MEDIA KIT 2016/2017

You’re on.
We’re a modern media network made up of 450+ students who run a TV station, radio station, newspaper and three magazines, social media and digital strategy, marketing, and advertising. Students are advised and mentored by industry professionals, experts, and alumni. Here are the ways you can support this national award-winning, educational experience.

**DAMchic**—This quarterly fashion magazine is the authority on all matters of style at Oregon State University. Check out the latest edition at OrangeMediaNetwork.com

**Prism**—The quarterly literary arts journal features content created and submitted by student artists around the campus, including poems, paintings, sculpture, essays, and photography; and hosts an artist showcase each year. Check out the latest edition on racks now, and at OrangeMediaNetwork.com

**KBVR-TV**—Ch.26 in Corvallis and livestream in HD at OrangeMediaNetwork.com, KBVR-TV is one of the only college TV stations with 24/7 student-made shows and programming. TV shows include live music and event coverage, game shows and talk shows, and the Emmy-nominated State of the Arts and daily NewsBlasts.

**The Barometer**—The 120-year-old campus newspaper of Oregon State University covers local news and events and brings awareness to important student and community issues. 12,000 copies of The Barometer are printed each Monday, and available on racks the same day. The Barometer is also delivered through The Gazette Times each Tuesday.

**Beavers Digest**—This quarterly magazine launched in 2014 and focuses on student life, food, style, and fun. Check out the latest edition on racks now, and at OrangeMediaNetwork.com

**KBVR-FM**—88.7 FM and livestream at OrangeMediaNetwork.com, more than 140 student DJs select what music they want to play, or topics they want to talk about, each hour. KBVR-FM can be heard anywhere within a 30-mile radius of the OSU campus.

**AWARDS**

The Barometer
Best All-Around Daily Student Newspaper
5 state, Region 10
2014 & 2015
2-years in a row
Society of Professional Journalists

KBVR 88.7 FM, “You’re On”
Apple Awards, Best Radio Promo
2015
College Media Association

The Barometer
First Place, General Excellence
2015
Oregon Newspaper Publishers Association

DAMchic Magazine, Blurred Lines
2nd Place Best Magazine Design
2016
College Media Association

KBVR-TV Ch.26, Beaver News
Best Public Affairs program
2016
Oregon Association of Broadcasters

The Barometer, Brian Rathbone
1st Place: Best Sports Columnist
2015
Society of Professional Journalists

KBVR TV, Ch. 26 “Locals Live”
Best Uniquely “Oregon” Program
2014
Oregon Association of Broadcasters

KBVR 88.7 FM, Prime Time Sports
Pinnacle Awards, Best Sportscast
2015
College Media Association
PUBLICATION RATES

<table>
<thead>
<tr>
<th>SIZE</th>
<th>NATIONAL</th>
<th>LOCAL</th>
<th>OSU DEPT/ORGs</th>
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<tr>
<td></td>
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<tr>
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<td>$199</td>
<td>$175</td>
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<tr>
<td>1/16</td>
<td>$120</td>
<td>$99</td>
<td>$84</td>
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</tbody>
</table>

Save 30% of national rates

Space Reservation — Back Cover + 15%, other pages + 5%

All rates are per edition. The Barometer publishes weekly and the magazines publish each term. See back page calendar.

COLOR RATES

<table>
<thead>
<tr>
<th></th>
<th>$269 national</th>
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<tbody>
<tr>
<td></td>
<td>$199 local, OSU</td>
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<td></td>
<td>$149 local, OSU, full color on quarter pages and smaller</td>
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</tbody>
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Magazine ads include full color

BULK DISCOUNT

May include both Barometer and magazines. 1/8 page or larger.

10+ ads = 10% off all products and services

20+ ads = 20% off all products and services

30+ ads = 30% off all products and services

Some exceptions apply
CROSSWORD, SUDOKU AND HOROSCOPE

Your ad can be featured within the sudoku, horoscope or crossword—your choice. Subject to availability. Call for more information.

