The McKinley Avenue Agency is a full-service strategic communications and media sales agency. Led by a team of professionals from the world of journalism, public relations, sales and advertising — students develop proposals and media plans, sell advertising, design creative, engage in marketing and promotional events for both community and campus customers.

Our mission is to empower local businesses and garner professional expertise through a variety of creative, innovative and strategic solutions. We are part of the Unified Media Alliance — a group of student media organizations at Ball State. All revenue sold into Unified Media products and earned from creative services and promotions goes directly back into the program to fund the students’ educational experience. So, we thank you for supporting student media at Ball State University.

Our team.
Your needs.
Real results.

CEASELESS CREATIVITY
AUTHENTIC STORYTELLING
STRATEGIC COLLABORATION
UNPARALLELED EXPERIENCE
VIBRANT COMMUNITY
Here at The McKinley Avenue Agency, we have a unique audience made up of the diversified students and staff of Ball States campus, along with Muncie and the surrounding communities of Delaware county. This allows us to reach over 36,000 consumers. Our team can give you the competitive advantage in this market through customized marketing and strategic communication techniques to grow and satisfy all your business needs.

How We Reach?

McKinley Avenue knows the importance of meeting the consumers where they are. This means we are constantly researching their ever-changing media habits to help your business get the best exposure.

With a mix of old and new media, along with in-person marketing tactics, we can help you reach and connect your intended audience throughout their day.

550,000+ impressions yearly

Who is our Audience?

<table>
<thead>
<tr>
<th>Muncie</th>
<th>Indianapolis</th>
<th>Chicago</th>
<th>New York</th>
</tr>
</thead>
<tbody>
<tr>
<td>56% Female</td>
<td>44% Male</td>
<td>22,000 Students</td>
<td>3,500 Staff</td>
</tr>
</tbody>
</table>

67% seek out a form of news daily

97% of consumers search online sources for local business

Who can we help you reach?

The Daily News, Ball Bearings, Cardinal Coupon Book and many other forms of print advertising reaches the Ball State audience all throughout the year. The Daily News has 10,000 printed copies weekly. 84% of college students spend more than 5-minutes reading each issue.

BallStateDaily.com receives over 800,000 pageviews a year with more than 12,000 click-through actions, creating several ways to gain exposure to our unique audience. 72% college students visit their schools’ news source at least once a week.

By creating in-person marketing tactics, we have created memorable and enticing events that have been able to capture the attention of hundreds of students throughout the year. This will help you break through the clutter of traditional advertising.

With 76% of our target audience on Facebook, Ball State Daily has been able to reach a following of more than 5,200 people. The page, with high engagement rates, has had 27% increasing of following in the past year, making it an up and coming way to reach the Muncie communities.

Ball State Daily on Twitter allows you to be exposed to over 2,200 followers. With 44% of college age students engaging in the platform, this is a great way for your local business to digitally gain exposure.

With nearly 1,000 followers in a year, Ball State Daily on Instagram is the newest addition to our social media platforms allowing us to adapt and grow with our changing audience. This gives you a visual platform to interact with the 75% of consumers on the platform.

With over 25,000 emails of faculty and staff, we can help promote our events to help your company succeed. 95% of students check their email multiple times a day, helping provide trust to any brand.

Contract Credits

Customers who spend a certain dollar amount within the calendar year, will receive bonus credits for our services. The more you spend, the bigger the reward! All you do is sign a contract for the year, and the credits are yours to utilize at your own will.

<table>
<thead>
<tr>
<th>How much do I get?</th>
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<tbody>
<tr>
<td>Total Spend</td>
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<tr>
<td>$3,000 - $5,000</td>
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<td>$5,001 - $7,000</td>
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*credits cannot include: Special edition/special section sponsorship, packages, or front-page strip ads

**Customers who don’t spend the contracted amount by the end of the term will be charged for the credit given

Not For Profit?

At McKinley Avenue, we are about giving back to our community. Therefore, you can choose any of our various services or packages to receive 25% off your total purchase for your not-for-profit organization!
2021-2022 PUBLISH DATES & DEADLINES

THE DAILY NEWS PRINT EDITION
Publishes: Thursday during the Fall and Spring Semesters*
Format: Tabloid
Deadline: Tuesday at 2 p.m.
*The Daily News will not publish during the Holiday break from Dec. 16, 2021 - Jan. 9, 2022 as well as during the Spring Break holiday March 6-13, 2022.

ROLL CALL
Special Edition of the Daily News
• Publish Date: August 19, 2021
• Format: Newspaper
• Deadline: August 5, 2021

THE ROOST FALL HOUSING GUIDE
Special Edition of The Daily News
• Format: Tabloid, inside The Daily News
• Publish Date: September 16, 2021
• Deadline: September 8, 2021

THE ROOST FALL HOUSING FAIR
Ball State Daily Special Event
• Date: Wednesday, September 22, 2021
• Time: 10:30 a.m. – 1:30 p.m.
• Deadline: September 8, 2021

FAMILY WEEKEND EDITION
Special Edition of The Daily News
• Publish Date: Sept. 23, 2021
• Format: Newspaper
• Deadline: Sept. 21, 2021 at 2 pm

HOMECOMING EDITION
Special Edition of The Daily News
• Publish Date: October 21, 2021
• Format: Newspaper
• Deadline: October 19, 2021

BALL BEARINGS FALL MAGAZINE
• Publish Date: November 18, 2021
• Format: Mini Tabloid Magazine
• Deadline: Oct. 22

FALL GRADUATION EDITION
Special Edition of The Daily News & Ball State Daily
• Publish Date: December 9, 2021
• Format: Mini Tabloid Magazine
• Deadline: Dec. 1, 2021

CARDINAL COUPON BOOK
Ball State Daily Special Publication
• Publish Date: January 10, 2022
• Format: 4.625x2” perforated booklet
• Deadline: December 3, 2021

WELCOME BACK EDITION
Special Edition of The Daily News
• Publish Date: January 13, 2022
• Format: Newspaper
• Deadline: Jan. 11

THE ROOST SPRING HOUSING GUIDE
Special Edition of The Daily News
• Format: Tabloid, inside The Daily News
• Publish Date: February 17, 2022
• Deadline: Feb. 9, 2022

THE ROOST SPRING HOUSING FAIR
Ball State Daily Special Event
• Date: February 23, 2022 | 10:30 a.m. – 1:30 p.m.
• Deadline: Feb. 9, 2022

