

UNIVERSITY OF CENTRAL OKLAHOMA

A large, stylized illustration of a soybean mascot's face, rendered in shades of blue and white, serves as the background for the central text. The mascot has large, expressive eyes and a friendly expression.

2014-15 Media Kit Print & Online Rates

To Reserve Advertising Space Call:
(800) 807-1013
sales@campuspublishers.com
uco.universityvisitorsnetwork.com

Visitor Guide

www.uco.edu



Dear University of Central Oklahoma Community Partner,

The University of Central Oklahoma has once again contracted with Campus Publishers to produce a Visitor's Guide for the university. We will use this guide to welcome campus visitors to Central and Edmond, sharing with them the wonderful things happening at the institution recently named among the top regional universities in the nation by U.S. News and World Report and a one of the "Great Colleges to Work For" by the Chronicle of Higher Education.

Prospective students and their parents, new faculty and staff, visitors on campus for conferences, conventions and other major events will receive this publication, as well as many key partners throughout the state, spreading the Central story to every corner of Oklahoma. The guide will include information about Central and the Edmond/Oklahoma City area, including things to do and places to visit during their stay, along with a campus map and a recommended, self-guided walking tour.

The publication is an excellent advertising opportunity. With enrollment now exceeding 17,000, more and more students are choosing to "Live Central" each year. Additionally, as the state's metropolitan university, we are used as a resource by dozens and dozens of organizations for meetings, events and more. Plus, the University of Central Oklahoma/Edmond community spends more than one billion dollars locally each year on housing, food, clothing, transportation, entertainment, and many other products and services.

Thanks in advance for considering this advertising opportunity. Campus Publishers is a trusted partner of many colleges and universities throughout the nation, including Purdue, the University of Maryland, the University of Kansas and more. We at Central are excited to continue our partnership with them.

Should you have any questions, please contact me at 974-2307/anobles@uco.edu or Campus Publishers at 1-800-807-1013.

Best regards,

A handwritten signature in blue ink, appearing to read 'Adrienne Nobles', is written over a light blue circular stamp.

Adrienne Nobles
Assistant Vice President for University Relations
University of Central Oklahoma

University Relations

Administration Building 201 · 100 North University Drive, Campus Box 198 · Edmond, Oklahoma 73034
Phone (405) 974-2307 · Fax (405) 974-3836 · www.uco.edu

Advertise in the Official 2014-2015 Visitor Guide & Business Directory

Reach Over 40,000 Students, Parents, Faculty, Staff & Visitors

FOUR-COLOR GLOSSY MAGAZINE

- Publish Date: Fall 2014
- Total Readership: 40,000

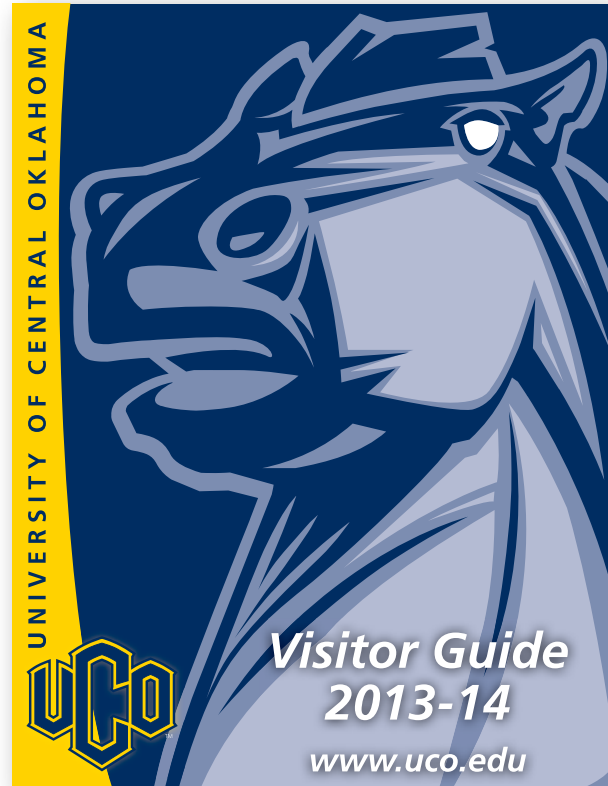
COMPANION WEBSITE

uco.universityvisitorsnetwork.com

BOTH INCLUDE

- Welcome Information
- Visiting the University
- About UCO
- Important Phone Numbers
- Missions, Goals & Values
- Student Services
- Points of Pride
- Athletics
- Buildings & Sights
- Campus Maps
- Parking Maps
- About Edmond and the Surrounding Area
- Business Listings & Index

**A MUST BUY for
your Business!**



The UCO community is a major driver of spending and growth in central Oklahoma. The University of Central Oklahoma/Edmond community spends **more than one billion dollars** locally each year on housing, food, clothing, transportation, entertainment, and many other products and services. **And the Visitors Guide is sure to be one of the most requested publications on campus!**

If your success depends on the UCO community, you need to be in the Guide. Students, faculty and visitors rely on local businesses. The Guide is an invaluable, cost-effective way to reach your target market. It is also your first opportunity to make an impression on prospective students and their parents.

