

# Ohio State News

## ON CAMPUS

### ADVERTISING OPPORTUNITIES

#### ISSUES

##### On Campus

The On Campus 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) must be 150x150 pixel png file.

**Deadline:** Noon two business days before publication. Strongly suggested ad space be scheduled at least five days in advance as On Campus frequently sells out.

##### On Campus

###### FOR UNDERGRADUATE STUDENTS

The On Campus e-newsletter is published weekly on Tuesdays 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) must be 150x150 pixel png file.

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

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

##### On Campus

###### FOR GRADUATE AND PROFESSIONAL STUDENTS

The On Campus e-newsletter is published weekly on Tuesdays 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) must be 150x150 pixel png file.

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

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

#### ADVERTISEMENT SPECIFICATIONS

**ADS ARE LOCATED** within the body of e-publications and defined by a subtle gray field as shown. A maximum of four ads per issue.

##### Example: text only advertisement

**Mission Possible: Positive Leadership online workshop.**

35 words max. Are you a positive leader? Organizations that have a positive culture are more productive, have happier employees and most importantly, happy and satisfied customers.

[Learn more or register](#)

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

**Use your tuition benefit toward executive-level degree**

35 words max. Embrace the possibilities of pursuing an Executive MBA or Master of Business Operational Excellence without disrupting your busy life. Our flexible schedules ensure seamless integration, allowing you to balance work, family and personal.

[Attend an upcoming webinar](#)



Ads should be no more than 35 words in length, with a short headline and call to action link at the bottom.

Ad space is taken on a first-come, first-served basis. On Campus 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. 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. On Campus 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  
15 E. 15th Ave. 2nd floor  
Columbus, OH 43123