

**KENNESAW STATE UNIVERSITY STUDENT MEDIA
ADVERTISING MEDIA KIT**

2018 - 2019

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WHO WE ARE

MISSION STATEMENT

KSU Student Media is dedicated to the support and encouragement of responsible, ethical media to connect, explore and enrich the lives of the university's many constituencies. It provides an open forum to the campus community for the free expression and exchange of ideas, concerns, issues, trends, and information, and outlets for the KSU community. KSU Student Media provides opportunities for interested students to learn and practice skills in art, journalism, design, production, photography, editing, business, advertising, web authoring, broadcasting, new media and management in a "true to life" setting. It encourages the values of integrity, tenacity, creativity and honesty in the pursuit of excellence.

ABOUT KSUSM

As a student group conglomerate, Kennesaw State University Student Media acts as the administrative hub for all of its outlets. Serving the Kennesaw and Marietta area through impactful news and incredible entertainment with its three outlets: the weekly newspaper The Sentinel, 24/7 internet streaming radio station Owl Radio, and the bi-monthly student lifestyle magazine The Peak. Each one providing unique experiences that are educational and lead to obtaining specialized skills, building relationships, and making a difference at their school and community. Many students have used their experience to earn internships and jobs following graduation. KSUSM allows for real-world experience within a learning centered environment, while at the same time providing students a platform for their voices, ideas, and passions to be heard.



THE SENTINEL

WEEKLY NEWSPAPER, PHYSICAL AND DIGITAL

- There are 5,000 physical copies printed weekly, distributed on Tuesdays.
- Around 4,700+ readers per week; an average of 94% readership weekly.
- Distributed both campuses: Marietta and Kennesaw.
- The Sentinel's website has, on average, 25,000 website visitors per month.

OWL RADIO

ONLINE BROADCAST RADIO, DIGITAL, AND EVENTS

- Reaches on average 4,000 listeners per month.
- On-air 24/7, current down time is on average less than 1% per month.
- Available online or on the downloadable RadioFX app.
- Completes around 25 DJ events per semester.



THE PEAK

BI-MONTHLY STUDENT LIFESTYLE MAGAZINE, PHYSICAL AND DIGITAL

- Prints 2,000 copies every two months.
- Centered mainly around the Marietta campus.
- Distributed to both campuses: Marietta and Kennesaw
- The Peak's website has on around 1,000 visitors per month.

DEPARTMENTS & CONTACTS

ADVERTISING

Email: advertising@ksusm.com
Office: Weekdays 10AM - 5PM
Fax: 470-578-9165
Phone: 470-578-6470

Address: **KSUSM Advertising**
395 Cobb Ave. NW
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Josh Eastwood

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KSUSM Ad Manager
395 Cobb Ave. NW
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OUR AUDIENCE

Kennesaw State University is a vibrant and growing community that stretches across Cobb County with **two major campuses**: Kennesaw and Marietta. With three wide reaching outlets, KSU Student Media allows you to get directly into the sightline of **over 35,000 students** in a captivating and impactful way. KSUSM's outlets also reach the university's **more than 5,000 faculty and staff members**, making our audience well over 40,000 people – who have on average a combined **economic impact of over \$700 million** per year².

Entirely content independent, run, and managed completely by students, KSUSM provides unrivaled experiences that allow students to pursue their goals. With **over 50 years of history**, KSU Student Media is an ingrained powerhouse within the student population; allowing voices to be heard, entertainment to be created and enjoyed, as well as differences to be made. Kennesaw State University Student Media is an incredible way to begin interacting directly with the students and build the audience you are looking for.

21,000

physical copies distributed per month on average.

35,000+

digital visitors per month on average.

716

hours of audio broadcast per month on average

35,018

Total Students

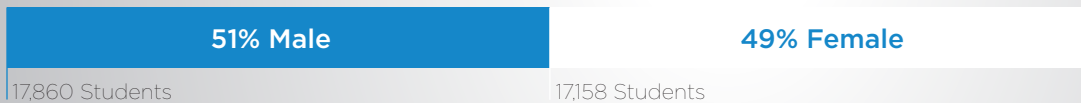
24

Average Student Age

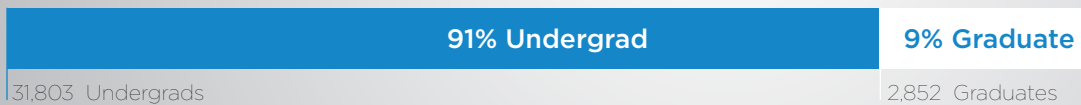
5,015

Faculty & Staff

MALE TO FEMALE OF STUDENTS



UNDERGRAD TO GRADUATE



"HOME" CAMPUS RATIO



Kennesaw State University students spent

\$463,093,474

a year on just personal expenses.²



57% | Caucasian



22% | African American



9% | Hispanic



5% | Asian

1. Statistics pertaining to students and the percentages derived are sourced from the KSU 2016 – 2017 Fact Book, procured by Kennesaw State University.