**Call (800) 807-1013 or email sales@campuspublishers.com
for rates and integrated marketing opportunities**

Advertise in the 2014-2015 Visitor Guide

*All advertising is good for the entire year.
The Visitors Guide will be FREE to all.*



DISTRIBUTED TO

- New and Existing Students
- Parents
- Visitors and Special Guests
- New Employee Orientations
- Campus Tour Groups
- Conference and Event Groups
- New Residents
- Community Partners
- Advertisers

DISTRIBUTED AT

- UCO Welcome Desk
- NUC Grand Entrance
- University Relations
- Sporting Events
- Conferences and Events
- Student Wellness Center
- President's Office
- Edmond and Oklahoma City Chambers of Commerce
- Prominent Convention Centers
- Local Hotels
- Statewide Tourism Centers (North, South, East, West)



Grow Your Business By Increasing Sales to the UCO Community!

- Each year, the University of Central Oklahoma/Edmond community spends **more than one billion dollars** locally on housing, food, clothing, transportation, entertainment, and many other products and services.
- The University of Central Oklahoma employs 1,224 faculty and staff and has a student enrollment of over 17,000.
- Your ad reaches its target market year-round; the Guides are saved, and also distributed throughout the year at key events and occasions.
- Market your business in the Guide and on its accompanying website to make sure you reach the entire community. Special pricing is available for integrated advertising packages!
- UCO uses the Guide to market itself to new and existing students; it is the first and best way to grow sales to these important consumers.

Don't Wait! Premium Positions Go Fast!
Call (800) 807-1013 or email sales@campuspublishers.com
for rates and integrated marketing opportunities.

Visitor Guide Advertising Rates¹

Full Page Ad \$4,320 4-Color

7 3/8" x 9 3/4" Includes 1 Bold Listing

PREMIUM POSITION RATES

OUTSIDE BACK COVER		INSIDE BACK COVER or INSIDE FRONT COVER	
	4-color		4-color
Full Page	\$11,544	Full Page	\$10,494
Half Page	\$ 9,444	Half Page	\$5,769
Quarter Page	\$ 6,294	Quarter Page	\$4,199

SPREAD POSITION (TWO FULL PAGES)

\$9,444 4-color

Half Page Ad \$3,145 4-Color

7 3/8" x 4 3/4" Includes 1 Bold Listing

Rates cover an entire Year of Distribution²

All Display Ads include **One Bold Listing**.

Bold Listing Only: \$275 for the year.

Additional **Bold Listing:** \$250

Extra line (fax, e-mail, website, etc.): \$95

Bold Listing in Red \$295

¹ All rates are net, and include ad creation if required. Restrictions may apply. ² Flexible billing available.

Call to advertise 1.800.807.1013 or email sales@campuspublishers.com
<http://uco.universityvisitorsnetwork.com>

Visitor Guide Advertising Rates¹

1/4 Page Vertical
\$1,651 4-Color

3 1/2" x 4 3/4"
Includes **1 Bold Listing**

1/5 Page
\$1,317 4-Color

3 1/2" x 3 5/8"
Includes **1 Bold Listing**

1/8 Page
\$876 4-Color

3 1/2" x 2"
Includes **1 Bold Listing**

1/4 Page Horizontal
\$1,651 4-Color

7 3/8" x 2 1/4"
Includes **1 Bold Listing**

¹ All rates are net, and include ad creation if required. Restrictions may apply.

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Visitor Guide



UNIVERSITY OF CENTRAL OKLAHOMA

Online Visitor Guide Rates¹

Leaderboard

728 x 90 pixels

1 page: \$40

2 pages: \$75

4 pages: \$140

8 pages: \$260

Big Box

300 x 250 pixels

1 page: \$25

2 pages: \$46

4 pages: \$84

8 pages: \$152

Tile

120 x 90 pixels

1 page: \$15

2 pages: \$28

4 pages: \$52

8 pages: \$96

Sky-scraper

160 x 600 pixels

1 page: \$25

2 pages: \$46

4 pages: \$84

8 pages: \$152

Ask Your Sales Rep for More Details!

All Online Ads include a **hyperlink** to your website.

Online ads may appear on the Visitor Guide home page and select subpages.

¹ All rates are net, and only available to print advertisers. Ad creation included if necessary (restrictions may apply).

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