we are orange media network.

we strive to lead the college media field by elevating diverse student voices through innovative and accessible hands-on media and leadership experiences that challenge views, engage the community, and celebrate resilience.
a little bit about our teams.

Orange Media Network is the student media program at Oregon State University, with six mediums (a newspaper, three magazines, a radio station and a TV station) and six additional cross-platform teams (Sports, Photo, Engineering, Sales, Marketing and Creative).
a community where success can thrive.

at OMN 400+ students from all backgrounds come together to create TV shows, DJ on the radio, host and produce podcasts, break news, write, edit and shoot content for the newspaper and magazines, launch marketing campaigns and work with clients. during their time at OMN, students gain experience in technical skills to create media, as well as also hone skills in communications, critical thinking, problem-solving and much more.

2,000+ avg. readers per month

14,500+ avg. monthly active users on orange media network websites

8,000+ followers across instagram
The Baro
Best All-Around Non-Daily Student Newspaper
(2018 Society of Professional Journalists Region 10 Mark of Excellence Awards)

DAM Chic
Magazine Finalist
(2019 Associated Collegiate Press Pacemaker)

KBVR-TV
Best All-Around Television News Magazine
(2019 Society of Professional Journalists Region 10 Mark of Excellence Awards)

Beaver’s Digest
Best Magazine Spread
(2017 College Media Association Apple Awards)

KBVR-FM
Best Podcast - Making Waves
(2019 College Media Association Pinnacle Awards)

omn awards
reach a wide audience, including students, faculty, professional staff and community members working at Oregon State University (OSU) and organizations throughout Corvallis. OMN publications produced by students for students are distributed all over OSU and the Corvallis community.

helping you reach the audience you want.

deliver your message using trusted national award winning mediums

reach a highly targeted, engaged audience

raise awareness and bring in more customers to your business
print advertising

OMN’s print publications have been circulating and inspiring students and community members for many decades. From The Barometer (OSU's 150+ year old newspaper) to DAMchic (modern fashion magazine), OMN's publications have kept readers informed, entertained and inspired. SHARE your message with the OSU community. advertise in our print mediums.
since 1896, The Barometer has been OSU’s premier news source. In that time much has changed in the field of journalism, but the Barometer team’s dedication to accuracy and excellence has never wavered. Now a monthly publication with daily online content, the printed Barometer is distributed every month, and still remains as a cherished part of the OSU community after over 125 years.
MOVE IN - 09/2021
students from all over the world arrive at OSU to move into their residence halls.

FAMILY WEEKEND - 11/2021
in the fall, family and friends return to campus and reconnect with their students.

HOMECOMING - 10/2021
welcomes back former members of the OSU community with a weekend of celebration.

CIVIL WAR - 11/2021
started in 1894, it is an annual college rivalry football game between the Beavers (OSU) and the Ducks (University of Oregon), usually scheduled Thanksgiving weekend.

FAMILY WEEKEND - 04/2022
in early May, family and friends return to campus and spend the weekend reconnecting with their students.

START - SUMMER 2022
during the summer, first year & transfer students come to OSU campus for a two-day program to meet their advisor, register for classes and experience OSU before fall term.

COMMENCEMENT - 06/2022
celebrate the graduates of the OSU class of 2022.

RENTER’S GUIDE - 03/2022
tips and resources to help students navigate living on their own at the residence halls, in fraternity/sorority houses and off-campus.
<table>
<thead>
<tr>
<th>SIZE</th>
<th>LOCAL (black/white)</th>
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<tbody>
<tr>
<td>full</td>
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<td>$294</td>
</tr>
<tr>
<td>1/16</td>
<td>$84</td>
<td>$233</td>
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</tbody>
</table>

**Space reservation**
back cover + 15%, other pages + 5%. no bleeds.
make ad size same as document. include frame or background.