2. The total yearly expenditure of personal expenses by students and total economic impact is sourced from 'The Economic Impact of University System of Georgia Institutions on their Regional Economies in FY 2016.'

THE SENTINEL

The Sentinel is the **official student newspaper** at Kennesaw State University and is currently published in six column broadsheet format tall, **printed weekly** on Tuesdays during the Fall and Spring semesters and twice during the Summer. The Sentinel can also be found constantly through their **online platform: ksusentinel.com**. Approximately 29 issues are published in an academic year, with an average length of 8 pages. The Sentinel is an award winning, nationally recognized, designated public forum, giving students a platform for their voice in order to make a difference at their school and within their community. **Student editors have the authority to make all content decisions** without censorship or advance approval from KSU administration.

Newspaper subscriptions are on the rise, and following that trend, overall **readership for The Sentinel has never been higher**. As students look for the truth, they find The Sentinel, who prides themselves on integrity and honesty – nothing held back. The Sentinel allows readers to know the facts of stories that matter to them and impact their community. With such a diverse and passionate audience, there has never been a better time to advertise with The Sentinel.

5,000

issues printed and distributed weekly on Tuesday.

25,000+

average online visitors to ksusentinel.com per month.

94%

average physical weekly readership.

27

total newspaper issues in an academic year.

LOCATIONS

20

standing racks across the Kennesaw Campus

11

standing racks across the Marietta Campus

41

distribution events per year (News & Brews, etc.)

24/7

year round, online at ksusentinel.com

PUBLICATION SCHEDULE

Fall 2018 Semester

- **August 14th** Welcome Back Issue
- August 21st
- August 28th
- September 11th
- September 18th
- September 25th
- October 2nd
- October 9th
- October 16th
- October 23rd
- October 30th
- November 6th
- **November 13th** Winter Break Issue

Spring 2019 Semester

- **January 15th** Spring Start Issue
- January 22nd
- January 29th
- February 5th
- **February 12th** Valentine's Issue
- February 19th
- February 26th
- March 5th
- March 12th
- March 19th
- March 26th
- April 16th
- **April 24th** Best of KSU Issue

Special Issues are denoted in bold and with ● .

PRINT PRICES AND SIZES

1 column = 1.98" | 2 columns = 4.13" | 3 columns = 6.25" | 4 columns = 8.44" | 5 columns = 10.60" | 6 columns = 12.50"

National/Local Print Rate: \$4.15 per column inch¹

Size	Columns	Inches Tall	Black & White	FULL COLOR ²
Business Card	2 Columns	2.00"	\$16.60	+ \$25.00
1/8 Page	3 Columns	5.00"	\$62.25	+ \$50.00
Banner ³	6 Columns	4.00"	\$99.60	+ \$50.00
1/4 Page	3 Columns	10.25"	\$124.50	+ \$75.00
1/3 Page Vertical	2 Columns	20.50"	\$170.15	+ \$100.00
1/2 Page Horizontal	6 Columns	10.25"	\$249.00	+ \$125.00
Full Page	6 Columns	20.50"	\$498.00	+ \$250.00
Full Spread + Gutter	12 Columns	20.50"	\$996.00	Not Available

Charitable Non-Profits, with 501c3 classification, are granted a 15% discount off the National/Local rate.

Universtiy Affiliated Print Rate: \$3.32 per column inch¹

Size	Columns	Inches Tall	Black & White	FULL COLOR ²
Business Card	2 Columns	2.00"	\$13.28	+ \$25.00
1/8 Page	3 Columns	5.00"	\$49.80	+ \$50.00
Banner ³	6 Columns	4.00"	\$79.68	+ \$50.00
1/4 Page	3 Columns	10.25"	\$99.60	+ \$75.00
1/3 Page Vertical	2 Columns	20.50"	\$136.12	+ \$100.00
1/2 Page Horizontal	6 Columns	10.25"	\$199.20	+ \$125.00
Full Page	6 Columns	20.50"	\$398.40	+ \$250.00
Full Spread + Gutter	12 Columns	20.50"	\$796.80	Not Available