BALL BEARINGS SPRING MAGAZINE
• Publish Date: April 21, 2022
• Format: Mini Tabloid Magazine
• Deadline: March 28, 2022

THE PARTNERSHIP PROJECT
Special Edition of The Daily News
• Publish Date: Thursday, April 21, 2022
• Format: Newspaper
• Deadline: April 19, 2022

SPRING GRADUATION EDITION
Special Edition of The Daily News & Ball State Daily
• Publish Date: April 29, 2022
• Format: Mini Tabloid Magazine
• Deadline: April 15, 2022

CARDINAL FIELD GUIDE
Special Publication of The Daily News
• Publish Date: First week of August 2022
• Format: Mini Tabloid Magazine
• Deadline: July 1, 2022

Sales flers are available upon request. All special section publication dates are subject to change. Sales and creative deadlines will vary per special section publication.
**THE DAILY NEWS PRINT EDITION**

7,000 copies of The Daily News, Ball State’s tabloid-style newspaper, are distributed to every building across campus, and to over 20 off-campus locations on Thursday during the academic year. This publication targets an audience of more than 23,000 individuals throughout Muncie, Indiana. Advertising in The Daily News will help you reach a widely diverse audience and expand your marketing outreach to key demographics.

**THE DAILY NEWS WEEKLY TABLOID**

Publishes Thursdays during the Fall and Spring Semesters*

- Deadline: Tuesdays at 2 p.m.

*The Daily News will not publish on Thanksgiving, Nov. 25, during the Holiday break from Dec. 16-Jan. 6, 2022 as well as during the Spring Break Holiday March 6-13, 2022.

**PRINT SIZES & PRICING**

Full color included in price. Pricing do NOT include special editions: Roll Call, Family Weekend, Homecoming, Welcome Back and The outreach to key demographics. News will help you reach a widely diverse audience and expand your marketing more than 23,000 individuals throughout Muncie, Indiana.

**THE DAILY NEWS PRINT EDITION**

- **Deadline:** Tuesdays at 2 p.m.
- **Publishes:** Jan. 6, 2022 as well as during the Spring Break holiday March 6-13, 2022.
- ***The Daily News will not publish on Thanksgiving, Nov. 25, during the Holiday break from Dec. 16-Jan. 6, 2022 as well as during the Spring Break Holiday March 6-13, 2022.**

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THE MARKETPLACE

The Marketplace is a print and online product that allows individuals and businesses to advertise goods and services in an enhanced way, but reminiscent of traditional Classified advertising. From rental properties to help-wanted, coupons, and more!

Marketplace ads are 1.625 inches X 2 inches — much larger than most traditional Classified listings. Plus, ads include color!


- **Deadline:** Tuesdays @ noon
- **Publish Date:** Thurs.-Wed.

### EXCLUSIVE SPONSOR

$2,080

For just $40 a week, for 52 weeks, you will get one 4-column (8.625” x 2”) ad that runs below the Marketplace every week during the academic year (August-April) in The Daily News. Plus, the leaderboard (728X90) at the top of the Marketplace page on BallStateDaily.com from August-July and the ad will be included in the weekly Marketplace video posted on Ball State Daily’s Facebook page from August-July.

### ONE WEEK

$50

You get one (1-column x 2”) ad for one week on the Marketplace website (Thurs.-Wed.) and in the Thurs. print edition of The Daily News. The ad will be included in the weekly Marketplace video posted on Ball State Daily’s Facebook page.

### ONE MONTH

$180

You save 10% on the cost of this package. Your ad will be on the Marketplace website for four weeks and will run in four issues of The Daily News. Your ad will be found each week in the Marketplace video posted on Ball State Daily’s Facebook page as well. (It must be the same ad running all four weeks.)

### ONE SEMESTER

$560

You save 30% on the cost of this package. Your ad will be on the Marketplace website for 16 weeks and will run in every print edition of The Daily News during the semester. Your ad will be found each week in the Marketplace video posted on Ball State Daily’s Facebook page as well. (You can update your ad every 4 weeks.)

### THE DAILY NEWS SPECIAL EDITIONS

#### ROLL CALL

Roll Call is the first and largest print edition of the year. It includes the ‘Roll Call’ section with the names and hometowns of the incoming Freshman class.
- **Deadline:** Thursday, August 5, 2021
- **Publish Date:** Thursday, August 19, 2021

#### FAMILY WEEKEND

Family Weekend is a great way for your business to promote itself to all the family’s in town that weekend.
- **Deadline:** Thursday, September 9, 2021
- **Publish Date:** Thursday, September 23, 2021

#### HOMECOMING

Homecoming is when all the Cardinal’s come back to the nest, and time for you to reach a prime audience.
- **Deadline:** Thursday, October 7, 2021
- **Publish Date:** Thursday, October 21, 2021

#### WELCOME BACK

Welcome Back is the first edition of the Spring Semester.
- **Deadline:** Thursday, December 30, 2021
- **Publish Date:** Thursday, January 13, 2022

#### THE PARTNERSHIP PROJECT

The Partnership Project edition showcases the strides that Ball State and Muncie are making as one community.
- **Deadline:** Thursday, March 31, 2022
- **Publish Date:** Thursday, April 14, 2022

### EXCLUSIVE SPONSOR

$2,750

- Front page strip and back cover ad
- Online package during the publish month of the section
- Promotion as the sponsor of our related event or contest
- 3 pop-up ads on the date of your choice during the publish month of the section
- One sponsored content post during the publish month of the section

**VALUE:** $5,000; 1 available per edition

### CARDINAL SPECIAL

$1,190

- One full-page ad in The Daily News
- Online Package for one month
- One sponsored content post during month of publication
- One social media post during month of publication

**VALUE:** $1,700; 4 available per edition

### A LA CARTE

- **Business Card**
  - 3.375” x 4.9”: $275
  - 5.125” x 2.4”: $275
- **Quarter Page**
  - 5.12” x 4.9”: $450
- ** Eighth Page **
  - 5.125” x 2.4”: $275
- **Half Page - Vertical**
  - 5.12” x 8.95”: $675
- **Three-Quarter Page**
  - 10.375” x 2.4”: $1,190
- **Full Page**
  - 10.375” x 8.95”: $2,750

### VALUE:

- **Business Card:** $275
- **Quarter Page:** $450
- **Eighth Page:** $275
- **Half Page - Vertical:** $675
- **Three-Quarter Page:** $1,190
- **Full Page:** $2,750

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**THE GREAT AMERICAN SOLAR ECLIPSE**

Everything you need to know about HOMECOMING + HOME, OCT. 6, 2022

**THE PARTNERSHIP PROJECT**

The Partnership Project edition showcases the strides that Ball State and Muncie are making as one community.
- **Deadline:** Thursday, March 31, 2022
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**UNIVERSITY APARTMENTS**

Affordable pricing that includes utilities, cable, and internet.

