

# onCampus

## Advertising opportunities

### ISSUES

#### onCampus Today

The onCampus Today e-newsletter goes out to all faculty and staff, five days a week during semesters and on Monday, Wednesday and Thursday on breaks. This publication reaches more than 40,000 subscribers.

Ad type	Cost
Ad with logo/graphic	\$145/day
Text ad	\$130/day
Research/clinical trial	\$105/day

**Artwork** (logo/graphic) should be 150x150 pixel png file.

**Deadline:** Noon two business days before publication. Strongly suggested ad space be scheduled in advance as onCampus Today frequently sells out.

#### onCampus Weekly

##### FOR UNDERGRADUATE STUDENTS

The onCampus Weekly (BNN) e-newsletter is published weekly on Sundays throughout the academic year and reaches more than 60,000 undergraduate students.

Ad type	Cost
Ad with logo/graphic	\$250/issue
Text ad	\$235/issue
Sponsorship (includes logo/graphic)	\$4,900/ semester*

**Artwork** (logo/graphic) should be 150x150 pixel png file.

**Deadline:** Wednesdays at 5 p.m.

\*The sponsorship rate reflects a discount of \$350

#### onCampus Weekly

##### FOR GRADUATE AND PROFESSIONAL STUDENTS

The onCampus Weekly (OSUW) e-newsletter is published weekly on Sundays throughout the academic year and bi-weekly during the summer. This publication reaches nearly 16,500 graduate and professional students.

Ad type	Cost
Ad with logo/graphic	\$110/issue
Text ad	\$90/issue
Sponsorship (includes logo/graphic)	\$1,540/ semester*

**Artwork** (logo/graphic) should be 150x150 pixel png file.

**Deadline:** Wednesdays at 5 p.m.

\*The sponsorship rate reflects a discount of \$110.

### ADVERTISEMENT SPECIFICATIONS

#### Location of ad:

Ads are located within the body of e-publications and are separated by fine gray lines above and below the text. A maximum of five ads per issue.

#### Example: Text only advertisement

**Leadership Institute online workshop.** Join Jeff King on April 22 for the first session of a two session online workshop. The Leadership Institute workshops will help you understand and apply the dynamics of emotional intelligence to increase your capacity as a leader, manager and coach. As a participant, you also will have a one-on-one feedback and coaching session unique to everyone. [Click here to learn more about this experience.](#)

PAID ADVERTISEMENT

#### Example: Text and logo/graphic advertisement

**Finding the right pair of glasses or contacts doesn't have to be complicated.** Experience our personalized approach to eye health at The Ohio State University College of Optometry's new, state-of-the-art clinic located at 1664 Neil Ave. You'll encounter the best experts, who will help you choose the right contact lenses or glasses (from our selection of 3,000+ frames!) to fit your lifestyle and vision needs. To make an appointment, call 614-292-2020 or [visit here](#).



PAID ADVERTISEMENT

Ads should be no more than 75 words in length, and include a contact email, phone number and URL. Images should be 150x150 pixels.

Ad space is taken on a first-come, first-served basis. onCampus Today 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.

No cancellations of ad placements can be made after 10 business days prior to the publishing date. If a reschedule is needed please contact the ad sales team and they will assist you on a case by case basis.

University departments, units, programs and organizations that advertise in an e-newsletter must provide payment by submitting a PO request within Workday. onCampus should be

used as the supplier and if any other information is needed please reach out to the ads sales team. Advertisers from outside Ohio State can pay by check and mail it to the address below. Checks should be made payable to "The Ohio State University."

The Ohio State University  
Attn: Lizzie Jarrett  
14 E 15th Ave. 3rd Floor  
Columbus, OH 43123