KSU Student Organization Print Rate: \$2.06 per column inch¹

Size	Columns	Inches Tall	Black & White	FULL COLOR ²
Business Card	2 Columns	2.00"	\$8.24	+ \$25.00
1/8 Page	3 Columns	5.00"	\$30.90	+ \$50.00
Banner ³	6 Columns	4.00"	\$49.44	+ \$50.00
1/4 Page	3 Columns	10.25"	\$63.35	+ \$75.00
1/3 Page Vertical	2 Columns	20.50"	\$84.46	+ \$100.00
1/2 Page Horizontal	6 Columns	10.25"	\$126.69	+ \$125.00
Full Page	6 Columns	20.50"	\$253.38	+ \$250.00
Full Spread + Gutter	12 Columns	20.50"	\$506.76	Not Available

1. Please note the rate classification to insure correct pricing. Custom sizes are available, please contact advertising@ksusm.com to learn more.
 2. Full color is denoted as an additional charge that is to be added to the black and white price of the ad; total price for color is not shown above.
 3. The 'Banner' listed above is excluding the front-page placement option and, as priced above, will only result in the banner ad being placed from page 2 onward.



PREMIUM MEDIA

Pre-Printed Inserts

- Standout from the rest with inserts. It doesn't matter about color, size, or how many pages, all pre-printed inserts are at a flat rate.
- For more specifics, along with policies regarding inserts, please see page 12.
- Insertion costs: \$100 per thousand (2,000 min).

News and Brews

- The Sentinel's staff and editor's handout around 1,500 newspapers per week, provide free coffee at these weekly events and can be used to handout promotional items.
- News and Brews costs: \$2.00 per item delivered (100 minimum); more information is on page 12.

Front Page Banner

- Specifically designed for the "Page One" reader, this full-CMYK-color advertisement provides a premium display location with a first-view priority.
- 4 inches tall by 6 Columns wide, on the front page below the edition preview to maximize impressions.

Classification	Rate (FULL COLOR included)
National/Local	\$250.00
501c3	\$212.50
University Affiliated	\$200.00
Student Organizations	\$125.00

Special Issues

- Special Issues are denoted by having greater distribution efforts or by a longer lifespan than the average publication. They are distributed at new student orientations, university wide student engagement events, and in certain cases have a higher copy count.
- There is a 20% upcharge on the base rate (Black and White price) of ads placed in these issues. The 'FULL COLOR' option is not impacted by the Special Issue upcharge.

All discounts and deals for The Sentinel's print and digital advertising **are located on page 13**. Stretch out your marketing budget and get more impressions with an awesome list of long term discounts, advertising-bundles, and multi-outlet discounts!

ONLINE

With nearly **over 15,000 unique visitors per month** to ksusentinel.com, the digital counterpart to the weekly newspaper, The Sentinel's website is an incredible way to **reach your audience as quickly as possible**. All adverts on the website rotate with other adverts and must have a click-through link.

25,000+
average monthly visitors

86%
of readers are based
around the Kennesaw/
Marietta area

Placement	Size (Min.)	Duration	Price
Top of Page	300 x 300 pixels	1 Month (30 Days)	\$50.00
Middle of Page	300 x 300 pixels	1 Month (30 Days)	\$35.00
Both Spots Bundle	300 x 300 pixels	1 Month (30 Days)	\$75.00
Top of Page	300 x 300 pixels	1 Semester (4 Months)	\$175.00
Middle of Page	300 x 300 pixels	1 Semester (4 Months)	\$125.00
Both Spots Bundle	300 x 300 pixels	1 Semester (4 Months)	\$250.00
Top of Page	300 x 300 pixels	1 Year (12 Months)	\$500.00
Middle of Page	300 x 300 pixels	1 Year (12 Months)	\$350.00
Both Spots Bundle	300 x 300 pixels	1 Year (12 Months)	\$750.00





OWL RADIO

Owl Radio is KSU's streaming, **entirely student-run, college radio station**. As a traditional college station, they broadcast an eclectic mix of genres – rock, pop, jazz, indie, rap, hip hop, country, classical, local artists and bands, and more. In addition to music, Owl Radio broadcasts campus news, KSU athletic and intramural play-by-plays, talk and music shows, "request-a-DJ" events, and video production. **Owl Radio holds themselves to a high production standard** in every aspect of content creation, regardless of medium or final placement. Owl Radio can be found on two major platforms **their website, ksuradio.com**, and on the mobile app RadioFX; combined, Owl Radio has **over 4,000 average listeners** per month.

