

TALISMAN

MAGAZINE ADVERTISING

BASIC INFO

The Talisman is a high-end, semi-annual magazine that is dedicated to high-quality journalism, stunning photography and fun, quirky content. We strive to publish content that is relevant to our readers.

You may have heard the Talisman name before – it's been around since 1924 and represents the oldest publication on campus. For years it was revered as one of the best college yearbooks in the country. Now in its second year as a magazine, the Talisman carries on that tradition of quality storytelling. As WKU's only lifestyle magazine, the Talisman is the forever-present, bright and cheery voice of our student body.

SELLING POINTS

- Staying power: As a premium magazine, many readers keep each issue for several months or longer.
- Positive positioning: Your ads will be published together with high-quality, culturally relevant content.
- Discerning audience: WKU students, faculty and staff, as well as other community members, read the Talisman.

AD SIZES & PRICING

Half page, 8.25" by 5.375," \$800

Full page, 8.25" by 10.75," \$1,200

Inside front or back cover, 8.25" by 10.75," \$1,350

*Artwork can be provided by the client or designed by the Talisman staff for no additional charge.

SPONSORED CONTENT

A Talisman writer, photographer or illustrator will work with you to create a piece on a topic agreed upon by your business and the Talisman staff. The piece will be similar in style to the Talisman's editorial content but will be labeled as being sponsored by your business.

A limited number of sponsored content spaces will be available in the magazine. Preference will be given to topics that align with the spring 2018 issue's broad theme of grit.

Cost: \$1,500 for a two-page spread

TIMELINE

February 16, 2018

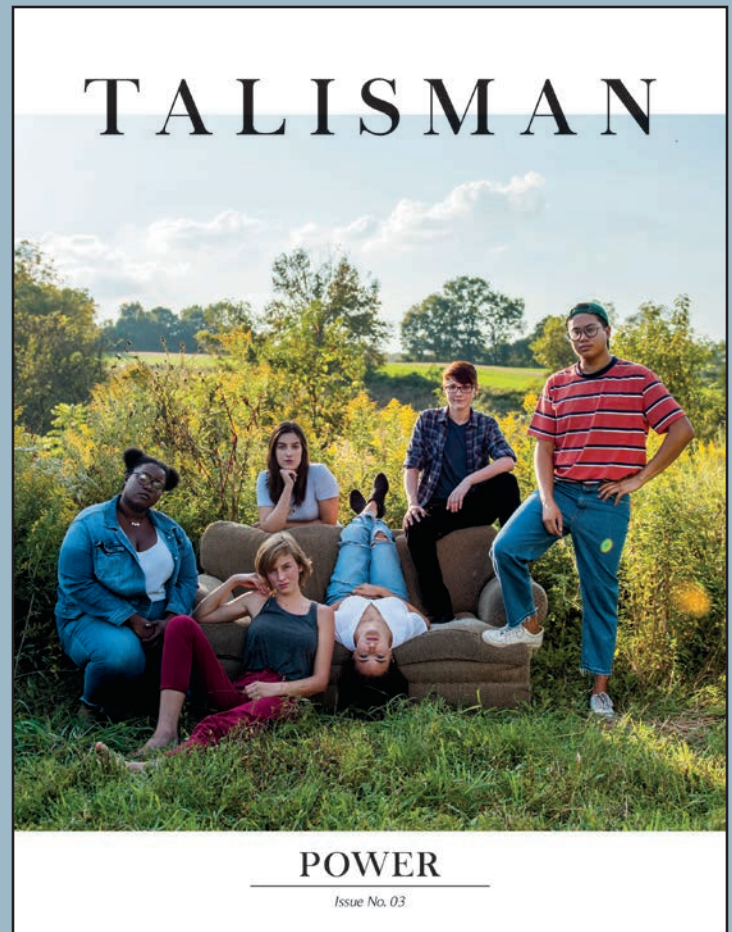
March 19, 2018

April 30 to November 16

Deadline to reserve ad space

Final artwork due

Magazine distributed



MAGAZINE SPECS

- 96 pages plus paperbound cover
- 80 pound matte white paper
- Four-color printing
- Perfect bound
- Bleeds available

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ONLINE ADVERTISING

BASIC INFO

A companion to the Talisman magazine, WKUTalisman.com has a voice all its own. The site's news, culture and lifestyle content is presented in an eclectic, intelligent style that engages the WKU student body.

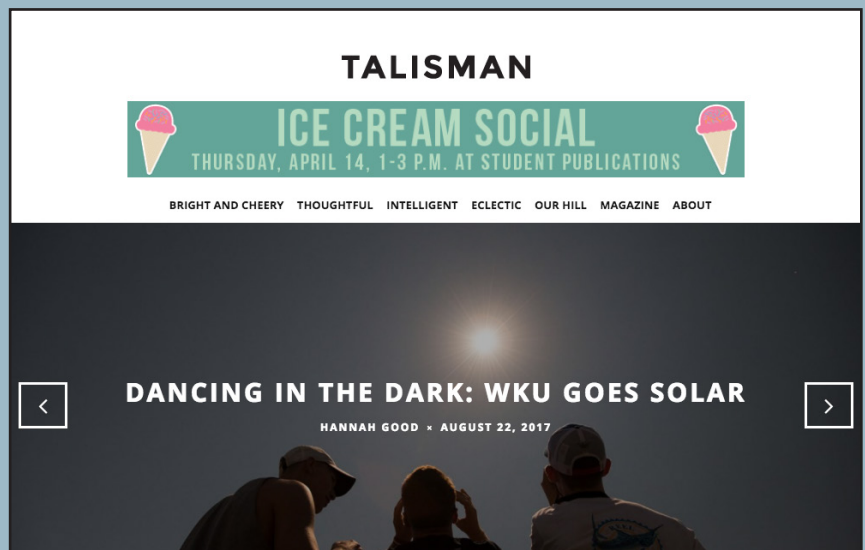
You may have heard the Talisman name before – it's been around since 1924 and represents the oldest publication on campus. For years it was revered as one of the best college yearbooks in the country. The Talisman staff is now building upon that tradition of high-quality storytelling as we venture into new media. WKUTalisman.com has received an Associated Collegiate Press Pacemaker, the top award for college publications, in each of its first two years.

During the fall 2017 semester, the site averaged 13,559 pageviews per month with an average of 6,617 unique users each month. The average time spent on a page was two minutes and 13 seconds.

AD OPTIONS & PRICING

Top Banner, 728px by 90px, \$400/month

In-post, 300px by 250px, \$200/month



SPONSORED CONTENT

A Talisman writer, photographer or illustrator will work with you to create a piece on a topic agreed upon by your business and the Talisman staff that will then be published on the Talisman's website. The piece will be similar in style to the Talisman's editorial content but will be labeled as being sponsored by your business. For additional exposure, the published piece will be shared on the Talisman's social media channels.

The cost for standard stories or photo galleries is \$500 per post. However, the sky is the limit when it comes to brainstorming content ideas. Intensive, in-depth posts will be priced on a case-by-case basis.