

# THE SENTINEL

## Kennesaw State University's Student Newspaper

### ksusentinel.com

#### Internet Advertising Rate Card 2007-2008

The Sentinel Online Edition ([www.ksusentinel.com](http://www.ksusentinel.com)) is the Internet version of Georgia's third largest college paper. The web page has a growing registered user base, most of whom receive a weekly e-mail with the headlines for every story in the print edition. We currently offer two web advertising options:

#### 1 Web Page Ads

Consider advertising your business at [www.ksusentinel.com](http://www.ksusentinel.com) with a banner or vertical shaped ad that rotates throughout the website. All web ads will link to your website.

#### 2 Weekly Email Broadcast

For direct exposure to our registered users, place your ad directly inside the weekly email containing the

headlines of that week's Sentinel. From this email, the reader sees your ad at least weekly and is a click away from a Sentinel article and your website.

For more information call (770) 423-6470 or email [ebonza@kennesaw.edu](mailto:ebonza@kennesaw.edu). Be sure to specify that it is Web advertising you are interested in.

## Sentinel Web Page Ads

### Banner Ads:

(All Pages; Banner or Vertical Size)

1 month	\$100
3 months	\$250
6 months	\$400

### Examples: Banner Ads

(size 140 x 300 pixels; we can be flexible with height)



### Examples: Vertical Ads

(size 638 x 66 pixels)



# Weekly E-mail Broadcast Ads

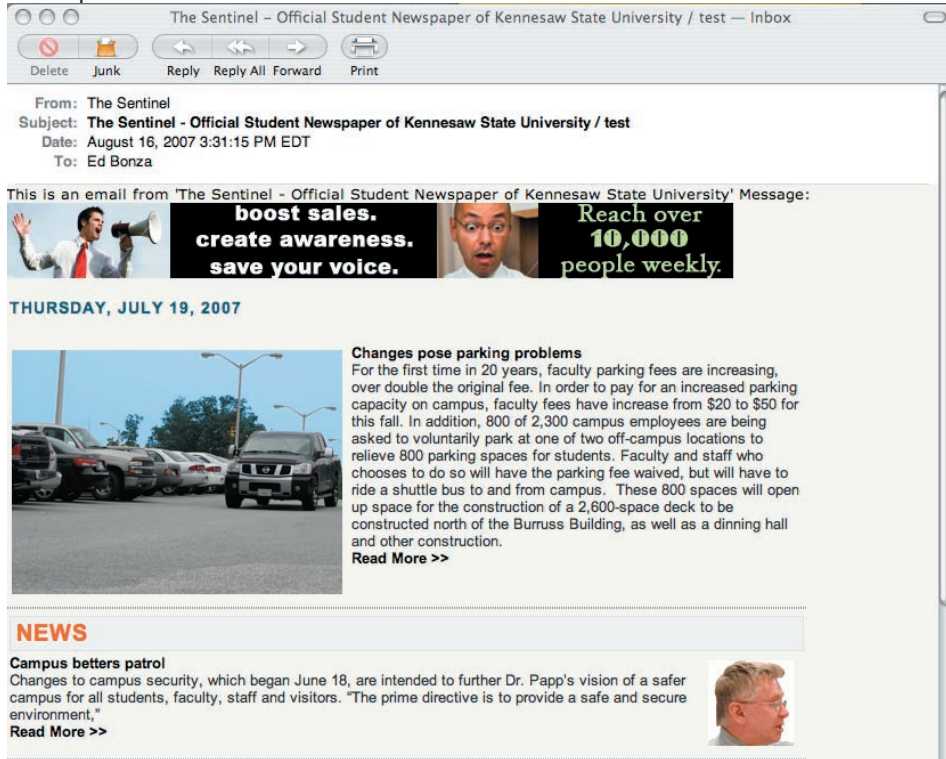
## Skyscraper or Banner

7 days \$50

14 days \$90

30 days \$170

Example:



The screenshot shows an email client window titled "The Sentinel - Official Student Newspaper of Kennesaw State University / test - Inbox". The email header includes: From: The Sentinel; Subject: The Sentinel - Official Student Newspaper of Kennesaw State University / test; Date: August 16, 2007 3:31:15 PM EDT; To: Ed Bonza. The main content of the email is an advertisement for "The Sentinel" featuring a man with a megaphone and a man with a surprised expression. The ad text reads: "boost sales. create awareness. save your voice." and "Reach over 10,000 people weekly." Below the ad is the date "THURSDAY, JULY 19, 2007". The main article is titled "Changes pose parking problems" and discusses increasing faculty parking fees and the need for more parking spaces. A "Read More >>" link is provided. Below the article is a "NEWS" section with the headline "Campus betters patrol" and a small profile picture of a man.

From: The Sentinel  
Subject: The Sentinel - Official Student Newspaper of Kennesaw State University / test  
Date: August 16, 2007 3:31:15 PM EDT  
To: Ed Bonza

This is an email from 'The Sentinel - Official Student Newspaper of Kennesaw State University' Message:

**boost sales.  
create awareness.  
save your voice.**

**Reach over  
10,000  
people weekly.**

THURSDAY, JULY 19, 2007

**Changes pose parking problems**  
For the first time in 20 years, faculty parking fees are increasing, over double the original fee. In order to pay for an increased parking capacity on campus, faculty fees have increase from \$20 to \$50 for this fall. In addition, 800 of 2,300 campus employees are being asked to voluntarily park at one of two off-campus locations to relieve 800 parking spaces for students. Faculty and staff who chooses to do so will have the parking fee waived, but will have to ride a shuttle bus to and from campus. These 800 spaces will open up space for the construction of a 2,600-space deck to be constructed north of the Burruss Building, as well as a dinning hall and other construction.  
[Read More >>](#)

**NEWS**

**Campus betters patrol**  
Changes to campus security, which began June 18, are intended to further Dr. Papp's vision of a safer campus for all students, faculty, staff and visitors. "The prime directive is to provide a safe and secure environment."  
[Read More >>](#)

## Advertising Specifications

- Pixel Size: Banner 140 x 300, Vertical Size: 638 x 66, Half-Banner: 140 x 175
- File Size: Less than 100K
- File Type: JPEG or GIF, animations (i.e., flash) ads are accepted
- E-mail ad to ebonza@kennesaw.edu or call 770-423-6470
- Skyscraper or Banner Ad Design Charge: \$25