As an internet streaming radio station, **listenership extends beyond KSU's campuses**, from our Student Centers to our 55,000 alumni everywhere. While radio listenership declines, online radio listenership continues to grow. Owl Radio's audience doesn't just listen - they call, chat, watch via the webcam and interact with directly with the station. As a KSU Owl Radio financial supporter, your **businesses will benefit through cost effective, specifically-targeted marketing** to a well-educated, quality-conscious audience.

4,000+

average listeners per month.

36

minutes is the average listening duration.

89%

of listeners are around the Kennesaw/Marietta area.

11

regular live shows and more being developed.

LOCATIONS

24/7 online at ksuradio.com with less than 1% down time per month on average.

RadioFX app is a mobile application for both iOS and Android devices.

UNDERWRITING

Reach your audience on the air! At an incredibly affordable price, underwriting is perfect for any advertising campaign for any product or event. Owl Radio can even make the 30 second clips for you, with gold-standard, professional, recording equipment by the incredible Owl Radio production team. With underwriting you can also pick the exact time you want your advertisement to air. Start reaching your audience directly with underwriting today. Please be aware of the stringent FCC underwriting broadcasting requirements.¹

Pricing

\$1.50 per play of underwriting clip

\$25.00 per clip to create underwriting clip
(You may provide your own and waive this charge.)

150 Underwriting spots total = 10% off underwriting cost

300 Underwriting spots total = 20% off underwriting cost

450 Underwriting spots total = 30% off underwriting cost

All discounts and deals for events, show sponsorship, underwriting, and digital advertising **are located on page 13**. Make your marketing budget go further with an incredible array of long term discounts, event bundles, and multi-outlet discounts!





SHOW SPONSORSHIPS

Target your specific audience directly with sponsoring one of Owl Radio's incredible live shows. By Sponsoring a show, you will receive 5 live mentions, by the hosts, equally spaced through-out the show and a show sweeper (ex: "Moriah in the Making is/was brought to you by...") at the beginning and end of your sponsored show. There is only one sponsor per show and space is available on a first-come, first-served basis.

Pricing

\$100.00 per show per month (30 days)

\$300.00 per show per semester (4 months)

Sponsor 2 shows = \$175.00 for both per month (30 days)

Sponsor 3 shows = \$250.00 for all 3 per month (30 days)

Sponsor a show and receive an additional 10% off underwriting

DJ EVENTS

Owl Radio loves to liven up events! Dance party? Social? Grand opening? We've got you covered! In addition to playing music of your choice, we're great at announcing winners, instructions, reminders, sponsors, etc. Events are provided at least one DJ, mobile equipment that includes speakers. Owl Radio DJs are also able to play requests and honor music genres if specified. Requests must be made at a minimum 14 business days in advance online at ksuradio.com/event-request.

Classification	Set-up Fee	Off-Campus Fee ²	Hourly Rate
National/Local	\$40.00	\$0.00 (per hour)	\$50.00
501c3	\$30.00	\$0.00 (per hour)	\$40.00
University Affiliated	\$20.00	\$5.00 (per hour)	\$30.00
Student Organizations	\$10.00	\$5.00 (per hour)	\$20.00

ONLINE

With nearly **over 5,500 unique visitors per month** to ksuradio.com, the online home to the 24/7 streaming radio station, Owl Radio's website is an awesome way to **reach your audience as quickly as possible**. All adverts on the website rotate with other adverts and must have a click-through link.

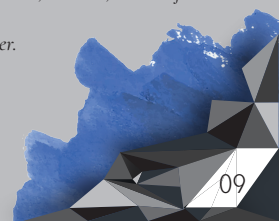
5,500+
average monthly visitors

91%
of listeners are based
around the Kennesaw/
Marietta area

Placement	Size (Min.)	Duration	Price
Top of Page	300 x 300 pixels	1 Month (30 Days)	\$35.00
Middle of Page	300 x 300 pixels	1 Month (30 Days)	\$20.00
Both Spots Bundle	300 x 300 pixels	1 Month (30 Days)	\$45.00
Top of Page	300 x 300 pixels	1 Semester (4 Months)	\$125.00
Middle of Page	300 x 300 pixels	1 Semester (4 Months)	\$70.00
Both Spots Bundle	300 x 300 pixels	1 Semester (4 Months)	\$175.00
Top of Page	300 x 300 pixels	1 Year (12 Months)	\$350.00
Middle of Page	300 x 300 pixels	1 Year (12 Months)	\$200.00
Both Spots Bundle	300 x 300 pixels	1 Year (12 Months)	\$450.00

1. Underwriting is a specialized form of advertising. According to FCC guidelines, underwriting cannot include a "call to action" or opinion statements. Underwriting messages may include up to 20 words after the names of your business and can be no longer than 30 seconds. The following can be included in underwriting, Name of business, Address, Phone Number, Website, Hours of Operation, Product line list without adjectives, Logo phrase if it is not qualitative. More information and guidelines are available on page 13.