- No credit check or co-signer needed!
- See current specials at Ball State University Apartments

**Ball State University Apartments**

3113 N. Oakwood Ave • 765-288-6261

---

**MUNCIE LIQUORS**

Weekly Specials: Flip to the back page of this issue to find our weekly specials and those crazy app give-a-ways.

**Voted Muncie’s Finest & Best of Ball State 2017-18 year.**

For Monday’s phenomenon CBD Oil: *Village is now selling the source of change and relief!*
SPECIAL PUBLICATIONS
Special publications are unique prints that are separate from The Daily News. These mini magazines are more focused on key audiences, however, they are distributed and promoted across campus. With five publications throughout the year, finding the right niche audience is always possible.

CARDINAL FIELD GUIDE
Details: Page 13

CARDINAL COUPON BOOK
Details: Page 13

GRAD WISHES
Details: Page 14

THE ROOST HOUSING GUIDE
Details: Page 15-16

POSTCARD
Have a 3.5" x 6" (3" x 5" if including image) postcard printed, inserted and stitched into a special section. Postcards can be torn out and saved by readers of all publications. Only one available per section.

Housing Guide Reply Card:
Reply cards to be inserted into the Roost Housing Guides typically are set up as 3.5” x 6", but can be larger. If a larger reply card is desired that includes an image, just ensure that the image is 1" smaller than the size of the card. Reply cards cannot be larger than the finished publication.

EIGHTH PAGE

3.4" x 2.25" $225

QUARTER PAGE

3.4" x 4.65" $400

½ PAGE HORIZONTAL

7" x 4.65" $675

FULL PAGE

7" x 9.45" $850

COVER PAGES/PREMIUM

Doc. Size: 7.875" x 10.625" Image area: 7" x 9.45" Bleed: 0.25" $975

CARDINAL FIELD GUIDE

The Cardinal Field Guide is published each summer and is targeted at incoming freshmen and new students to the Ball State community. The Cardinal Field Guide not only introduces students to Ball State Daily but also to all of campus life, making it the perfect chance to catch their attention and get fresh exposure!

EXCLUSIVE SPONSOR $3,987.50

- 2, Full page, full color ads in premium positions (page 3 and back cover)
- BallStateDaily.Com (main website rotation)
- Online package in June and July (300 x 600px and 300 x 250px)
- 6 Pop up ads in June and July
- 6 sponsored content posts in June and July

Cardinal Field Guide website (located on BallStateDaily.com)

- Exclusive ad positions on Cardinal Field Guide page (728 x 90px) for 12 months starting in July

Promotion:
- Name on the publication cover and all promotional materials

VALUE: $7,250.00; 1 available

**Same story/photo reposted

CARDINAL SPECIAL $1,828.75

- Full page, full color ad in a premium position (inside front cover, inside back cover, pgs. 5, 7; glossy, front/back of the center spread; first-come, first-served)
- BallStateDaily.Com
- Online package in July (300 x 600px and 300 x 250px)
- 1 pop-up ad in July or August
- 1 sponsored content post in July or August
- 6 Social media posts in July or August

Cardinal Field Guide Website (located on BallStateDaily.com)

- Online package on Cardinal Field Guide page (300 x 600px and 300 x 250px) for 12 months starting in July.

Deadline
July 1, 2022

*6 cameras ready ads due this day

CARDINAL COUPON BOOK

6,000 copies of this coupon book are distributed to Ball State University students, faculty and staff at the start of the Spring semester in January. Drive traffic to your businesses during the traditionally slow winter season following the holidays when people need to save money and incentive to get out during the colder winter months. With the Cardinal Coupon Book, the better the coupon, the larger student interest you will get in return!

PRESENTING SPONSOR $2,500

- Three premium, full color positions: Inside front cover, inside back cover and back cover advertisements
- Four, full color, double-sided coupons at the front of the book
- Newsfeed Leaderboard package on BallStateDaily.com Jan-April.
- Name on cover and in all promotional materials

VALUE: $7,450; 1 available

COUPONS $150

- One, full color, double-sided coupon (4.625" x 2")
- Buy two coupons and get a third for free

Deadline: January 10, 2022

**Same story/photo reposted

Supporting the Marketing Team

First 20 calls to date received: 16

First 10 call results:

1. Yes, buy ad (3 schools)

2. Yes, buy ad (2 schools)

3. No (1 school)

4. No (7 schools)

5. No (1 school)

6. No (1 school)

7. No (1 school)

8. No (1 school)

9. No (1 school)

10. No (1 school)

Designing your own coupons? Please set up your files with .25 inch bleed and submit your PDFs with crop marks and bleed marks!

Deadline: December 3, 2021

• Name on cover and in all promotional materials
GRADUATION EDITION OF THE DAILY NEWS

The Ball State Graduation Edition of The Daily News includes the names and majors of all graduates each semester and personalized messages from a student’s parents, family, and friends. The magazine is distributed with the final edition of The Daily News and is also handed out at commencement, published in a digital edition online and promoted heavily through Ball State Daily’s social media accounts. It will be produced in a magazine format, include a semester recap, stories about life after college, employment and more.

Hiring? Check out our special Employer’s Package for companies or grad schools seeking to reach graduates. You can promote your company, open positions, or offer tips for grads for landing their dream job. Anyone can advertise in the magazine and we offer a la carte pricing for single display advertisements in the magazine.

EXCLUSIVE SPONSOR ........................................ $2,975
Sponsorship includes one semester of publications and promotions.
Print Publication:
• Full color ads in premium positions: center-spread and back cover.