**Pre-print inserts**
you are responsible for printing your inserts and delivering them to our press (Albany, OR). call your account executive for specifications and details.
price: $100/thousand, minimum 2,000 inserts
the Baro's puzzle and horoscope page is a favorites among readers. If you have a limited budget and want to keep your brand top of mind, consider purchasing investing in advertising on our puzzles and horoscope page.

**Puzzles & Horoscopes**

$125 per ad full term

$169 per ad sold individually

+$99 additional per color ad

**Deadline**

Camera-ready ad (in pdf format) due by noon Monday, prior to publication. OMN offers free ad design service with purchase of an ad. Request needs to be submitted by noon Monday, two weeks prior to publication.

If you don't know who your account executive is, contact velyn.scarborough@oregonstate.edu.

**Ad Sizes & Publication Rates**

**The Barometer**
dam chic

DAMchic, OSU's fashion magazine, serves as a fashion guide and platform for the OSU community. Within its pages, it features the latest fashion trends, diverse student models and visual creativity. Often referred to as OSU's fashion hub, DAMchic collaborates with design students and fashion enthusiasts to put together fashion shows and launch parties that draw in a crowd. Be cool, be hip, advertising with DAMchic.

2,000+ readers per issue across OSU

2,500+ followers on Instagram
for more information, contact your account executive. If you don’t know who your account executive is, contact velyn.scarborough @oregonstate.edu.
web & digital advertising

enhance your online presence by advertising on orangemedianetwork.com. your ad will appear on all pages on the entire site. Use online advertising to generate traffic to your website or promote an upcoming event or promotion.

Placements are run-of-site (placement on all site pages) and may run in rotation with other ads of the same size and position.
web/digital advertising

With nearly 50% of Gen Z-ers connected to the internet for 10 or more hours a day (99Firms, Generation Z Statistics), adding web advertising to your marketing portfolio can help build awareness of your organization and engagement with your products and services.
1,300+ subscribers and growing

e-newsletter

The Juice is OMN's digital newsletter delivered to subscriber's inbox every week. The Juice provides news, entertainment and tips sources from The Baro, KBVR-TV, KBVR-FM, Prism, DAMChic and Beaver's Digest. If you have any special deals, student discounts and/or coupons, advertise those with us.

23.4% open rate
for more information, contact your account executive.
if you don’t know who your account executive is, contact velyn.scarborough@oregonstate.edu.

24,800+
average sessions per month
### Rectangle Top pricing

<table>
<thead>
<tr>
<th>Frequency</th>
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<th>Save (%)</th>
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<tbody>
<tr>
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<tr>
<td>Monthly</td>
<td>$299 (save 25%)</td>
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<tr>
<td>Quarterly</td>
<td>$649 (save 25%)</td>
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<tr>
<td>Annually</td>
<td>$2,389 (save 45%)</td>
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### Leaderboard Top pricing

<table>
<thead>
<tr>
<th>Frequency</th>
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</thead>
<tbody>
<tr>
<td>Weekly</td>
<td>$79</td>
<td></td>
</tr>
<tr>
<td>Monthly</td>
<td>$239 (save 25%)</td>
<td></td>
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<tr>
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<td></td>
</tr>
<tr>
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### Rectangle Middle pricing

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<tr>
<th>Frequency</th>
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<tbody>
<tr>
<td>Weekly</td>
<td>$69</td>
<td></td>
</tr>
<tr>
<td>Monthly</td>
<td>$209 (save 25%)</td>
<td></td>
</tr>
<tr>
<td>Quarterly</td>
<td>$449 (save 25%)</td>
<td></td>
</tr>
<tr>
<td>Annually</td>
<td>$1,979 (save 45%)</td>
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### Leaderboard Bottom pricing

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**web ad sizes & rates**

**Orange Media Network**

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25
beaver’s digest

Beaver’s Digest began as a printed magazine in 2014, created by students, staff, and volunteers. The publication is a student lifestyle magazine and focussed on the events, topics, and students that make up the Oregon State community. With a focus on online content, Beaver’s Digest is the flagship for what is ahead in student journalism.