$149 ea/full term
$199 ea sold individually
Color: + $99 each ad

STICKY NOTES

$149 per thousand
Does not include printing costs.
Students access ONID accounts well after graduating, leaving OSU

The Daily Barometer
Oregon State University's student and employees who are interested in learning more about the rules for account deactivation.

According to Erica Lomex, director of identity and access management, OSU always sends a warning email to an ONID account owner if an entire account is deleted. This allows them to be accessed after their ONID account is deleted. According to Erica Lomex, OSU always sends a warning email to an ONID account owner if an entire account is deleted. This allows them to be accessed after their ONID account is deleted.

When an ONID account is deleted, the student will have access to their data until the account is actually deactivated. The account will remain active for one year after their last activity before being replaced with a password. The accounts will be retained in a dormant mode for one year after the last activity before being replaced with a password. The accounts will be retained in a dormant mode for one year after the last activity before being replaced.

After one year of dormancy, the account will be expired and the OnID account will be created with the student's data intact. The account will be active for one year after the last activity before being replaced with a password. The accounts will be retained in a dormant mode for one year after the last activity before being replaced. Students can access their accounts while they are current students. They will be deactivated when they leave the university.

If a student leaves the university, their account will be terminated. Students can access their accounts while they are current students. They will be deactivated when they leave the university.

One term after the account is terminated, the student will be able to register for courses for an additional term before it is actually deactivated. This allows them to be accessible after their ONID account is deleted. According to Erica Lomex, OSU always sends a warning email to an ONID account owner if an entire account is deleted. This allows them to be accessed after their ONID account is deleted.

Students can access their accounts while they are current students. They will be deactivated when they leave the university.

For account deactivation, there are different rules based on the student's standing with the university. Students who are still actively enrolled in the university will be able to register for courses for an additional term before it is actually deactivated. This allows them to be accessible after their ONID account is deleted. According to Erica Lomex, OSU always sends a warning email to an ONID account owner if an entire account is deleted. This allows them to be accessed after their ONID account is deleted.

Students who have shared documents with others will have access to their data at the time of their account termination. OSU advises that if a person has emails or documents that they still have access to the student. More information on ONID accounts can be found on the OSU Information Technology website.

DIGITAL NEWSLETTER — JUICE

Daily email newsletter featuring news, helpful tips, and sponsored deals of interest to students.

$49 for deal of the day feature

CREATIVE VIDEO SERVICES

OSU clients only.
Let us create a :15 to :30 video for your social media

Starting at $299

Scan to see examples of creative video projects.

MULTIMEDIA PACKAGES

Must be booked 2 weeks in advance

COMMUNITY PARTNER PACKAGE

Underwrite The Community Calendar in The Barometer, KBVR-TV and KBVR-FM. Includes 1/16-page ad in The Barometer and :10 of airtime with each Community Calendar announcement on KBVR-TV and KBVR-FM (multiple times each day). Two weeks lead time required.

One week: $ 249
One term: $199/week
Full year: $149/week

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EVENT PACKAGES
Must be booked at least 2 weeks in advance

Got an event? We’ll take care of the photo booth and DJ services. We can add on a photographer and videographer, too for a small price. Just ask.

**PHOTO BOOTH**
Minimum of 2 hours. Outdoor venues may be canceled due to rain:
$299 plus $99 for each additional hour

**DJ SERVICES**
(3 hours): $222

SAVE $125 by booking the Photo Booth and DJ Services for the same event!
3 hours of Photo Booth + DJ Services at same event
$495

UNDERWRITING GRANT ON THE NEWSBLAST

NewsBlasts are 2-3 minute news casts that air five days a week, Sunday through Thursday. KBVR-TV Ch. 26. 88.7 KBVR-FM, and online.