BallStateDaily.com:
• Online package during December or April
• Exclusive ad positioning on the Grad Wishes website for 6 months
• Sponsored Content: Two sponsored content posts on BallStateDaily.com during sponsorship term
• 728X90 top position ad on Ball State Daily’s Employment page for 6 months

Overall Promotion:
• Name on publication covers; Logo or name recognition on all promotional materials (letters, flyers, banners, online/print ads, social media posts)

VALUE: $5,950; 1 available
*Same story/photo repeated

EMPLOYER PACKAGE ........................................ $1,288
• 1 full page ad in Graduation Magazine.
• Sponsored Content: One sponsored content post on BallStateDaily.com during the month of publication.
• Social Media Post: One social media post during the month of publication on Ball State Daily’s social media channels.
• Ball State Daily Employment page ad (300X600 and 300X250) to run for 6 months on BallStateDaily.com and included in the Employment page promotion on Ball State Daily’s social media channels.

VALUE: $1,840
*Same story/photo repeated

A LA CARTE

GRAD EDITION PRINT

<table>
<thead>
<tr>
<th>Eighth Page</th>
<th>Quarter Page</th>
<th>½ Page Vertical</th>
<th>½ Page Horizontal</th>
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THE ROOST

The Roost is an overarching brand for all of McKinley Avenue’s housing services. It includes The Roost Online Guide, The Roost Fair and The Roost Housing Guide Magazine. The services included allow housing clients, big or small, to advertise to thousands of students who are looking for their ideal on-campus or off-campus housing arrangements. From individual houses, to entire apartment communities, The Roost is the place to list your property.

THE ROOST HOUSING GUIDE

This magazine is published twice a year and is distributed during Fall and Spring. Roost Housing Fairs AND is inserted into The Daily News during the week of the fair and reach over 7,000 students, faculty and staff on the Ball State campus. Clients who purchase a full page ad individually, or in conjunction with a package, will receive another full page ad specifically to display their sponsored content story and photo. These two pages will face each other within the magazine.

THE ROOST ONLINE HUISING GUIDE

This website is THE place for Ball State students to find local housing options on and off-campus year around! The Roost Online Guide is part of The Ball State Daily page giving students easy access to your property listings. It is promoted heavily throughout the year through street team events, Ball State Daily online ads and social media postings as well as through paid Facebook and Google advertisements.

THE ROOST HOUSING FAIR

The Fall and Spring Roost Housing Fairs is a way for housing clients to interact face-to-face with students, promote their properties and collect student information. With an average of 2,400 students attending this interactive event located within the Atrium, finding the perfect tenants for your properties is as easy as ever!

We hope you decide to participate in our Roost Housing Fair. However, because Ball State allows us to put on this event, we have to follow Ball State rules and guidelines: Please respect the following:
• We ask that participants stay confined to their tables.
• We do not approach students in the Atrium. Instead, let them come to you if interested.
• No loud music allowed. We ask that if you choose to play music, you keep it low enough so it is not distracting to the other participants interacting with students.
• No promotional materials on your table that are taller than 5 feet, or that extends beyond your 6 foot booth are permitted. If you need a larger accommodation, you must discuss with your sales rep about your desired space, and purchase another booth if needed.
• If you require access to an outlet, you must inform your sales rep and bring your own extension cord.
• No food is allowed except pre-packaged, store-bought candy or snacks. Ball State has strict policies on providing food on campus.
• Be courteous to other participants.
• We ask that you follow through with the Around The Roost Contest and give out labels to students participating.
THE ROOST PACKAGES
Like everything that The Roost has to offer? Get it all in one of five convenient packages so that you can rule The Roost!

THE PENTHOUSE .................................................. $3,375.50
EXCLUSIVE SPONSOR | Choose Fall, Spring or Both
- The Roost Online Guide: Listing for one year with exclusive ad positions on the website.
- The Roost Housing Fair: Booth at the Housing Fair with first choice of booth placement.
- The Roost Housing Guide: Full color, double-truck center spread featuring a full page ad and full page sponsored content. (center spread, 21.5" x 10.25")
- Roost promotion: Your name and logo on all promotional materials including banners, online and print ads, posters, social media posts, press releases, email blasts and sponsored content posts.

VALUE: $6,675; 2 available

THE SUITE .................................................. $2,310
- The Roost Online Guide listing for one year
- The Roost Housing Fair & Guide for both Fall & Spring:
  - Two page spread in the Roost Housing Guide
  - Full page, premium position ad
  - Full page sponsored content
  - Booth at the housing fairs

VALUE: $3,300; 4 available

THE DELUXE .................................................. $2,065
- The Roost Online Guide listing for one year
- The Roost Housing Fair & Guide for both Fall & Spring:
  - Half page ad in housing guide
  - Booth at the housing fairs

VALUE: $2,950

THE STUDIO .................................................. $1,435
- The Roost Online Guide listing for one year
- The Roost Housing Fair & Housing Guide for both Fall & Spring:
  - Eighth page ad in housing guide
  - Booth at the housing fairs

VALUE: $2,050

THE SUBLET .................................................. $945
- The Roost Online Guide listing for one year
- Eighth page ad in housing guide

VALUE: $1,350

THE ROOST A LA CARTE
- Online Guide: $150 per month or $900 for a one-year contract
- Housing Fair Booth: $500
- Roost Housing Guide Individual Ad Options:

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THE DAILY
BALLSTATEDAILY.COM
Ball State Daily is the online home for all of Ball State’s student-run media: Ball Bearings Magazine, Byte, Cardinal Weather, Newslink Indiana, and The Daily News. Through unique and creative content, we connect the Ball State campus to the local community, as well as to the local community and Cardinal alumni around the country. With over 970,000 page views per year, you can reach a diverse audience base by advertising online.
**BALL STATE DAILY DISPLAY ADVERTISING**

**SPECIFICATIONS**

**Resolution**
72 dpi is preferred at exact pixel size of ad. However, higher resolutions are fine as long as ad size is exact.

**Color**
Verify that your ad is in RGB, CMYK ads will have to be converted before posting online and the colors may vary from initial intent.

**Formatting**
JPG, PNG or GIF

If a customer sends in a camera-ready ad that is not the required file type, McKinley Avenue reserves the right to reject the ad and cannot guarantee the quality of the ad if the format is incorrect.

