



2016 - 2017

Local & University Media Kit

ADVERTISING RATES AND INFORMATION FOR THE OHIO STATE UNIVERSITY

the **lantern**



The **Lantern** was voted the **#1 College Newspaper**

- Ohio Newspaper Association, 2014



CIRCULATION
7,000
per issue

STUDENT



ENROLLMENT
65,184

GENDER



52%



48%

STUDENTS



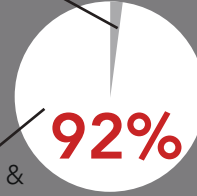
WHO OWN CARS
27%

ATTENDANCE



Full Time **91%** Part Time **9%**

25 & older **8%**



24 & younger
92%
STUDENT AGES

OSU FACULTY & STAFF



44,023



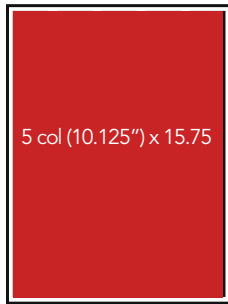
STUDENT ORIGIN

70%
IN-STATE

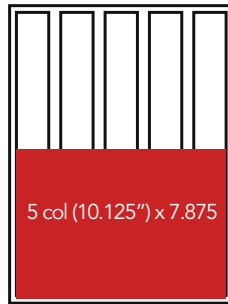
25%
OUT-OF-STATE

5%
INTERNATIONAL

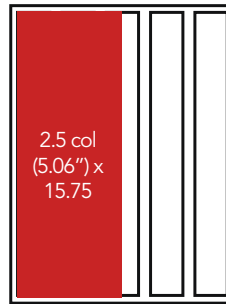
PRINT ADVERTISING



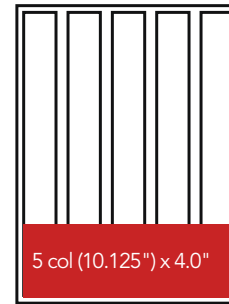
Full Page



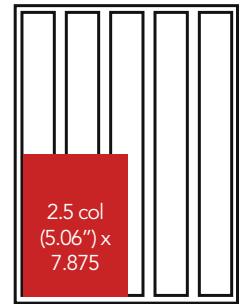
Half Page H



Half Page V



Quarter Page H



Quarter Page V

AD RATES - REGULAR ISSUES

Ad Size	3 Issues	7 Issues	10 Issues
Quarter Page	\$1,515.00	\$3,535.00	\$5,050.00
Back Page Banner	\$1,815.00	\$4,235.00	\$6,050.00
Front Page Banner	\$2,130.00	\$4,970.00	\$7,100.00
Half Page	\$3,045.00	\$7,105.00	\$10,150.00
Full Page	\$6,090.00	\$14,210.00	\$20,300.00
Double Truck (color)	\$12,180.00	\$28,420.00	\$40,600.00
Business Card*	Year Long Run: \$5,095.00		
Crime Log*	1 Month Run: \$2,025.00 (4 issues)		

* Call for dimensions

PCI RATE: \$26.00

COLOR: \$250.00 per ad

SPECIAL ISSUES: Add \$200.00 per ad

AD DESIGN: Available for an additional fee.

INSERTS

Min Size: 3.0" x 5.0"
 Max Size: 8.5" x 11.0"
 Min/Max Pages: 1- 4
 Flat Rate (per 7,000): **\$810.00**

PRINTER ADDRESS

CNS Printing
 Scott Workman
 7801 N. Central Drive
 Lewis Center, Ohio 43035
 Attn: OSU Lantern Inserts + Date of Insertion

POST-ITS

Size: 3.0" x 3.0"
 Flat Rate (per 7,000): **\$1,015.00**

SPINE WRAPS

Size: Call for dimensions
 Flat Rate (per 7,000): **Call for pricing**

Please send a PDF of the insert to orders@mymediamate.com for content approval prior to shipping. Inserts must arrive 10 days prior to run date.