2. Off-Campus fee is applied hourly and only to events that occur off KSU campuses. Campuses include, Kennesaw Campus, Marietta Campus, The Nest, and KSU Center.



THE PEAK

The Peak, formerly the Engineering Technician, was established in 1948 at Southern Polytechnic State University and became The Sting magazine. A year after consolidation, The Sting magazine changed its name to The Peak, committed to bringing news and entertainment to the students of KSU. The staff works hard to engage students in campus life and conversations, publishing bimonthly in a 28-page gloss, full color, full bleed, magazine distributed across all KSU campuses. All content, written and designed, is student produced free from University authority. Most of The Peak's readers do not read The Sentinel, so advertising in the magazine will allow you to reach an entirely new untapped crowd.

The Peak has a strong base on the Marietta campus as they capture the life of the KSU student. While the Peak produces 2,000 copies per issue, their audience is visibly growing, in regards to the physical publication and online presence. They are a small but mighty publication, perfect, if you are looking to reach the Marietta campus with long term influential campaigns. The Peak has an ardent crowd, with exceptionally affordable and highly effective advertising options. If you need graphics created for a low rate, either for advertisements or flyers, The Peak is best place to go.

2,000

issues printed and distributed bimonthly.

1,000+

average online visitors to ksupeak.com per month.

85%

average physical bimonthly readership.

6

total magazine issues in a year.

LOCATIONS

20

standing racks across the Kennesaw Campus

11

standing racks across the Marietta Campus

24/7

year round, online at ksupeak.com

PUBLICATION SCHEDULE

Fall 2018 Semester

- **July 11th** Student Survival Guide
- September 3rd
- November 5th

Spring 2019 Semester

- **December 31st** Winter Welcome Issue
- February 4th
- April 8th

Special Issues are denoted in bold and with ●.

PREMIUM MEDIA

Special Issues

- Special Issues are denoted by having greater distribution efforts or by a longer lifespan than the average publication. They are distributed at new student orientations, university wide student engagement events.
- There is a 10% upcharge on the base rate of ads placed in these issues.

Back of Magazine

- This full-color, full-bleed, full-page, advertisement provides a premium display location with a high traffic viewing priority. The full page size is the only available size for the 'Back of Magazine'
- 8.63" x 11.13"
- \$250.00 National/Local, \$190.00 University Affiliated, \$150.00 KSU Student Organization

PRINT PRICES AND SIZES

All print advertisements within The Peak's magazine are full color and full bleed with a maximum page size of 8.63" x 11.13".

National/Local Print Rate: \$2.00 per square inch¹

Size	Inches Wide	Inches Tall	Price ²
1/8th Page Horizontal	4.38"	2.88"	\$25.00
1/8th Page Vertical	2.88"	4.38"	\$25.00
1/4th Page Horizontal	8.63"	2.88"	\$50.00
1/4th Page Vertical	4.38"	5.63"	\$50.00
1/2 Page Horizontal	8.63"	5.63"	\$100.00
1/2 Page Vertical	4.38"	11.13"	\$100.00
Full Page ³	8.63"	11.13"	\$200.00
Centerspread	17.13"	11.13"	\$350.00

Charitable Non-Profits, with 501c3 classification, are granted a 15% discount off the National/Local rate.