**DEADLINES**

**Online & Pop-Up**
Sales & Copy Deadline
- Ten business days prior to publication date.

**McKinley Avenue**
Creative Services- produced: Ten business days prior to publication date.

**EXCLUSIVE BILLBOARD**

$500 / MONTH
Receive the largest ad position available on The Daily with the exclusive billboard ad position on every, single page at BallStateDaily.com. One bottom of page position on both desktop, 1024x300, and mobile, 320x50. Also receive a run-of-site package, if you do not already have one for the month; included for free with this annual contract, that includes 300x600 desktop and 300x250 mobile ad serving in all run-of-site positions (unlimited advertisers sold)

$500/month for 12 months ($6,000 per year)

**EXCLUSIVE LEADERBOARD**

$550 / MONTH
You and only you can be in the top position on the BallStateDaily.com home page on both desktop (728x90) and mobile (320x50) with the Exclusive Leaderboard Package.

$550 per month
One semester/4 months for $1,650 ($412.50 per month)

**NEWSFEED LEADERBOARD**

$475 / MONTH
Get a high visibility, limited availability position on the BallStateDaily.com homepage with ads serving in between the stories in the newsfeed on both desktop (728x90) and mobile (320x50). Only four advertisers sold per month. Serving in four rotating positions in the homepage.

$475 per month
One semester/4 months for $1,426 ($356.50 per month)

**RUN-OF-SITE PACKAGE**

$425 / MONTH
Get both 300 x 600 desktop and a 300 x 250 mobile ad serving on all desktop and mobile pages on BallStateDaily.com. No limit.

$425 per month
One semester/4 months: $375 per month
One academic year/12 months: $325 per month

**POP-UP**

$125 / DAY
Get your message front and center with a 550 x 480 pop-up ad on BallStateDaily.com’s desktop site.

$125 per day
Save 25% with the purchase of a monthly online package

**BALL STATE DAILY SPONSORED CONTENT**

Looking to build brand awareness, tell your story, or inform customers about your products and services? Our Sponsored Content package may be perfect for you! This package includes your content in a premium Ball State Daily ad spot for 24 hours and a guaranteed year-long advertisement accessibility on Ball State Daily’s website. Ball State Daily can provide optimal student exposure including exposure to all six of Ball State Daily’s partnering media outlets. The ad will include a photo and a 500-word description personalized by one of our writers to most effectively convey your message.

**SPONSORED POST**

$200/DAY
Post one photo (225 px x 170 px, RGB, 72 dpi) and one story in the newsfeed of BallStateDaily.com for $200 per post.

**A LA CARTE**

- Individual post: $125
- 4 Post Package: $400
- 8 Post Package: $600
- 16- Post Package: $960

**BALL STATE DAILY SOCIAL MEDIA**

@BSUDAILY  BALLSTATEDAILY

Throughout the year, we create/share social media posts, from clients, on our social media platforms. These posts can drive additional traffic to your website, coupon, or social media page; improve top-of-mind awareness and increase the results of your current advertising campaign. Add a social media package to your current ad buy or buy a la carte.

Your social media manager can develop unique content that fits your brand. We have access to stock photography, simple design software, as well as relevant news sources. We can use this to develop content to engage your audience.

Our social media team is ready to take your digital marketing strategy to the next level. We offer a wide variety of services that will increase your social media presence. Whether you would like us to share some of the most successful strategies with you, or if you would like us to run your social media accounts, we have a service that you can benefit from. See Pages 25 and 28 for additional social media opportunities.
BALL STATE DAILY EVENTS PAGE

Do you have a big event coming up, and want help promoting it? With the Ball State Daily Events Page, you can get the word out about your event to students across campus. Advertising your event with us gives you a cross-platform approach with exposure in The Daily News, on Ball State Daily social media pages, and on BallStateDaily.com/events. The Events page could be the perfect solution to helping you get a larger attendance at your upcoming affair!

EXCLUSIVE SPONSOR ........................................ $2,250
• Exclusive online positioning with a 728px X 90px leaderboard ad at the top of the BallStateDaily.com Events page for one year.
• One eighth page ad every week in The Daily News.
• Promotion through Ball State Daily social media and other advertising (flyers, events, email blasts) as the sponsor of The Daily’s Events page.

Value: $9,000; 1 available

DEADLINE & PUBLISH DATES
Event listing and photo must be submitted at least 48 hours prior to the event date.

BALL BEARINGS MAGAZINE

In November and April, this award-winning magazine is distributed to an audience of over 7,500 individuals within the Ball State community. The topics of the magazine differ by edition, but Ball Bearings has a reputation of being new, innovative and creative with every new edition.

EXCLUSIVE SPONSOR ........................................ $4,580
Sponsorship extends over both Fall and Spring issues.
• Back cover, premium position full page ads in both Fall & Spring
• Exclusive online ad position on BallBearingsMag.com for one calendar year
• Two pop ups on BallStateDaily.com during the publish months
• Run-of-site package at BallStateDaily.com for one calendar year
• Name or logo as ‘sponsored by’ on all promotional materials and issue launch event

Value: $11,450; 1 available

A LA CARTE

• Back cover: ............................................. $1,000
• Premium Positions*: ................................... $750
• Full Page: .............................................. $500
• Half Page: ............................................... $275

*Inside front, back covers and the right hand pages facing table of contents contributors, editor’s page.

Value: $5,000; 1 available

BYTE

Dedicated to providing the best in entertainment and pop culture related content, Byte publishes the latest news, reviews, features, graphics, podcasts and videos. This content serves as some of the most widely viewed content coming out of Ball State’s Unified Media Lab. For any business looking to position itself in front of a highly specialized audience of gamers, film enthusiasts and tech savvy readers, advertising specifically through Byte is a great way to reach potential customers.

EXCLUSIVE SPONSOR ........................................ $2,500
Exclusive ad positions include:
• One 728x90 leaderboard ad on ByteBSU.com for one academic year.
• Run-of-site package on BallStateDaily.com for one academic year
  - Includes one 300x600 Rail ad and one 300x250 Mobile ad
• A logo and mention on all You Tube, podcasts and Facebook Live content

Value: $5,000; 1 available

BYTEBSU.COM ..................................................... $150
• Get one 300x250 ad on ByteBSU.com for 3 months.
**NEWSLINK & CARDINAL WEATHER**

Cardinal Weather is a fast growing telecommunications effort providing local weather and daily predictions to Ball State and Muncie. This program reaches hundreds of students, faculty and staff, as well as the Muncie community. With this program, The McKinley Avenue Agency is able to offer a variety of services.