DIGITAL/SOCIAL ADVERTISING

the **lantern**

1,038,984

Unique visitors per year

2,037,280

Page views per year

36,100

Twitter followers

19,000

Subscribers receive the daily email edition

A. Leaderboard

728 x 90 pixels

CPM

\$14.00

B. Rectangle

300 x 250 pixels

CPM

\$13.50

C. Skyscraper

300 x 600 pixels

CPM

\$13.50

D. Newsletter

540 x 260 pixels

Monthly

\$2,025.00

The screenshot shows the homepage of thelantern.com. At the top is the site logo and a navigation menu. Below the menu is a large hero image of a football game. To the right of the hero image is a 'RECENT NEWS' section with several article teasers. Below the hero image is a 'CAMPU.S' section with a photo of two people and a headline about a \$52 million contract. Below that is another article about a new Brain Health and Performance Center. At the bottom of the page is a 'LANTERN' section with four small thumbnail images representing different news items. Three red boxes with white letters 'A', 'B', and 'C' are overlaid on the page to indicate ad placement opportunities: 'A' is in the top right corner, 'B' is in the right margin next to the 'RECENT NEWS' section, and 'C' is in the right margin next to the 'CAMPU.S' section.

<http://thelantern.com>

* call for custom packages

Digital Packages

A. One Month

8 Tweets @TheLantern

2 Instagram Posts @thelanternosu

75,000 web impressions (300 x 250)

\$2,450.00

B. One Semester

24 Tweets @TheLantern

10 Instagram Posts @thelanternosu

300,000 web impressions (300 x 250)

\$8,650.00

ADDITIONAL MEDIA

MOBILE

Banner Ad

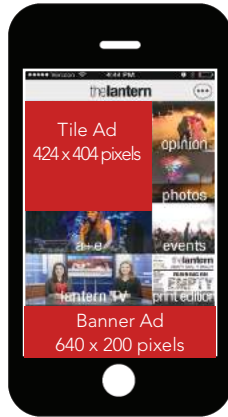
640 x 200 pixels

\$765.00 per month

Tile Ad

424 x 404 pixels

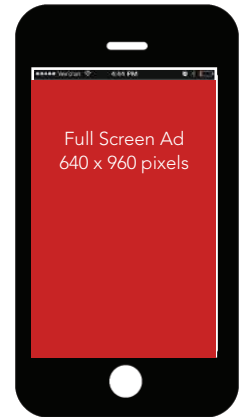
\$505.00 per month



Full Screen Ad

640 x 960 pixels

\$1,015.00 per month



AD RACKS

Place your highly visible, full-color posters on one of our high traffic Ad Racks.

\$1,625.00 per 5 racks / month



CLASSIFIED ADVERTISING

Print Line Advertising

First 25 words \$40.00 and \$0.50 per additional word.

Display Classifieds

\$20.50 pci

- All classified advertising must be prepaid.
- To place all classifieds, please visit: <http://thelantern.com/classifieds/>
- Classified displays ads are one column in width and are sold in one inch increments in height.