$49 per NewsBlast or $199 per week
KBVR-FM is OSU’s non-commercial, student-run radio station broadcasting at 88.7 FM. The station has a signal reach that includes Corvallis, Philomath and some of Albany, and streams online at kbvr.com and OrangeMediaNetwork.com. Through underwriting, businesses have the opportunity to be recognized as supporters of the station. Messages run twice during an hour-long time slot of radio programming. Grants are secured on a term-by-term basis and will run for a 12-week period. Donations in the middle of an academic term can be prorated to run for the remainder of a particular term. Grants are 10 seconds in length.

**$99 package**

20 time slots  
5 times a week  
4 weeks (1-month)

*Please note that grant messages are not commercial advertisements and follow a set script. For more information or to schedule grants on KBVR-FM, contact your account executive at 541-737-6373.*

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**KBVR-FM FEATURE PROGRAMS**

Underwrite specific shows for $49. 10-second spot airs 3 times. Once at start, mid-way, and then at the end of the show.

**(indie)cisive with DJ Mothra** – Tuesdays 5–6 p.m.; eclectic indie hour with focus on local music.

**The Kitchen Sink with DJ SydWiz** – Wednesdays 10–11 p.m.; eclectic indie hour with focus on music discovery.

**Polar Amplification with DJ Walrus** – Weekly schedule TBD; new music with genres like indie rock and alternative hip hop.

**Inspiration Dissemination** – Sundays 6–8 p.m.; informational broadcast with a new OSU graduate student/researcher every week.

**Prism Back Matter** – Sundays 1–2 p.m.; hosted by staff from Prism Literary and Arts Journal, featuring guest artist interviews, reading and music.
BAROMETER AD SIZES

FULL PAGE
10.25” x 12”

HALF PAGE VERTICAL
5.04” x 12”

QUARTER PAGE VERTICAL
2.4375” x 12”

QUARTER PAGE SQUARE
5.04” x 5.9”

1/8 PAGE
5.04” x 2.875”

1/16 PAGE
2.4375” x 2.875”

STICKY NOTES
3” x 3”
1/8” bleed

No bleeds, make ad size same as document. Include frame or background.

BEAVER’S DIGEST & DAMCHIC MAGAZINE AD SIZES

FULL PAGE
8.375” x 10.875”

HALF PAGE VERTICAL
3.85” x 10.875”

HALF PAGE HORIZONTAL
8.375” x 5.1”

QUARTER PAGE
3.85” x 5.1”

1/4” bleed, if needed
Underwrite one of OMN’s new content hubs for a low monthly rate, and have your ad and :10 underwriting appear whenever its content publishes in the Barometer, online, or broadcasts. 2-week lead time required.

$499/MONTH
$399/MONTH FOR FULL YEAR

CONTENT HUBS

The Frosh Life—Benny’s Beginnings
A blog full of tips, hacks and stories for OSU freshman and other students who are looking for a little help on transitioning into college smoothly and successfully.

ScreenGaze
A blog about media, art and culture. ScreenGaze examines media within and outside the Oregon State community in attempt to uncover the significance of pop culture.

Social Justice — Keep S.A.F.E
A peek into the social justice news, facts and movements on and off campus. From OSU’s cultural centers to national justice news and reform. Keep S.A.F.E is a place to keep informed.

The Cassette (88.7 KBVR-FM)
Covering the newest music and college radio, while showcasing the immense musical talents that call Corvallis and the Willamette Valley home. Cassette has you covered when it comes to all things music at Oregon State.

BackMatter — Prism
Backmatter is a blog dedicated to arts & literature both near and far. It features community artists, new and exciting pieces, and discussion of the roles that art & lit play in the larger world.

Street style, Fashion— DAMchic
OSU’s go to source for all things fashion. With content ranging from popular fashion trends to the street style right here in Corvallis and beyond.

Beaver’s Digest
Beaver’s Digest serves as a haven for readers to share in the experience of living as a student attending Oregon State University. We take tremendous pride in being the go to resource for readers interested in the everyday life of an OSU student.

Greek Life — Greek Peek
A blog that delves deeper into Fraternity and Sorority Life than solely covering the ongoing events throughout the year. This blog will feature personal accomplishments within the community, advice from members and an inside look of the heart of this tight knight organization.