University Affiliated Print Rate: \$1.46 per square inch¹

Size	Inches Wide	Inches Tall	Price ²
1/8th Page Horizontal	4.38"	2.88"	\$17.50
1/8th Page Vertical	2.88"	4.38"	\$17.50
1/4th Page Horizontal	8.63"	2.88"	\$35.00
1/4th Page Vertical	4.38"	5.63"	\$35.00
1/2 Page Horizontal	8.63"	5.63"	\$70.00
1/2 Page Vertical	4.38"	11.13"	\$70.00
Full Page ³	8.63"	11.13"	\$140.00
Centerspread	17.13"	11.13"	\$245.00

KSU Student Organization Print Rate: \$1.04 per square inch¹

Size	Inches Wide	Inches Tall	Price ²
1/8th Page Horizontal	4.38"	2.88"	\$12.50
1/8th Page Vertical	2.88"	4.38"	\$12.50
1/4th Page Horizontal	8.63"	2.88"	\$25.00
1/4th Page Vertical	4.38"	5.63"	\$25.00
1/2 Page Horizontal	8.63"	5.63"	\$50.00
1/2 Page Vertical	4.38"	11.13"	\$50.00
Full Page ³	8.63"	11.13"	\$100.00
Centerspread	17.13"	11.13"	\$175.00

1. Please note the Media Kit's edition to insure correct pricing. Custom sizes are available, please contact advertising@ksusm.com to learn more.
2. All advertisements are printed in color due to the full color production of The Peak's magazine; black and white prices are not available.
3. The 'Full Page' is excluding the back of the magazine placement option and, as priced above, will result in the ad being placed on the inner pages.



GRAPHICS CREATION

Need an **advertisement, a logo, or social media banner** made that will grab anyone's attention? Look no further than The Peak's graphics team. With their ability to create any media, for any medium, anything is possible. Email advertising@ksusm.com with your specifications for an exact quote today.

Social Media Bundle

- Build your social media audience with professional level graphics to cover all side of your Facebook, Twitter, Snapchat and more!
- The Bundle includes: 1 Facebook Cover Photo, 1 Twitter Banner, and 2 Profile Pictures.
- You may switch out the social media platform in regards to the Cover/Banner photos.

In-House Deal

- If you are advertising with any of KSUSM's outlets you automatically receive 20% off your print or digital advertisement creation.
- The advert designed must be the one that runs, therefore if print advertising is purchased then the 20% applies to print advertising creation and vice-versa for digital advertising.

Graphic	Edits Included	Additional Edits	Price ⁴
Print Advertisement	3 revisions	\$10.00 per additional revision	Starting at \$15.00
Web Advertisement	3 revisions	\$10.00 per additional revision	Starting at \$25.00
Business Card	3 revisions	\$10.00 per additional revision	Starting at \$25.00
Flyer (8.5" x 11")	3 revisions	\$12.00 per additional revision	Starting at \$25.00
Poster (18"x24" or bigger)	3 revisions	\$15.00 per additional revision	Starting at \$30.00
Social Media Bundle	4 revisions	\$20.00 per additional revision	Starting at \$50.00
Logo	5 iterations	\$10.00 per additional iteration	Starting at \$50.00

All discounts and deals for print advertising, graphics creation, and digital advertising **are located on page 13**. Make your marketing budget go further with an incredible array of long term discounts, event bundles, and multi-outlet discounts!

ONLINE

With nearly **over 1,000 unique visitors per month** to ksupeak.com, the digital counterpart to the bimonthly magazine, The Peak's website is an incredible way to **reach your audience as quickly as possible**. All adverts on the website rotate with other adverts and must have a click-through link.

1,000+
average monthly visitors

97%
of viewers are based
around the Kennesaw/
Marietta area

Placement	Size (Min.)	Duration	Price
Top of Page	300 x 300 pixels	1 Month (30 Days)	\$20.00
Middle of Page	300 x 300 pixels	1 Month (30 Days)	\$10.00
Both Spots Bundle	300 x 300 pixels	1 Month (30 Days)	\$25.00
Top of Page	300 x 300 pixels	1 Semester (4 Months)	\$70.00
Middle of Page	300 x 300 pixels	1 Semester (4 Months)	\$35.00
Both Spots Bundle	300 x 300 pixels	1 Semester (4 Months)	\$95.00
Top of Page	300 x 300 pixels	1 Year (12 Months)	\$200.00
Middle of Page	300 x 300 pixels	1 Year (12 Months)	\$100.00
Both Spots Bundle	300 x 300 pixels	1 Year (12 Months)	\$250.00

⁴ Starting price for graphic creation is based on size of ending material; additional cost may be added on based on extra specifications/time required.

BUNDLES & DEALS

KSUSM-WIDE DEALS¹

2-outta-3

Receive 10% off your total order when you advertise in any two of the three of KSUSM's outlets

3-outta-3

Receive 15% off your total order when you advertise in all three of the three of KSUSM's outlets

THE SENTINEL

Long Term Advertising Deals²

5%-for-5

5% off base print adverts per each 5 issues print advertisements are run in The Sentinel. This deal is 'stackable' up to 25% off (25 issues or more) for an entire year of print advertising.

