

the lantern buckeye bound

Freshman Mailer! Reach **7,000** incoming freshman & parents

The Lantern is excited to present the **2016 Buckeye Bound issue!** Buckeye Bound is mailed to the homes of over **7,000 incoming students** and their families and is also distributed by hand at Buck-i-Frenzy.

In addition to the print version, **Buckeye Bound** will offer an exclusive package called **"Buckeye Bargains"**. This includes a display advertisement in the **Buckeye Bound** print edition and a digital coupon in the **"Buckeye Bargains"** section of thelantern.com which will run for 4-weeks.

Other opportunities will include sponsored ad racks on campus, sponsored tweets, and other packages to get you the most exposure to students, faculty, and families. Expected mailing date is first week of August and the deadline for space and material is July 15th.

PRINT ADVERTISING

Ad Size	Local/University Rate	National Rate
Full Page (4 col 10.25" x 10.5")	\$2,600.00	\$3,400.00
Half Page H (4 col 10.25" x 5.25")	\$1,600.00	\$2,000.00
Half Page V (2 col 5.125" x 10.5")	\$1,600.00	\$2,000.00
Quarter Page H (4 col 10.25" x 2.625")	\$1,100.00	\$1,300.00
Quarter Page V (2 col 5.125" x 5.25")	\$1,100.00	\$1,300.00
Inside Cover (4 col 10.25" x 10.5")	\$2,800.00	\$3,600.00

Color Included



BUCKEYE BARGAINS

Ad + Coupon Package	Local/University Rate	National Rate
Full Page Plus Coupon	\$3,350.00	\$4,250.00
Half Page Plus Coupon	\$2,350.00	\$2,850.00
Quarter Page Plus Coupon	\$1,850.00	\$2,150.00

Color Included



DIGITAL

Description	Size	Local/University Rate	National Rate
4 Week Leaderboard Web Ad	728 x 90	\$1,200.00	\$1,600.00
4 Week Rectangle Web Ad	300 x 250	\$1,000.00	\$1,400.00
8 Sponsored Tweets	140 Characters	\$1,500.00	\$2,000.00

*Please call for special package pricing

<http://thelantern.com/>

CONTACT

To place an ad in **Buckeye Bound** please contact **The Lantern advertising, care of MediaMate, LLC.**
888.897.7711 or 614.292.2031 | Orders@mymediamate.com | Advertising@thelantern.com