Furnished 1 Bedroom	Unfurnished 1 Bedroom	Roommate Wanted Male	Help Wanted General	Help Wanted General
BEDROOM , North Campus, 3 blocks N. of Lane & Neil. Mostly grad students in building. Clean, nicely furnished, very secure, quiet, off-street parking, easy parking, carpeted, A/C, laundry room, microwave. Available now. 662-1415.	OSU AREA Apartment. No Pets. Security Deposit Required. 1 bed, 1 bath. All Utilities Paid. Window A/C. Private Entrance. \$530/month. Call 614-294-7604 to see. Available: August 8th. 38 East 12th Avenue.	GAY MALE with two bedroom house to share \$300 per month + utilities. 15 minutes from campus 614-237-8486	COLUMBUS BASED Property Management Co. looking for individuals to assist with projects in Columbus, Ohio. Seasonal landscape and general construction laborers and other general labor duties as assigned. Hours are typically 8:30am-5:00pm Monday-Friday but may vary. Pay range of \$12-\$15 per hour. Pay based on experience. Email resume jhill@vgilt.com or fax to 614-869-9570.	JOIN OUR TEAM Now Hiring FT/PT Vail Drivers in Columbus, OH Why work for us? • Competitive Pay • Flexible Schedules • Advancement Opportunities Apply at www.ParkingSolutionsInc.com
Unfurnished Rentals \$3300/MO - starting at \$425 pp. Large 6-bedroom unit. 2312 N High St. Large 6-bedroom unit. 405 E 15th Ave. Large 6-bedroom unit. 8850 Borward Ave. Newly remodeled, great locations close to campus, spacious living areas, hardwood floors, A/C, lower utilities, newer kitchens with DWI, W/D hook-up, off-street parking. Contact info@somestaysproperties.net or 614-291-2600.	Unfurnished 2 Bedroom #1 CORNER of King and Neil. 2 bedrooms. Water and Parking included. A/C. Laundry. Phone Steve 614-208-3111 shand50@aol.com 2483 N. 4th St. Unfurnished 2 BR townhouse, W/D, hookup, W/W carpet. No pets. Full basement. \$650/mo + utilities. 1 yr lease. Day 221-6387. Andy 614-432-3390 or denbrookremodeling@yahoo.com 35 EAST NORWICH - just steps to Lane & High - 2BR, free parking, a/c, laundry 1yr lease starts 8/15/15 - reduced sublease available now \$950/mo. call Andy 614-432-3390 or denbrookremodeling@yahoo.com	Sublet IMMEDIATE OPENING! Seeking mature, responsible person to oversee rooming house near OSU campus. Must live on premises. Inquiries call 614-228-0186. Send resumes to btpmrg@gmail.com Help Wanted General "HANDS-ON" local landlord is looking for hard working college students to help with apartment turnover, renovations, lawn care, and maintenance. Must have a pick up or van. Some construction experience would help. All work on campus June thru mid August. Email tom@osupremereproperties.com \$10-12 per hour to start plus gas \$.	FIRST SERVICE Federal Credit Union is seeking a fulltime teller for our Groveport location. Applicant should be dependable, friendly, energetic able to provide superior member service, process member transactions and promote credit union products. Ability to work a flexible schedule including Saturdays is required. Previous cash handling, customer service, and the ability to communicate in multiple languages is a plus. Full benefit package offered. Interested candidates should send resume to jobs@firstcu.com. First Service Federal Credit Union provides equal employment opportunity to qualified persons regardless of race, color, sex, national origin, age, sexual orientation, gender identity, disability, veteran status, or other category protected by law.	LOOKING FOR a place to begin a great career? Work in the Arena Diet! Immediate Opening to Full Time Management Position -Competitive Salary -Flexible Hours -Health Benefits, 401K and Paid Time Off -Genuine Advancement Opportunities with one of Central Ohio's Largest Employers -Fast Paced, Team Atmosphere To apply call 614-610-0442 or visit SPPUS.com and click on the career link. Under the Standard Job application site, search for Columbus and Assistant Facility Manager- Frontline. LOOKING FOR a way to give back to the community and help better your neighborhood? Seeking college students who are looking for a great opportunity to gain experience in the retail warehouse environment. Temp-to-hire opportunities with flexible hours.
02/184 W. Maynard - available for fall 2 bedroom 1 bath \$1400 2 bedroom 2 bath \$1750 Call: Myra Real Estate 614-486-2933	Unfurnished 3 Bedroom 108 W Patterson has 3 bedrooms, 1 renovated full bath, recently re-	"PAINTERS WANTED" -All training provided -Full and part-time -Openings all over Ohio -\$5-\$15hr + bonuses -Need access to vehicle -Fun, safe, outdoors -Work with other students		

PUBLICATION SCHEDULE



2016

AUGUST

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

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

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					

NOVEMBER

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			

2017

DECEMBER

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

JANUARY

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				

FEBRUARY

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

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

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						

CALENDAR KEY

- Regular Issue
- Special Issue

SPECIAL ISSUES*

- Aug 1 - Buckeye Bound
- Aug 23 - Back-to-School
- Sept 15 - Big Ten Football
- Oct 6 - Grad. School
- Oct 25 - Buckeye Bites
- Nov 3 - Fall Housing Guide
- Nov 22 - Michigan