Ball State’s Emmy Award-winning NewsLink Indiana newscast airs Mon. through Thurs. and reaches all of Delaware County via cable and social media. Your business messaging could reach far more than just the Ball State University community if you advertise with NewsLink! NewsLink’s official channel can be found on YouTube at NewsLink Indiana and at BallStateDaily. Com/newslink. You can find NewsLink on social media at @NewsLinkBSU and NewsLink_BSU on Twitter.

**EXCLUSIVE SPONSOR**

$8,075

- One 1/6 page ad every Thursday in the Daily News, next to the weather forecast.
- A logo and mention, on air, each broadcast of NewsLink and Waking Up with Cardinal Weather.
- Mention and tag as the sponsor on all NewsLink and Cardinal Weather promotion including print, digital and social media.

**NewsLink Indiana Broadcast Schedule:**

Mon-Thurs. evenings X 4 weeks a month (avg) = 16 episodes per month.
- Fall Semester: Sept.-Nov.
- Spring Semester: Feb.-April

**Cardinal Weather Broadcast Schedule:**

Friday mornings X 4 weeks a month (avg) = 4 episodes per month.
- Fall Semester: Sept.-Nov.
- Spring Semester: Feb.-April

* This does not include video production costs. If you need McKinley Avenue to produce your commercials, there will be a $500 per 30-second commercial fee.

**VALUE:** $16,150, 1 available

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**EVENTS & CONTESTS**

**STREET TEAM MARKETING CONTEST SPONSORSHIPS**
STREET TEAM MARKETING

DEADLINES
• Booking: Minimum of 10 business days prior to event
• Marketing materials and handouts: 2 days prior to event

On-campus Street Team events must be in accordance with the following:
• Ball State University DOES NOT allow any form of solicitation on campus.
• McKinley Avenue cannot reserve campus property for any non-university group or business, or have our team represent a business on campus property.
• McKinley Avenue can have a “sponsor” to promote ourselves, and have the sponsor’s name on promotional items and give away sponsor materials.

Our Street Team will:
• Distribute your flyers and promotional items in high traffic public areas of campus
• Hang posters and promotional materials on public campus bulletin boards
• We can even staff events on behalf of your business
• Additionally, every client receives a FREE social media post the day of the event.
This post can be in the form of a graphic either designed by your team or ours, free of charge.

On-campus Street Team events are typically held on Mondays, Wednesdays, and Fridays between 10 a.m. and 2 p.m., when the largest groups of students are on campus. All events are first-scheduled, first-served basis.

CONTEST & EVENT SPONSORSHIP

Throughout the year, McKinley Avenue hosts a range of contests or special events targeted toward Ball State students. These contests are promoted by our agency through print, online and our street team services. Contests often accompany campus events and holidays, and garner numerous participants vying to win a grand prize. Being a sponsor not only gets your name on all promotional materials, but allows your business to be the face of the fun.

EXCLUSIVE SPONSOR ........................................ $837.50
• Logo on all promotional materials (flyers, banners, online/print ads, social media posts)
• Attendance with McKinley Avenue at corresponding event
• 1/2 page in The Daily News the week of contest/event

VALUE: $1,675; 1 AVAILABLE

CARDINAL COMMUNICATIONS
AT THE MCKINLEY AVENUE AGENCY
PUBLIC RELATIONS
& COMMUNICATION SERVICES
**MEDIA RELATIONS & COMMUNICATION SERVICES**

### PRESS CONFERENCE

The McKinley Avenue Agency will reach out to media sources, and set up a press conference for your organization’s leaders to relay your key messages. We will also create taking points and edit any content that your organization would like to distribute to the public through media outlets who will be in attendance. **$500**

### PRESS RELEASE

Do you have a message you want shared with local media? Let the McKinley Avenue Agency handle that! With our skilled writers, we will be able to take your message, and format it into a press release that appeals to reporters and journalists alike. We can either pitch it ourselves, or send it back to you. Either way, we have you covered! **$150**

### SPONSORED CONTENT

If you are receiving a sponsored content post on BallStateDaily.com, we can write your story for you! This 500-1,000 word story will be tailored specifically to your business and can promote who you are or what you offer. See page 19 for more information on sponsored content. **$150**

### EVENT PLANNING

Do you have a special event coming up for your company? We will handle all aspects of this event and make sure that your organization gets attention from the community. From handling promotions to pitching the event to media, McKinley Avenue can plan this event for you! **$500+**

### CARD COMM KIT

This package comes with a street team event, and three of the services below for your organization. Additionally, the street team event comes with social media content surrounding the event. **$1,200**

**Additional Services (Choose 3):**
- A press release about your organization pitched to individual media outlets.
- Sponsored content about your business posted to our social media account.
- Social media content for your organization for two months.
- Social media audit that comes with recommendations on how to improve your social media presence.
- Management of your social media account for one month (we post directly to your social media account and respond to inquiries. NOTE: We will need access to your social media account for this option).

### STRATEGIC COMMUNICATIONS PACKAGE

Our Strategic Communication package is an affordable way for smaller businesses or nonprofits to utilize our public relations services.

### SOCIAL MEDIA MANAGEMENT

Cardinal Communications, the Public Relations Division of The McKinley Avenue Agency, can provide the perfect social media plan to fit your business’s needs. Let our social media team help create a consistent strategy that encompasses branding, engagement and results. We will create an authentic and interactive identity for your business through social media platforms.

Our team will communicate and interact with your audience on your behalf to ensure customer satisfaction, retention and loyalty. We will also ensure quality results for your business and help you succeed above your competitors.

Already have pre-existing social media pages that need a face-lift? Our digital marketing experts can help improve your online presence by critiquing your current social media pages and suggesting new strategies to implement.

### Image Specifications

All images must be provided by clients and or the use of stock imagery.

### Resolution

72 dpi is preferred, however, higher resolutions are fine as long as ad size is correct.

### Formatting

*JPG, PNG or GIF*

*If a customer sends in a camera ready ad that is not the required file type, UM Advertising reserves the right to reject the ad. UM also cannot guarantee the quality of the printed ad if the format is incorrect.*

### Deadlines

All calendars provided by agency must be pre-approved two weeks prior to the beginning of each month.