380+
avg. digital magazine views per month

past editions

“VOL. 6, ISSUE 2” - WINTER 2021
“VOL. 5, ISSUE 1” - FALL 2020
“VOL. 5, ISSUE 3” - SPRING 2019
“VOL. 6, ISSUE 3” - SPRING 2021
“VOL. 5, ISSUE 2” - FALL 2018
### ad sizes & publication rates

**beaver’s digest**

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<tr>
<td>1/4</td>
<td>$175</td>
</tr>
<tr>
<td>1/8</td>
<td>$105</td>
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</tbody>
</table>

### ad deadlines

- **Fall 2021 issue (11/11)**
  - ad due: October 4th, 2021
- **Winter 2022 issue (2/17)**
  - ad due: January 10th, 2022
- **Spring 2022 issue (5/19)**
  - ad due: April 11th, 2022

If you don’t know who your account executive is, contact Velyn Scarborough at [oregonstate.edu](mailto:velyn.scarborough@oregonstate.edu).
underwriting

underwriting is a cost-effective way to build awareness of your company with loyal KBVR-FM listeners. Through underwriting, you can show your support for our Oregon State University students who work tirelessly to bring quality content to our diverse group of KBVR-FM fans.
for more information, contact your account executive. if you don’t know who your account executive is, contact velyn.scarborough@oregonstate.edu.

whether you’re into alternative, punk, hip-hop, jazz, electronic, or anything in between, KBVR-FM is home to a variety of shows and DJs with different tastes. KBVR-FM is a non-commerical, student run radio station that broadcasts on 88.7 FM and live streams online at OrangeMediaNetwork.com. the station has a signal reach that includes Corvallis, Philomath and Albany. through underwriting, you have the opportunity to support the station and its student leaders.
radio underwriting rates

Underwriting donations for KBVR-FM are secured on a monthly or term-by-term basis and spots run for a 4-week and 11-week period, respectively. Any donations secured in the middle of an academic term will be prorated to run for the remainder of the respective period.

Underwriting format (spots = 10 secs):
“kbvr-fm is supported in part by [name of business], which [one sentence about the product or service the business is providing]. More information is available at [website name, social media handle and/or hashtag].”

Play-by-play underwriting
During football and basketball seasons, KBVR-FM provides a live play-by-play commentary. You have an opportunity to support these programs and the student announcers through underwriting. Underwriting donations are secured on a per-game basis and spots run each quarter.

<table>
<thead>
<tr>
<th># of games</th>
<th>Rate</th>
<th>Rate per spot</th>
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</thead>
<tbody>
<tr>
<td>1 game (4 spots)</td>
<td>$40</td>
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<tr>
<td>5 games (20 spots)</td>
<td>$190</td>
<td>$9.50</td>
</tr>
<tr>
<td>10 games (40 spots)</td>
<td>$360</td>
<td>$9.00</td>
</tr>
</tbody>
</table>

Trial package
$99
21 spots (3/day) for 1 week + 2 podcast episodes
*Limit one per new client*

Starter package
$199
84 spots (4/day) for 3 weeks + 3 podcast episodes
*Limit one per new client*
for more than 30 years KBVR-TV has been providing both high-quality televised entertainment and hands-on industry experience to Oregon State University students and the Corvallis community. KBVR-TV is a student-run college station; our producers have the freedom to create their shows with the content they believe will serve our viewers best.

4,850+ viewers per month

underwriting format (spots = 10 secs):
"kbvr-tv is supported in part by [name of business], which [one sentence about the product or service the business is providing]. more information is available at [website name, social media handle and/or hashtag]."

episode rates:
1 episode - $49
5 episodes - $225
10 episodes - $400

43,000+ impressions per month
<table>
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<th>August 2022</th>
<th>April 2022</th>
<th>December 2021</th>
</tr>
</thead>
<tbody>
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<td>28 29 30</td>
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<td>26 27 28</td>
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<td></td>
<td>29 30</td>
<td>29 30 31</td>
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</tbody>
</table>

**Discounted Prices**

- 1/8 page ads or larger
- 5+ ads = 5% off
- 8+ ads = 8% off
- 10+ ads = 10% off

If you don't know who your account executive is, contact Velyn Scarborough @oregonstate.edu.
THE DAILY BAROMETER
Publishes on Mondays (see calendar)
Deadline: Camera-ready ad by 12pm on Monday prior to publication.

