

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

2018 - 2019

WHO WE ARE

MISSION STATEMENT

K SU Student Media is dedicated to the support and encouragement of responsible, ethical media to connect,

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
STA 162B, MD 0507
Kennesaw, GA 30144

ADVERTISING MANAGER

Josh Eastwood
admanager@ksusm.com
470-578-6470

KSUSM Ad Manager
395 Cobb Ave. NW
STA 162B, MD 0507
Kennesaw, GA 30144

OUR AUDIENCE

K

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.

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

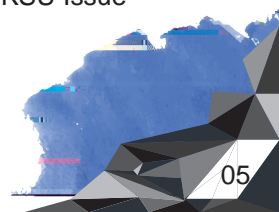
Special Issues are denoted in bold and with ●

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.



Print Prices and Sizes

Size	Columns
Business Card	2 Columns
1/8 Page	3 Columns
Banner ³	6 Columns
1/4 Page	3 Columns
1/3 Page Vertical	2 Columns
1/2 Page Horizontal	6 Columns
Full Page	6 Columns
Full Spread + Gutter	12 Columns

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).

Front Page Banner

- Specifically designed for the "Page One" reader, this full-CMYK-color advertisement provides a premium dis-

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, ksुरadio.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.

LOCATIONS

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

UNDERWRITING

Reach your audience on the air! At an incredibly affordable price, underwriting is perfect for any advertising cam-

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.

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

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

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.

Placement	Size (Min.)
Top of Page	300 x 300
Middle of Page	
Both Spots Bundle	
Top of Page	5,550
Middle of Page	
Both Spots Bundle	
Top of Page	
Middle of Page	
Both Spots Bundle	

1. Underwriting is a specialized form of advertising. According to FCC guidelines, underwriting cannot include a "call to action" or opinion statements. Underwriting to 20 words a day 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, Operation, Product line list without adjectives, Logo phrase if it is not qualitative. More information and guidelines are available on page 13.
 2.0 -Campus fee is applied hourly and only to events that occur on KSU campuses. Campuses include, Kennesaw Campus, Marietta Campus, the Nesbit, and KSU Central

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.

LOCATIONS

20

standing racks across the Kennesaw Campus

11

standing racks across the Marietta Campus

24/7

year round, online at ksuspeak.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

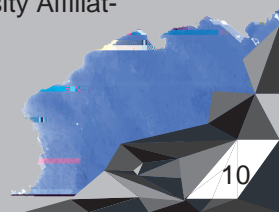
- This full-color, full-bleed, full-page, advertisement provides a premium display location with a high traffic viewing priority. The full page size is the only available size for the 'Back of Magazine'
- 8.63" x 11.13"
- \$250.00 National/Local, \$190.00 University Affiliated, \$150.00 KSU Student Organization

2,000
issues printed and distributed bimonthly.

1,000+
average online visitors to ksuspeak.com per month.

85%
average physical bimonthly readership.

6
total magazine issues in a year.



PRINT PRICES AND SIZES

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

1. Please note the Media Kit's edition to insure correct pricing. Custom sizes are available, please contact advertising@ksusm.com to learn more.

GRAPHICS CREATION

Need an advertisement, a logo, or social media banner

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

Bundles & Deals

KSUSM-wide¹deals

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 Deals ²

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 Bundles ³

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 Bundles ³

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 Bundles ³

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 'stackable' and are on an OR basis.

REQUIREMENTS

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 Op-

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 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 and representations 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 exclusive 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 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.

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