Buy 3 Color get the 4th Color Free

Purchase 3 full color advertisements of any same size and receive a free color advertisement of the same size.

Online and Print Bundles³

Silver Ad Bundle

Purchase over \$300.00 of print advertising, with The Sentinel, and receive one free month of 'Middle of the Page' online advert on ksusentinel.com.

Gold Ad Bundle

Purchase over \$500.00 of print advertising, with The Sentinel, and receive one free month of 'Top of the Page' online advert on ksusentinel.com.

THE PEAK

Long Term Advertising Deals

3 issues = 10% off

Purchase any print advertising size in The Peak for 3 issues and receive 10% off those adverts.

4 issues = 15% off

Purchase any print advertising size in The Peak for 4 issues and receive 15% off those adverts.

5 issues = 20% off

Purchase any print advertising size in The Peak for 3 issues and receive 20% off those adverts.

Online and Print Bundles³

Silver Ad Bundle

Purchase over \$150.00 of print advertising, with The Peak, and receive one free month of 'Middle of the Page' online advert on ksupeak.com.

Gold Ad Bundle

Purchase over \$300.00 of print advertising, with The Peak, and receive one free month of 'Top of the Page' online advert on ksupeak.com.

OWL RADIO

Long term Underwriting

150 Underwriting spots total = 10% off underwriting
 300 Underwriting spots total = 20% off underwriting
 450 Underwriting spots total = 30% off underwriting

Event bundles

Mini Event Bundle

2 hours or longer = free underwriting clip creation

Mega Event Bundle

5 hours or longer = free underwriting clip creation and 15 free underwriting spots.

Online and Print Bundles³

Silver Ad Bundle

Purchase over \$200.00 of advertising with Owl Radio and receive one free month of 'Middle of the Page' online advert on ksuradio.com.

Gold Ad Bundle

Purchase over \$400.00 of advertising with Owl Radio and receive one free month of 'Top of the Page' online advert on ksuradio.com.

1. Advertising completed in other outlets must exceed discount difference to be applied.
2. Long Term Advertising deals are not permitted to be combined or 'stacked' in any way and preference is allowed to be selected by the customer.
3. All bundle thresholds, the amount required to qualify for the bundle, must be met after other discounts or deals have been applied. These deals are not 'stackable' and are on an OR basis.

REQUIREMENTS

All ad artwork, payment, and signed invoice must be received 3 business days before desired publication, display, or broadcast date.

All artwork (for print or online) and recordings (for underwriting) must be sent to advertising@ksusm.com within the deadline.

Print Advert Requirements

- The Sentinel's and The Peak's prepress process is 100% digital and supports the following formats: **PDF, TIFF, PSD and high-quality JPEG**.
- Artwork must be designed to the exact size of advert purchased or to a similar size/aspect ratio.
- Images must be saved, at a minimum, in **300 DPI resolution** for optimal printing quality.
- When preparing a PDF, please make sure to embed all fonts and do not crop the ad image. PDF format is preferred.
- Color images should be prepared for CMYK printing if possible.
- Advertisement artwork can be created by our design for 20% of the base price of the advert.

Online Advert Requirements

- The Sentinel's, Owl Radio's, and The Peak's online ad spaces are identical in size, with a **minimum creative size of 300 x 300 pixels**.
- Online ads must link directly to your website and can be featured in the following file formats: **JPG/JPEG, PNG, GIF, SWF**.
- Resolution for all online ads should be a **minimum 144 DPI. A click-through link is required for all online adverts**.
- Digital creatives may be changed out up to three times with no additional cost. After three creative updates, following adjustments are an additional \$10.00 per applicable website.

Underwriting Requirements

- Underwriting is a specialized form of advertising. According to FCC guidelines, **underwriting cannot include a "call to action" or opinion statements**.
- Underwriting messages may include up to 25 words after the names of your business and **can be no longer than 30 seconds**.
- The following can be included in underwriting, Name of business, Address, Phone Number, Website, Hours of Operation, Product line list without adjectives, Logo phrase if it is not qualitative.
- **All underwriting clips and/or scripts must have written approval by the Ad Manager.**

Payment Requirements

- At this time, KSUSM is only able to accept **cash or check**.
- Full payment is required before advertisements may run/be displayed. **Extensions are available upon request, but must be confirmed by the Ad Manager.**
- All payment must be sent to:

**ATTN: KSUSM Advertising
395 Cobb Ave. NW, MD 0507
Kennesaw, GA 30144-5591**

- **Payment may be dropped off**, during business hours to the KSU Carmichael Student Center, Rotunda Info Desk with 'ATTN: KSUSM Advertising' denoted prominently.