PRE-PRINTED BAROMETER INSERTS
Publishes on Mondays (see calendar)
Deadline: Deliver to Oregon Web Press (Albany, OR) on Monday prior to publication.

SAFERIDE
Ads run nightly
Deadline: Camera-ready ad one week prior to when ad is scheduled to run.

JUICE SPECIAL DEAL
Publishes on Mondays
Deadline: Camera-ready ad Wednesday prior to publication.

WEB & MOBILE ADS
Deadline: Two business days prior to placement.

KBVR-FM UNDERWRITING
Deadline: Script two weeks prior to air time.

EVENT PACKAGES
Deadline: Two weeks in advance of event.

COMMUNITY PARTNER PACKAGES
Deadline: Script and camera ready ads two weeks in advance.

CREATIVE VIDEO SERVICES
Four weeks advance notice

STUDIO USE PACKAGES
Three weeks in advance

DAMCHIC
October Issue: camera-ready ad due 10/09/21
February Issue: camera-ready ad due 02/10/22
April Issue: camera-ready ad due 03/28/22

BEAVER’S DIGEST
November Issue: camera-ready ad due 10/22/21
February Issue: camera-ready ad due 02/10/22
May Issue: camera-ready ad due 04/28/22
POLICIES
FINANCIAL OBLIGATIONS:
If credit has been established, Orange Media Network will send an invoice after publication. Further billing will include a 1% per month interest charge on any unpaid balances.

LATE COPY:
Copy must be submitted before the space reservation deadline. Orange Media Network does not accept responsibility for errors made on advertising accepted after the reservation deadline.

INDEMNIFICATION STATEMENT:
You and your advertising agency (collectively, “Contractor”) shall indemnify and hold harmless OSU and its officers, board members, employees, agents and other representatives against claims, expenses, or losses (i) that result from Contractor’s negligence, wrongful acts or willful misconduct, or (ii) are alleging Contractor’s services, information or materials supplied by Contractor to OSU under this Contract, or OSU’s use of any of the foregoing infringes on any patent, copyright, trade secret, trademark, or other proprietary right of a third party. This includes but is not limited to any claim arising from publication of Contractor’s material in The Barometer, DAMchic, Beaver’s Digest, the Juice and on Orange Media Network’s website (www.orangemedianetnetwork.com) that alleges libel, invasion of privacy, commercial appropriation of one’s name or likeness, copyright infringement, trademark, trade name or patent infringement, commercial defamation, false advertising, or any other claim whether based in tort or contract, or on account of any state or federal statute, including state and federal deceptive trade practices acts. Contractor’s indemnification obligation under this Section includes but is not limited to all of OSU’s expenses of litigation, court costs and reasonable attorney fees. Contractor shall have control of the defense with counsel reasonably acceptable to OSU, except that: (i) OSU may join the defense with its own counsel and at its own expense if OSU determines there is a conflict of interest or there is an important government principle at issue, and (ii) OSU’s consent is required for any settlement that requires OSU to pay any money, does not release OSU from all liability from the claim, or adversely affects OSU’s interest.

TERMS OF PAYMENT
NEW ACCOUNTS:
New accounts must pay in advance for advertising for 30 days. Visa, Mastercards and checks are accepted. After 30 days a charge agreement can be completed to establish a billing account with Orange Media Network.

CHECK WITH COPY:
Advertising of a regional, political, entertainment or transient nature, and advertising placed by student organizations must be paid for in advance. Make checks payable to: The Daily Barometer.

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 the OMN committee and voted on. 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 no 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.