



TAN & CARDINAL

Otterbein University

NATIONAL & REGIONAL ADVERTISING MEDIA KIT 2011 - 2012



tan & cardinal

GENERAL INFORMATION

Frequency:	Weekly
Days Published:	Wednesday
Circulation:	1,000
Readership:	3,000
School Enrollment:	3,063
School Location:	Westerville, Ohio
Metro Area:	Columbus, Ohio
Summer Issues:	No
Format:	Tabloid
Full Page Size Tabloid:	5 col (10") W x 11.5" H

Column Widths:	Tabloid
	1) 1.8"
	2) 3.8"
	3) 6.0"
	4) 8.2"
	5) 10.0"

School Type:	4-year, Private not-for-profit
Highest Degree:	Master's
2010-2011 In-State Tuition:	\$28,413
2010-2011 In-State Student Expenses:	\$39,711
Most Popular Bachelor Degree(s):	Health Professions
Most Popular Master Degree(s):	Health Professions, Education
Male/Female Ratio:	38% Male / 64% Female
On Campus Housing Y/N:	Yes
Graduation Rate:	62%

DEMOGRAPHICS

Ethnicity	Percentage
White:	81%
Black:	7%
Hispanic:	2%
Asian/Pacific Islander:	1%
American Indian:	0%
Unknown/Other:	7%
Non-Resident Alien:	1%

ABOUT US

Otterbein University, located in Westerville, Ohio, is a four-year private institution founded in 1847. With 140 acres of beautiful and historic campus, Otterbein provides an integrated mix of culture and education. Less than 30 minutes from Columbus, Otterbein students enjoy a warm and friendly small-town atmosphere while remaining conveniently located to a large metropolitan city.

The Tan & Cardinal is the weekly student newspaper of Otterbein University, serving a diverse readership of traditional, graduate and continuing studies students as well as faculty, staff and the Westerville, Ohio area. With a recently redesigned layout, issues range between 8-12 pages each week. Full PDF issues of the Tan & Cardinal are available online at otterbein360.com. Advertising opportunities for the Tan & Cardinal include display, online, classified and premium placement advertising as well as insertions.



DISPLAY ADVERTISING

Description: National/Open Rate

PCI Rate: \$10.65

Modular Sizes & Rates
(Black & White)

Description	Size	Rate
Full Page	5 col (10.00") W x 11.50" H	\$595.00
Half Page (H)	5 col (10.00") W x 5.75" H	\$300.00
Half Page (V) Large	3 col (6.00") W x 11.50" H	\$350.00
Half Page (V) Small	2 col (3.80") W x 11.50" H	\$235.00
Quarter Page (V) Large	3 col (6.00") W x 5.75" H	\$183.71
Quarter Page (V) Small	2 col (3.80") W x 5.75" H	\$122.48
Quarter Page (H)	5 col (10.00") W x 2.88" H	\$153.36

Premium Placement*

Description*	Size	Rate
Bottom Banner	5 col (10.00") W x 2.50" H	\$175.00
Side Banner	1 col (1.80") W x 11.50" H	\$180.00
Double Truck (Inside Spread)	10 col (20.00") W x 11.50" H	\$975.00
Page 3 / Inside Cover, Full Page Ad	5 col (10.00") W x 11.50" H	\$650.00
Back Page, Full Page Ad	5 col (10.00") W x 11.50" H	\$720.00
Back Page (Color) Full Page Ad	5 col (10.00") W x 11.50" H	\$925.00

*Rates are black and white unless otherwise noted

Color Rates

Description	Rate
Spot Color	\$100.00
CMYK (Process, 4-color)	\$325.00

Size Restrictions

- Minimum size of 10 column inches.
- Ads more than 9.0" in height will be billed at the full page height of 11.5"

DISPLAY ADVERTISING DISCOUNTS

Frequency Discounts*

Min Insertions:	3	6	10	15
Max Insertions:	5	9	14	+
% Discount:	5%	10%	15%	20%

Bulk Contracts*

Column Inches:	500	1000
PCI Rate:	\$7.80	\$7.35

*The above discounts will not be applied to color costs. For color ads, the discounts will apply to the black and white portion only and the advertiser will pay the full color rate.

Classified Advertising

Description*	Rate:
50 (qty) words	\$50.00

Classified Discounts

- Run in all issues in a given quarter and receive 10% off.
- Run in all issues in a given academic year and receive 15% off.

Please Note: These discounts cannot be combined.



INSERT QUANTITIES AND RATES

Min Size: 3.0" x 5.0"
 Max Size: 8.5" x 11.0"

Min Pages:	1	4
Max Pages:	2	16
Flat Rate (per 1,000 copies):	\$250.00	\$375.00

Please send a PDF of the insert to: orders@mymediamate.com for content approval prior to shipping actual materials.

CM Printing
Attn: Tan & Cardinal Inserts
5244 Sinclair Road
Columbus, OH 43229

Inserts must arrive at above address a minimum of one week prior to run date.

ONLINE ADVERTISING

Dimensions in Pixels



Skyscraper
 160 x 600
 \$123.00 per month



Medium Rectangle
 300 x 250
 \$102.50 per month



Full Banner
 468 x 60
 \$110.70 per month

Online Discounts

- Run an online ad for one month in addition to a display ad and receive 15% off the online advertising invoice.
- Run 3 months or more and receive 20% off total online advertising invoice.

Please Note: These discounts cannot be combined.

www.otterbein360.com

BASIC CREATIVE REQUIREMENTS

- PDF with all fonts embedded
- Quark XPress with all images and fonts
- EPS file 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



FALL SEMESTER

August 2011

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 2011

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 2011

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
23/31	24/31	25	26	27	28	29

November 2011

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		

SPRING SEMESTER

December 2011

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 2012

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			

March 2012

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 2012

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					

May 2012

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		

○ Denotes Special Issue

Special Issues

August 31 - Back to School Issue

February 14 - January-Term Magazine*

May 9 - Graduation Issue

*Magazine Format, different sizes apply. Please contact MediaMate for details.

Academic Calendar:

<http://www.otterbein.edu/calendar/academic-calendar.asp>

DEADLINE AND CONTACT INFORMATION

Space and material deadline for display advertising is 7 business days prior to run date.

Please note: Our deadline is 7 business days, not 7 weekdays. For example, if your ad is running on Thursday, September 16, your artwork and space reservation is due Wednesday, September 8.

Tan & Cardinal has hired MediaMate to be its exclusive Ad Manager. MediaMate is not an agency. MediaMate is the direct ad manager on staff, and all rates published on this media kit are direct rates. Please be sure to update your contact information for Tan & Cardinal to the below address to ensure all correspondence and ad materials are received.

Payments should be made out to MediaMate and mailed to: MediaMate, LLC, 200 Brickstone Sq., Suite 505, Andover, MA 01810 or to pay by credit card call MediaMate at 888.897.7711. Accepted card types are Visa, Mastercard, Discover, and Amex.

All information subject to change at anytime.

