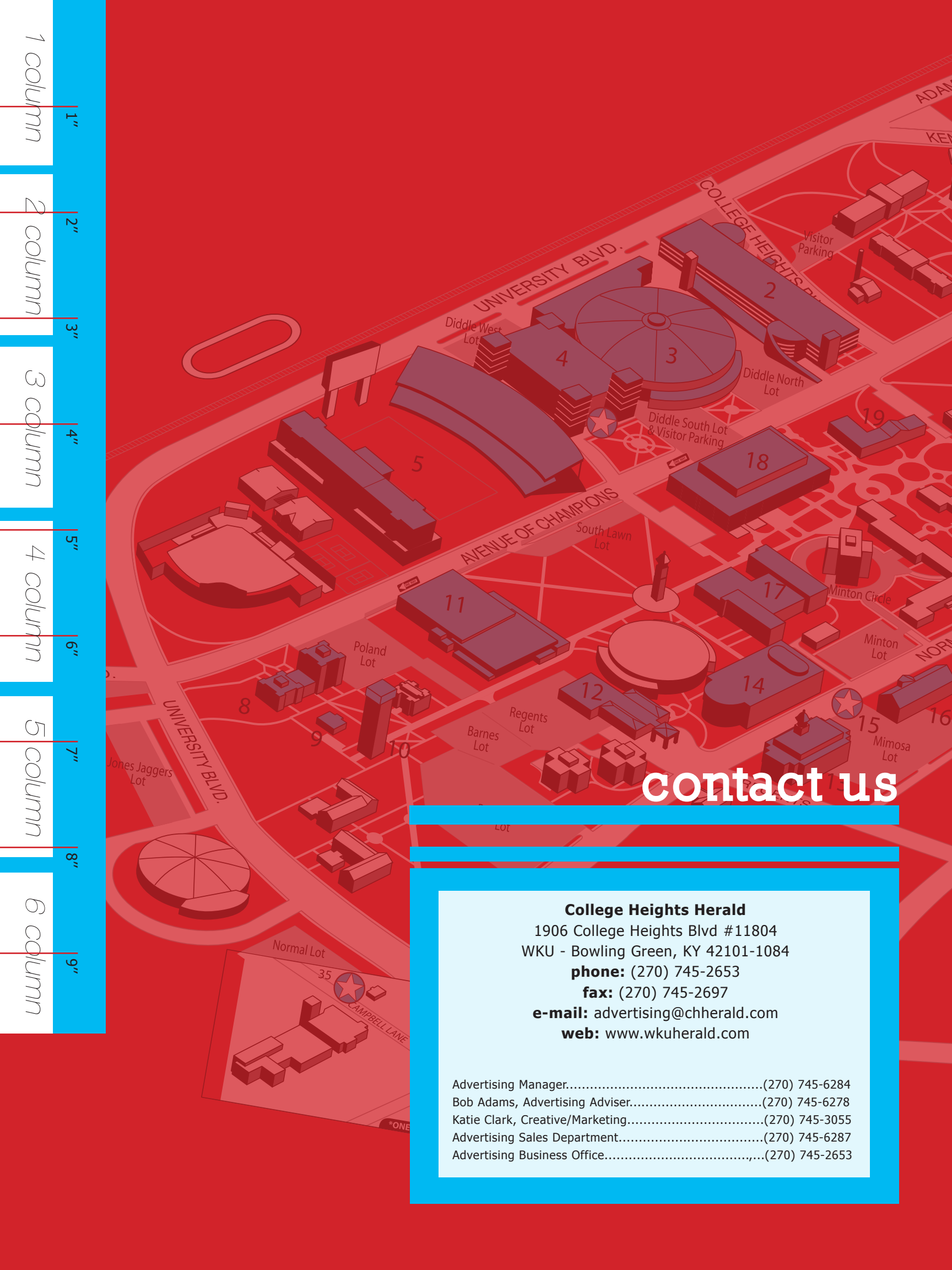
The Herald will extend credit to new accounts upon request under the following conditions:

The advertiser must have an established history of satisfactory credit purchases.  
The advertiser must keep the account current with the Herald.

Credit may be extended by completing a credit application. The Herald will evaluate the application based upon credit sources listed by the advertiser. Please allow 30 days for approval.

Within 30 days, the business office will send the advertiser either an acceptance or rejection of the credit application. While the application is being processed, the advertiser will be required to pay in full prior to the insertion.





1 column 1" 2 column 2" 3 column 3" 4 column 4" 5 column 5" 6 column 6" 7 column 7" 8 column 8" 9 column 9"

## contact us

### College Heights Herald

1906 College Heights Blvd #11804  
WKU - Bowling Green, KY 42101-1084

**phone:** (270) 745-2653

**fax:** (270) 745-2697

**e-mail:** [advertising@chherald.com](mailto:advertising@chherald.com)

**web:** [www.wkuherald.com](http://www.wkuherald.com)

Advertising Manager.....(270) 745-6284  
Bob Adams, Advertising Adviser.....(270) 745-6278  
Katie Clark, Creative/Marketing.....(270) 745-3055  
Advertising Sales Department.....(270) 745-6287  
Advertising Business Office.....(270) 745-2653