### Posts that are not complete or approved prior to publish date will not be pushed into later months.

### CONSULTING/SET-UP

**First time set-up:** $250

**Pre-existing:** $150

**Additional platforms:** $100 each

### BASIC PACKAGE

**$250/MONTH**

- Consultation meeting
- Setup & audit of current social media platforms
- Social media calendar outlining post content and pre-approved graphics
- 2 custom posts per week on up to 2 social media platforms using images provided by client or use of stock imagery
- Custom analytics reports every two months

### PRO PACKAGE

**$450/MONTH**

- Consultation meeting
- Setup & audit of current social media platforms
- Social media calendar outlining post content and pre-approved graphics
- 4 custom posts per week on up to 3 social media platforms using images provided by client or use of stock imagery
- One custom boosted post per month. *Must be pre-arranged prior based on desired engagement and community.*
- Custom analytics report monthly

### PREMIUM PACKAGE

**$900/MONTH**

- Consultation meeting
- Setup & audit of current social media platforms
- Social media calendar outlining post content and pre-approved graphics
- 4-6 custom posts per week on up to 4 social media platforms using images provided by client or use of stock imagery
- Two custom boosted posts per month. *Must be pre-arranged prior based on desired engagement and community.*
- Custom analytics report weekly

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**CONSULTING/SET-UP**

**First time set-up:** $250

**Pre-existing:** $150

**Additional platforms:** $100 each

**BASIC PACKAGE**

**$250/MONTH**

- Consultation meeting
- Setup & audit of current social media platforms
- Social media calendar outlining post content and pre-approved graphics
- 2 custom posts per week on up to 2 social media platforms using images provided by client or use of stock imagery
- Custom analytics reports every two months

**PRO PACKAGE**

**$450/MONTH**

- Consultation meeting
- Setup & audit of current social media platforms
- Social media calendar outlining post content and pre-approved graphics
- 4 custom posts per week on up to 3 social media platforms using images provided by client or use of stock imagery
- One custom boosted post per month. *Must be pre-arranged prior based on desired engagement and community.*
- Custom analytics report monthly

**PREMIUM PACKAGE**

**$900/MONTH**

- Consultation meeting
- Setup & audit of current social media platforms
- Social media calendar outlining post content and pre-approved graphics
- 4-6 custom posts per week on up to 4 social media platforms using images provided by client or use of stock imagery
- Two custom boosted posts per month. *Must be pre-arranged prior based on desired engagement and community.*
- Custom analytics report weekly
Let our award winning creative team work with your business’s designs and displays. Whether you want The McKinley Avenue Agency to come up with a unique design for your business needs, or redo one you currently have, we will be able to provide an innovative and creative way to communicate your message in a visually engaging way.

CREATIVE SERVICES

DESIGN AND MULTIMEDIA SERVICES

BASIC DESIGN SERVICES ................................................................. $150
Ad, poster, flyer design. Design is free with purchase of print, online advertising. Customer receives original files on a flash drive and owns rights to creative.

LOGO DESIGN ........................................................................... $500
Includes minimum of three initial logo designs along with three sets of revisions. Customer receives original files on a flash drive and owns rights to creative.

BRANDING CAMPAIGN ................................................................. $1,150
Includes logo design, slogan, set of spec ads, and your choice of up to 3 other pieces of marketing collateral (poster, T-Shirt, letterhead, signage, business cards, sponsored content, press release, social media graphics, etc). Customer receives original files on a flash drive and owns rights to creative.

PHOTOGRAPHY ........................................................................ $50/HOUR
Customer receives edited, ready to publish files on a flash drive and owns rights to creative.

VIDEOGRAPHY ......................................................................... VARIES
Consult with the agency on your video needs. Prices based on video detail and length. Can produce commercials, business walk-throughs, social media videos, etc. Customer receives edited, ready to publish files on a flash drive and owns rights to creative.

The creative team will design a basic website using a known provider (WordPress, Four Square, Wix, etc) that can be easily handed over to the client to update as needed. We will train you on how to use the site and make updates.

*Price does not include photography, videography, and SEO services. It can increase with purchase of additional tools or templates to create site. This only includes creative services. Although we will align your brand needs with the target audience, this service does not ensure desired traffic to site.

BASIC WEBSITE DESIGN ............................................................. $995*

CREATIVE SERVICES PACKAGE ............................................... $1,200
Our creative services package is an affordable way for smaller businesses or nonprofits to utilize The McKinley Avenue Agency services. Pick three of the services below. BUT, if you choose website design/redesign, only pick two.

Additional Services (Choose 2 or 3):
• Branding design (logo creation or refresh, business card design & letterhead design)
• Flyer/poster or banner design
• T-Shirt design
• Website audit/consultation
• Advertising design (for non-Ball State media outlets)
• Social media graphics (for individual posts, Facebook or Twitter cover photos, etc).
• Website design/redesign

Payment Plan: $600 down, $200 per month for 6 months. Add-Ons: $100
AD MEMBERSHIPS

As our Ball State campus partners, we want you to get the most for your budget by promoting your events with The McKinley Avenue Agency’s Media Sales and Creative Services divisions. Get ready to develop a cohesive advertising campaign that promotes your event or organization over a variety of platforms.

Feel free to choose from three different options that include print and online advertising, as well as creative services. If you purchase any of these packages, you can use them throughout the year as you need. There’s no rush!

Additionally, by being an on-campus ad member, our creative students will design your materials for 50% off the cost of our normal pricing.

GOLD MEMBER $3,262.50
3-month* membership ($1,087.50 per month); each month includes:
- Two 1/4 page ads in The Daily News
- One sponsored content post
- Four social media posts on the Ball State Daily’s Facebook and Twitter pages
- One hour and a half street team event
- Display on the Ball State Daily Digital Screen
- Additional creative services design: poster, flyer, banner (all design and writing included)

SILVER MEMBER $1,625
2-month* membership ($812.50 per month); each month includes:
- Two 1/8 page ads in The Daily News
- Four social media posts on the Ball State Daily’s Facebook and Twitter pages
- One hour and a half street team event
- Display on the Ball State Daily Digital Screen
- Additional creative services design: poster, flyer, banner (all design and writing included)

BRONZE MEMBER $487.50
1 month membership includes:
- Two business card ads in The Daily News
- Two social media posts on the Ball State Daily’s Facebook and Twitter pages
- One hour and a half street team event
- Display on the Ball State Daily Digital Screen
- Additional creative services design: poster, flyer, banner (all design and writing included)

*Months need not be consecutive

BALL STATE DAILY DIGITAL SCREEN

The Ball State Daily Digital Screen is located on the second floor of the Atrium, a central and popular location on the Ball State University campus. Roughly 2,400 students travel through this location every day and see this screen. Your organization could be on this digital billboard and obtain a large amount of exposure from thousands of Ball State students, faculty and staff.

