

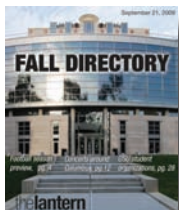
Special Sections

Throughout the year, *The Lantern* publishes special sections tailored to special events on campus. Contact your *Lantern* Sales Representative for complete advertising rates and circulation information regarding these special sections.



Buckeye Bound

Mailed September 1 to the homes of all incoming students, Buckeye Bound is our most popular publication of the year as it reaches students as they set up their new lives on The Ohio State University campus.



Student Guides

Inserted into an issue of *The Lantern* at the beginning of each quarter (Fall, Winter and Spring), this special tabloid reaches all students as they begin their new academic terms. The Student Guides offer news, tips and suggestions to help all students hit the ground running with the rest of their campus experience. You'll want to take part in all three Student Guides as students have ever changing needs throughout the school year.

Fall Student Guide – Inserted into the Monday, September 19 issue of *The Lantern*.

Advertising space reservations are due Friday, September 2 and all advertising materials are due Friday, September 9.

Winter Student Guide – Inserted into the Wednesday, January 11 issue of *The Lantern*.

Advertising space reservations are due Wednesday, January 4 and all advertising materials are due Friday, January 6.

Spring Student Guide – Inserted into the Wednesday, April 4 issue of *The Lantern*.

Advertising space reservations are due Wednesday, March 28 and all advertising materials are due Friday, March 30.

the**lantern**

211 Journalism Building
242 West 18th Avenue
Columbus, Ohio 43210-1107
614-292-2031
advertising@thelantern.com
Fax – 614-292-3722
www.thelantern.com

Special Sections



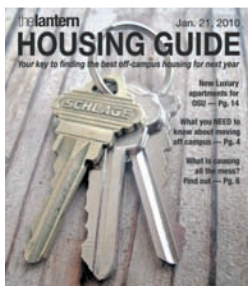
Homecoming Tab

Published and inserted in the October 27 issue of *The Lantern*, we'll have complete information about all the activities on the Homecoming schedule. From Kings, Queens, Courts, Badgers (Wisconsin, October 29), Parades, Floats and more – *The Lantern* will keep you in touch with this special Homecoming Tab.



OSU/Michigan Tab

No words can express how important this game is every year – but we'll fill an entire section with words, pictures and stats to try and express how important it is. Inserted into every November 24 issue of *The Lantern*, the special OSU/Michigan Tab will be referred to throughout the weekend as the student source for the big game.



Two Fall Housing Guides- November 3 and January 12

Yeah, the Fall Housing Guide is published twice this year, but that's because the rush for fall housing starts early with the switch to semesters in 2012. You can only imagine what it's like with more than 75,000 students, faculty and staff all living in the OSU area, many looking for the perfect place to call home. Inserted into every copy of *The Lantern*, the Fall Housing Guide is a must if you are looking for tenants. You may build it... but if you don't tell them about it they won't come.



Commencement

Spring Commencement for the largest campus with over 7,000 degrees to award and more than 40,000 family members and friends attending... It takes the Shoe to horn everyone in. And the Commencement section is so big it has to be distributed twice: first as an insert in *The Lantern* on May 31 and then bonus distribution at the event itself on June 10. This is a great opportunity to reach the graduating seniors and congratulate them for all their hard work. After all your mom always told you to say thank you.

DEADLINES – Generally one week prior to publication date.
For completion of advertising information contact your *Lantern* student sales representative at
614-292-2031
advertising@thelantern.com