PROCEDURE

Print, Online, and Underwriting Advertising

1. Email advertising@ksusm.com or call 470-578-6470 with your order or questions.
 2. Receive an invoice with selected advertising.
 3. Send artwork to advertising@ksusm.com by 5:00PM four business days before your selected publication/broadcast date.
 4. Receive artwork/recording approval - if necessary.
 5. Sign and return invoice, digitally or physically, along with full payment by 5:00PM three business days before your selected publication/broadcast date.
 6. Receive a payment and placement confirmation receipt.
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Events

1. Fill out Event Request form at www.ksuradio.com/event-request/. Please be sure to include music preference, music restrictions pertinent to your event, and if you require a microphone for announcements.
 2. Receive an answer within 3 business days. If your request is approved an invoice will be sent.
 3. Pay and return your signed invoice within 7 business days of your requested DJ event.
 4. Receive a payment and final confirmation receipt.
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POLICY & TERMS

Advertising Standards

All ads submitted for publication must comply with applicable U.S. and International laws, and may not be indecent, obscene, or defamatory. All advertising is subject to KSUSM's approval. KSUSM reserves the right to refuse any advertisement at its sole discretion for any reason whatsoever, including without limitation for offensive or inappropriate content.

Warranties and Indemnity

Advertiser warrants and represents that the Advertisement does not contain any material that is copyrighted, protected by trade secret or otherwise subject to third-party proprietary rights, including privacy and publicity rights, unless Advertiser is the owner of such rights or has permission from their rightful owner for purpose of the Advertisement. By submitting an Advertisement, Advertiser represents and warrants that it owns or has the necessary licenses, rights, consents, and permissions. Advertiser also represents and warrants that an Advertisement is not defamatory or libelous, obscene, or contrary to applicable local, national, and international laws and regulations. Advertiser agrees to defend, indemnify and hold harmless KSUSM and all of their outlets, editors, employees and volunteers, from and against any and all claims, damages, obligations, losses, liabilities, costs or debt, and expenses (including but not limited to attorney's fees) arising from any breach, or alleged breach, of the warranties identified in this section.

Limitation on Liability, Disputes

In no event shall KSUSM and all of their outlets, editors, employees and volunteers be liable to the Advertiser for any direct, indirect, incidental, special, punitive or consequential damages whatsoever relating to the Advertisement. Any liability by KSUSM shall be limited to the amount paid for an Advertisement. THE FOREGOING LIMITATIONS OF LIABILITY SHALL APPLY TO THE FULLEST EXTENT PERMITTED BY LAW IN THE APPLICABLE JURISDICTION.

You agree that any dispute arising from, relating to or in any manner connected with this agreement shall be construed under and resolved in accordance with the laws of the State of Georgia, exclusive of its choice of law principles. Any such dispute shall be litigated only in the local or federal courts of the State of Georgia, to the personal jurisdiction of which you hereby consent. YOU AGREE THAT ANY CAUSE OF ACTION AGAINST KSUSM ARISING OUT OF OR RELATED TO AN ADVERTISEMENT MUST COMMENCE WITHIN ONE (1) YEAR AFTER THE CAUSE OF ACTION ACCRUES. OTHERWISE, SUCH CAUSE OF ACTION IS PERMANENTLY BARRED.

Miscellaneous Provisions

Should any provision in these Advertising Terms & Conditions be deemed ineffective or unenforceable, that shall not affect the validity or enforceability of the remaining provisions of these Advertising Terms & Conditions.

No alterations or variations of the Advertising Terms & Conditions shall be valid unless made in writing. Neither the failure of KSUSM to enforce at any time any of the provisions of this Agreement nor the granting at any time of any other indulgence shall be construed as a waiver of that provision or of the right of KSUSM afterwards to enforce that or any other provision. This Agreement may not be amended, nor any obligations waived, except in writing and signed by an authorized representative of KSUSM.

KSUSM
Kennesaw State University Student Media



**IF YOU HAVE ANY QUESTIONS, ANY AT ALL, EMAIL US AT
ADVERTISING@KSUSM.COM
OR CALL US AT
[\(470\) 578-6470](tel:(470)578-6470)**

THANK YOU FOR YOUR INTEREST IN, AND SUPPORT OF, KENNESAW STATE UNIVERSITY STUDENT MEDIA.