10-SECOND IMAGE*
- Two weeks: $100
- One month: $175

30-SECOND VIDEO*
Video may not exceed 30 seconds and can include sound.
- Two weeks: $150
- One month: $225

*Each image or video is scheduled in the digital screen rotation twice. Buy two consecutive months and receive a 25% discount of each month.
THE FINE PRINT: ADVERTISING POLICIES

REVISE/REJECT
Unified Media reserves the right to revise or reject advertisements. Advertisements that discriminate on the basis of race, creed, color, gender, national origin or sexual preference will not be accepted. Advertisements containing false or misleading statements will be rejected.

Advertisements for products, services or promotions illegal in the state of Indiana, or that violate U.S. Postal Service regulations, will be rejected.

PAGE POSITIONING
With the exception of certain special issues, no page position for any advertisement will be sold or guaranteed. Requests will be honored when possible in the daily issues. Unified Media assumes no financial responsibility for failure to honor page position or placement request, nor will Unified Media be held liable for failure to notify an advertiser when such requests can not be honored.

Unified Media assumes no financial responsibility for the placement or page position of an advertisement in relation to other advertisements contained in the publication, including but not limited to, competitions' advertisement and advertisements of similar size or design style. No class of paid advertisement is accompanied by news stories or fee notices.

PUBLICATION OF AD
Unified Media assumes no liability for failure to publish an advertisement or for the financial loss of business for failure to publish an advertisement. If the University closes for an emergency, Unified Media reserves the right to still publish the paper. All ads will run as is and as scheduled unless we receive a phone call by the deadline to pull the ad.

COPYRIGHT AND LIABILITY
The advertiser and/or advertising agency assumes liability for all content (including text representation, illustration and appropriations considerations) of advertisements published and assumes responsibility for any claims arising against Unified Media. School identifiers are not allowed to be used in college client advertisements. Identifiers, but are not limited to, Benny, Charlie Cardinal, Ball State’s logo, and the Ball State’s Homecoming logo.

POLITICAL AND EDITORIAL ADS
Advertisements having the appearance of editorial material must be identified as "paid advertisement." All political advertising must be paid in advance, and must be identified as "paid political advertisement," and include the name of the person or organization that paid for the ad.

RESTRICTIONS
Upside-down or sideways advertisements are not accepted without prior permission. If copy is supplied in this manner, Unified Media will alter the copy into a normal vertical format prior to publication.

Unified Media is not responsible for photographs or other materials which are left with us for more than 10 days after the first publication. Advertisers wishing to have photographs or other materials returned must notify Unified Media of this request when materials are submitted.

The advertiser and/or advertising agency is responsible for obtaining photo releases from anyone whose picture or likeness appears in an advertisement. The ad cannot be pulled the day before the ad runs, when appropriate, before billing adjustments are made. Such adjustments will not be considered if a proof of the ad was delivered and advertiser failed to call in corrections by the stated deadline. Errors in an ad do not automatically qualify for a make-good ad.

CREDIT ADJUSTMENTS
Credit will not be reconsidered if Unified Media advertising director is not notified within 15 days of the invoice date. Billing adjustments will be based on what percentage the error detracts from the effectiveness of the total advertising message, as determined by Unified Media advertising director. Adjustments will be noted on the next statement. Any ad "make-good ads" and credit adjustments will be determined by the advertising director. Unified Media is not responsible for errors in ad if 9 copies is turned in after deadline.

PAYMENT TERMS
We accept check, money order, Visa or Mastercard for all billed accounts. There will be a $35 service fee assessed for every returned check.

PRE-PAY ACCOUNTS
Payment is due on all copy deadline day. Unified Media will pull ads that do not have payment in on time.

BILLING CONDITIONS
Accounts are billed the last day of the month. All advertising invoices must be paid in full within 30 days of invoice date. Accounts unpaid after 45 days will be granted additional advertising only at the discretion of Unified Media advertising director. Accounts unpaid after 60 days will be considered delinquent and no further ads will be accepted until the delinquent amount is paid. Accounts more than 90 days in arrearage will be placed on a pre-pay basis.

Once invoices become 91-120 days old, departments will be notified that a letter will be sent to the customer by Bursar and Loan Administration notifying them that, unless payment or an arrangement to pay is received within 30 days, the account will be referred to a collection agency for collection. This means that the customer will incur additional charges to reimburse the collection agency for their efforts. Once invoices become 121-150 days old, they will be referred to a collection agency for collection.

REVISE/REJECT
Unified Media reserves the right to revise or reject advertisements. Advertisements that discriminate on the basis of race, creed, color, gender, national origin or sexual preference will not be accepted. Advertisements containing false or misleading statements will be rejected.

Advertisements for products, services or promotions illegal in the state of Indiana, or that violate U.S. Postal Service regulations, will be rejected.

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Once invoices become 91-120 days old, departments will be notified that a letter will be sent to the customer by Bursar and Loan Administration notifying them that, unless payment or an arrangement to pay is received within 30 days, the account will be referred to a collection agency for collection. This means that the customer will incur additional charges to reimburse the collection agency for their efforts. Once invoices become 121-150 days old, they will be referred to a collection agency for collection.

CREDIT ADJUSTMENTS
Credit will not be reconsidered if Unified Media advertising director is not notified within 15 days of the invoice date. Billing adjustments will be based on what percentage the error detracts from the effectiveness of the total advertising message, as determined by Unified Media advertising director. Adjustments will be noted on the next statement. Any ad "make-good ads" and credit adjustments will be determined by the advertising director. Unified Media is not responsible for errors in ad if 9 copies is turned in after deadline.

PAYMENT TERMS
We accept check, money order, Visa or Mastercard for all billed accounts. There will be a $35 service fee assessed for every returned check.

PRE-PAY ACCOUNTS
Payment is due on all copy deadline day. Unified Media will pull ads that do not have payment in on time.

BILLING CONDITIONS
Accounts are billed the last day of the month. All advertising invoices must be paid in full within 30 days of invoice date. Accounts unpaid after 45 days will be granted additional advertising only at the discretion of Unified Media advertising director. Accounts unpaid after 60 days will be considered delinquent and no further ads will be accepted until the delinquent amount is paid. Accounts more than 90 days in arrearage may be placed on a pre-pay basis.

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