ORANGEMEDIANETWORK.COM
### Classified Ad Rates
Classifieds may be placed online at OrangeMediaNetwork.com, and must be prepaid. Deadline is 2 p.m., Wednesday prior to publication.

- 15 words or less, per week ........................................ $18.75
- Each additional word, per week ............................ $0.25
- Two weeks .............................................................. $25
- One month .............................................................. $50

### Magazine Digital–Only edition ads
- Quarter page .................................................. $99
- Half page ......................................................... $150
- Full page ........................................................... $250

### Pre-print inserts
You are responsible for printing your inserts and delivering them to our press (Albany, OR). Call for specifications and details.

- **$98/thousand**
  - National, minimum 4,000 run.
- **$84/thousand**
  - Local and OSU, minimum 4,000 run.

### Sticky Notes
You are responsible for printing your sticky notes and delivering them to our press (Albany, OR). Call for specifications and details.

### National Advertising Representatives
Representatives for national advertising are:
- Re:Fuel, 609-655-8878
- Campus Media, 952-854-3100
- Oregon Newspaper Advertising, 503-624-6397
- Smart Buy, 541-346-3712. Place ads in OSU, UO, PSU with one order, and one bill

### Production Services
#### Proofs:
Upon request, advertisement proofs will be supplied for advertisements larger than four inches, if copy is submitted five working days prior to publication.

#### Production Charges:
- **Advertising Photos taken** ................................ $10.00
- **Reproduction prints of finished ads** ............. $10.00

### Contract & Copy Regulations

#### Placement:
Orange Media Network cannot guarantee the position of any advertisement within the newspaper. Every effort is made to honor position requests when possible. No credits will be made for unfulfilled position requests.

#### Advertising not Accepted:
Orange Media Network strives to publish material that will serve the university community as a whole. Orange Media Network reserves the right to reject advertising that may be offensive or in poor taste, states or implies discrimination, is fraudulent, deceptive, obscene or an incitement to violate national, state, or local laws.

Ads considered to be in violation of this policy will be reviewed by a committee of student media, student staff and voted on by clients will be notified by email.

#### Advertising/Editorial look-alikes:
Advertising resembling editorial material must contain the word “Advertisement” at the top. Inserts resembling editorial material must carry the notation “This entire supplement is paid advertising” at the top of the cover.

#### Credits:
To be considered for credit, claims based on real damages must be made to the Business Manager not more than seven days after the first publication of the ad. Credits are given for the first incorrect insertion only, and are limited to the portion of the advertisement in error. Credits shall not exceed the total cost of the advertisement in error.

Minor typographical errors that do not substantially change the meaning of an ad will not be automatically construed as damaging to the advertiser or to the effectiveness of the ad and do not constitute real damages.

#### Remnant advertising
Have a budget, but aren’t too picky about when your ads or underwriting run? Let us know your total budget for the year, and we will fit in your ads as space allows. Save 30% off national rates in The Barometer, and magazines.

### National Advertising
Visa and MasterCard accepted

National advertising not placed through the following is accepted on a pre-paid basis only.

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### Deadlines

#### Barometer
Publishes on Mondays (see calendar)
Wednesday prior, ad order deadline is noon

#### DAMchic & Beaver’s Digest
January 13, 2017 issue
November 7, 2016, ad order deadline

#### April 7, 2017 issue
March 13, 2017, ad order deadline

#### June 9, 2017 issue
May 15, 2017, ad order deadline

### Sticky Notes
Four weeks prior to placement

### Pre-printed Barometer Inserts
Deliver to press (Albany, OR) one week in advance.

### Web & Mobile ads
Two business days prior to placement

### KBVR-FM Underwriting
Two weeks prior to air time.

### Photo booth / DJ/ Videography

#### Event Packages
Two weeks in advance of event.

### Community Partner Packages
Two weeks in advance

### Creative Video Services
OSU clients only
Two weeks in advance

### Blogs
Two weeks in advance