- January 24 - Spring Sports
- Feb 2 - Spring Housing Guide
- Feb 16 - Graduate / Career
- March 30 - Best of OSU
- April 25 - Commencement

*Special Pricing - see page 3

Academic Calendar

<http://registrar.osu.edu/staff/bigcal.asp>

CONTACT

To place an ad in **The Lantern** please contact **The Lantern advertising, care of MediaMate, LLC.**

614.292.2031 or 888.897.7711 | Advertising@thelantern.com | Orders@mymediamate.com

Insertion Order

Date: ____/____/____

Contact Information:

Advertiser Contact Name: _____ Title/Position: _____

Company: _____

Address: _____

City: _____ State: _____ Zip: _____

Email: _____ Phone: _____ Fax: _____

I authorize advertising insertion(s) in The Lantern in the following issue(s):

Our ads will be:

Color

Black & White

Full Page: 5 col (10.125") W x 15.75" H

½ Page (H): 5.0 col (10.125") W x 7.87" H

½ Page (V): 2.5 col (5.06") W x 15.75" H

¼ Page (V): 2.5 col (5.06") W x 7.87" H

¼ Page (H): 5 col (10.125") W x 4.0" H

Custom: ____ col. W x ____ H

Business Card: 2.0" x 3.5"

Premium Space: _____

Inserts

Post-its

Spine Wrap

Online: _____

Daily Newsletter: _____

Social Media: _____

Ad Racks: _____

Mobile Banner : _____

Total: \$ _____ USD

Initials: _____

Deadline and Placement Information

Space and material deadline is 10 days prior to run date. Minimum order restriction of \$500.00. Any orders less than \$500.00 will incur an administration fee. Please contact your representative for more information.

Basic Creative Requirements

- PDF with all fonts embedded
- All images should be 200-300 dpi
- Color images must be in CMYK format
- Black and white images must be in grayscale
- Online ads should be JPG or GIF files

General Advertising Terms & Provisions

Deadlines

Quote pricing honored for 30 days. Copy and all ad material must be received 10 business days prior to scheduled run date.

Payment Policy

All orders must be prepaid in full. All payments are non-refundable except as otherwise provided herein. Advertiser assumes responsibility for checking proof of performance and ensuring their advertising campaign has run correctly.

Cancellation Policy

Advertiser must provide MediaMate with a written cancellation request a minimum of 30 business days prior to ad insertion date to discontinue or cancel a campaign (or portion thereof). MediaMate reserves the right to charge the Advertiser up to a 10% cancellation fee for any unused portion of the campaign to cover internal costs.

Indemnification

All advertisements are accepted and placed by MediaMate on the Advertiser's representation that Advertiser is authorized to publish the contents and subject matter of said advertisements. Advertiser agrees to indemnify and hold harmless MediaMate and its officers and employees from any loss, liability, or expense (including reasonable attorney's fees) incurred as a result of any claim or lawsuit for libel, violation of the right to privacy or publicity, plagiarism, copyright infringement and any other claim or lawsuit based on the contents or subject matter of said advertisements.

The liability of MediaMate for any act, error, omission or failure to act for which it may be responsible shall, in no event, exceed the cost of the advertising space ordered. MediaMate, will not, in any event, be liable for consequential or special damages including, but not limited to, lost profits or income. MediaMate, is not, in any event, liable for any errors or omissions in advertisement copy, including but not limited to, key numbers. Unintentional or inadvertent failure on the part of MediaMate to fill an order shall not constitute breach of the Purchase Order. MediaMate shall not be subject to any liability whatsoever for failure to fill and order for advertising, or failure to publish or cause to be published, any advertising such failure(s) occasioned by accidents, fires, work stoppages, floods or other circumstances reasonably beyond MediaMate's control.

MediaMate reserves the right to cancel or reject any advertising.

Governing Law

Client hereby agrees to be bound by the terms of this purchase order and that this purchase order shall be governed by and construed in accordance with the laws of the State of Massachusetts. Any civil action or proceeding arising out of or related to this contract shall be brought in the courts of the State of Massachusetts.

I hereby agree to the terms of this advertising insertion order.

Signature: _____