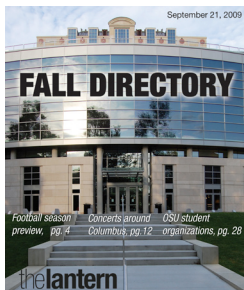


Throughout the year, *The Lantern* publishes special sections tailored to special events on campus. Contact your *Lantern* Sales Representative for complete advertising rates and circulation information regarding these special sections.



## Buckeye Bound

Mailed in late August to the homes of all incoming students, Buckeye Bound is our most popular publication of the year as it reaches students as they set up their new lives on The Ohio State University campus.



## Student Directories

Inserted into the first issue of *The Lantern* each quarter (Fall, Winter and Spring), this special tabloid reaches all students as they begin their new academic terms. The Student Directories offer news, tips and suggestions to help all students hit the ground running with the rest of their campus experience. You'll want to take part in all three Student Directories as students have ever changing needs throughout the school year.

**Fall Student Directory** – Inserted into the Monday, September 21 issue of *The Lantern*.

Advertising space reservations are due Monday, September 7 and all advertising materials are due Friday, September 11.

**Winter Student Directory** – Inserted into the Monday, January 4 issue of *The Lantern*.

Advertising space reservations are due Monday, December 14 and all advertising materials are due Friday, December 18.

**Spring Student Directory** – Inserted into the Monday, March 29 issue of *The Lantern*.

Advertising space reservations are due Monday, March 15 and all advertising materials are due Friday, March 19.

# Special Sections



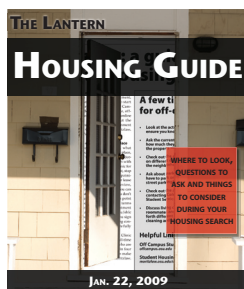
## Homecoming Tab

Published and inserted in the October 22 issue of *The Lantern*, we'll have complete information about all the activities on the Homecoming schedule. From Kings, Queens, Courts, Gophers (Minnesota, October 24), Parades, Floats and more – *The Lantern* will keep you in touch with this special Homecoming Tab.



## OSU/Michigan Tab

No words can express how important this game is every year – but we'll fill an entire section with words, pictures and stats to try and express how important it is. Inserted into every November 19 issue of *The Lantern*, the special OSU/Michigan Tab will be referred to throughout the weekend as the student source for the big game.



## Fall Housing Guide

Yeah, the Fall Housing Guide is published in the dead of winter, but that's because the rush for fall housing starts in January. You can only imagine what it's like with more than 75,000 students, faculty and staff all living in the OSU area, many looking for the perfect place to call home. Inserted into every copy of the January 21 issue of *The Lantern*, the Fall Housing Guide is a must if you are looking for tenants. You may build it... but if you don't tell them about it they won't come.



## Commencement

Spring Commencement for the largest campus with over 7,000 degrees to award and more than 40,000 family members and friends attending... It takes the Shoe to horn everyone in. And the Commencement section is so big it has to be distributed twice: first as an insert in *The Lantern* on June 3 and then bonus distribution at the event itself on June 13. This is a great opportunity to reach the graduating seniors and congratulate them for all their hard work. After all your mom always told you to say thank you.

# Special Sections

## Terms and Policies

- 1) All advertising rates are net and noncommissionable.
- 2) *The Lantern* reserves the right to require prepayment for advertising, or to reject advertising, if the advertiser is delinquent in payment, or if the advertiser has not established credit. Advertisers must prepay all advertising until credit with *The Lantern* is established. All political advertising must be prepaid.
- 3) Check should be made payable to *The Lantern*. American Express, Discover, MasterCard and VISA are accepted.
- 4) Invoices are issued weekly. Statements are issued monthly. Terms are net 30 days; any amount open in excess of 30 days is considered delinquent.
- 5) All rates for the Ohio State *Lantern* are established through an annual review by the management of *The Lantern* under the guidelines of The Ohio State University.
- 6) Any advertiser not fulfilling any contract (weekly or bulk) for any reason will be rebilled at the earned rate.
- 7) *The Lantern* reserves the right to revise rates with proper notice and to offer special promotional rates not included in this rate card.

**DEADLINES** – Generally one week prior to publication date.

For complete advertising information contact your *Lantern* student sales representative at **614-292-2031**, ext **42552** or email at **advertising@thelantern.com**.

the **lantern**

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