



# MEDIA KIT

2018-2019

Oklahoma City University's media source since 1907

## Print Ads: Sizes/Prices

1500 newspapers every Wednesday

Full Page	\$850.00 full color	\$750.00 B&W
Junior Page	\$550.00 full color	\$450.00 B&W
Half Page	\$475.00 full color	\$375.00 B&W
Quarter Page	\$300.00 full color	\$200.00 B&W
Eighth Page	\$200.00 full color	\$100.00 B&W

## Print Ads: Non-Profit Sizes/Prices

Full Page	\$750.00 full color	\$650.00 B&W
Junior Page	\$450.00 full color	\$350.00 B&W
Half Page	\$400.00 full color	\$300.00 B&W
Quarter Page	\$250.00 full color	\$150.00 B&W
Eighth Page	\$170.00 full color	\$70.00 B&W

## Digital Ads: Sizes/Prices

970 pageviews per week (on average)

Leaderboard	Per Day (+7 days) \$50.00	Per day (+30 days) \$180.00
Medium Rectangle	Per Day (+7 days) \$35.00	Per Day (+30 days) \$120.00

# Print Ad Sizes

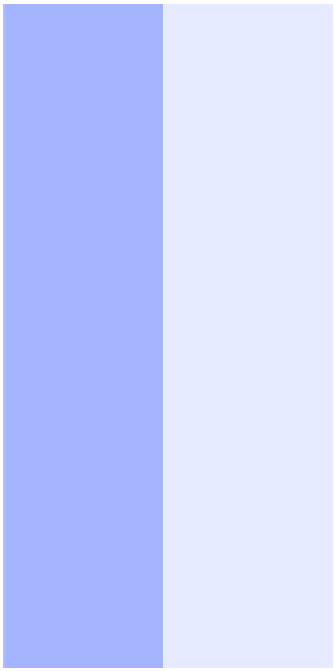
Full Page  
10.63" x 21.48"



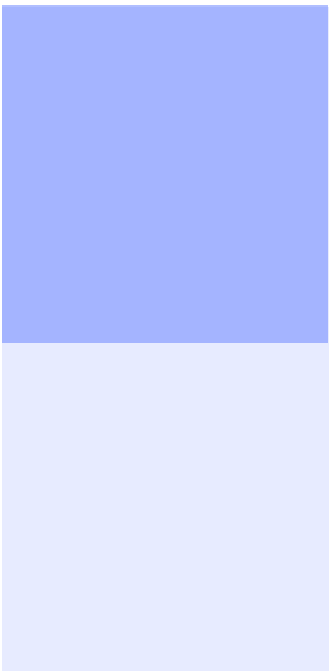
Junior Page  
7.40" x 17.85"



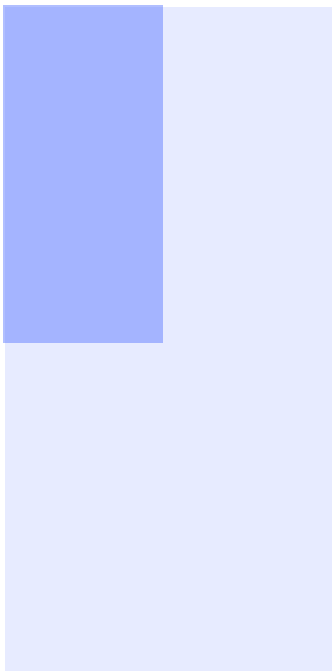
Half Page (V)  
5.22" x 21.48"



Half Page (H)  
10.63" x 10.86"



Quarter Page (H)  
5.22" x 10.86"



Quarter Page (V)  
10.63" x 5.43"



Eighth Page  
5.22" x 5.28"

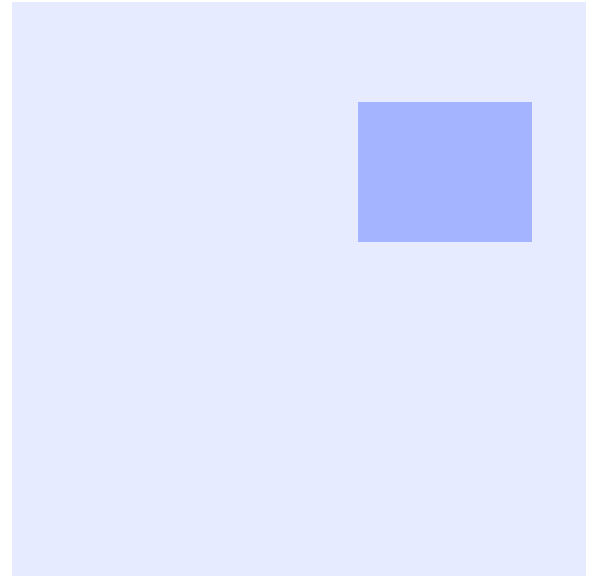


# Digital Ad Sizes

Leaderboard  
728 x 90 pixels



Medium Rectangle  
500 x 400 pixels



## Advertising Information

Members of the OCU community, or those who purchase four or more issues will receive an advertising discount. Color must be booked when the ad is scheduled. Ads may be ordered online through the Ad Shop link listed below

**[OKCU Student Publications Ad Shop](#)**

Signed contracts must be submitted before 5pm the Wednesday before the desired publication. A proof will be returned to you for your approval no later than 5pm the following Thursday. The ad closing deadline is noon of the Friday before your desired publications. All contracts, proofs, and payments must be finalized by this time.

For any questions, comments or concerns, contact your advertising representative at [thecampusads@okcu.edu](mailto:thecampusads@okcu.edu). We will return your email within the next business day (24 hours).

# *The Campus*

## **2018-2019 Publication Schedule**

### **Fall**

August 22  
August 29  
September 12  
September 19  
September 26  
October 3  
October 10  
October 24  
October 31  
November 7  
November 14  
December 5

### **Spring**

January 9  
January 16  
January 30  
February 6  
February 13  
February 20  
February 27  
March 6  
March 20  
March 27  
April 3  
April 10  
April 17  
April 24

