Dear Area Business Owner/Manager:

The University of Kansas has contracted with Campus Publishers to produce the 2012 KU Visitors Guide. The Office of University Relations will produce the guide, which will feature highlights of the KU campus and community. Maps, directories, and listings of attractions will help guests explore the campus, and articles of interest will introduce many to our academic excellence.

The guide will be published by Campus Publishers and distributed free of charge to prospective students and their parents, new faculty and staff, visitors and friends and supporters of the university. It will be a four-color, glossy publication embellished with attractive photography. University Relations endorses this Visitors Guide and adheres to the highest standards in approving advertisements.

In the latest available economic indicators survey, it is estimated that KU students and visitors spend more than $57 million annually in Lawrence and the surrounding area. It is obvious that many of our students and visitors rely on local companies for their products and services, so this is an excellent opportunity for you to generate awareness for your business or service.

We hope you’ll be able to participate in the KU Visitor Guide.

Thank you.

Sincerely,

Todd Cohen
Director
Office of University Relations
University of Kansas
Advertise in the Official
2012-13 Visitors Guide
& Business Directory
Reach Over 80,000 Students, Parents, Faculty, Staff & Visitors

FOUR-COLOR GLOSSY MAGAZINE
• Publish Date: Summer 2012
• Total Readership: 80,000

COMPANION WEBSITE
ku.universityvisitorsnetwork.com

BOTH INCLUDE
• Welcome Information
• Visiting KU
• About the University
• Important Phone Numbers
• Business Listings & Index
• Missions, Goals & Values
• Student Services
• Points of Pride
• Athletics
• Buildings & Sights
• Campus Maps
• Parking Maps
• About the Lawrence Area

A MUST BUY for your Business!

The University of Kansas is a major driver of spending and growth in Lawrence. Each year, the KU community of students, parents, faculty, staff, alumni and visitors contribute more than $57 million to the local economy. And the Visitors Guide is one of the most requested publications on campus!

If your success depends on the KU community, you need to be in the guide. Students, faculty and visitors rely on local businesses for all of their needs. The guide is an invaluable, cost-effective way to reach your target market. It is also your first opportunity to make an impression on prospective students and their parents.

Call (800) 807-1013 or email sales@campuspublishers.com for rates and integrated marketing opportunities
Advertise in the 2012-13 Visitors Guide

All advertising is good for the entire year.
The Visitors Guide will be FREE to all.

DISTRIBUTED TO
• New Students
• Visitors
• Parents
• Student Body
• Conference, Workshop & Seminar Groups
• Campus Tour Groups
• Shoppers
• Alumni
• Advertisers

DISTRIBUTED AT
• KU Visitor Center
• Lawrence Visitor Center
• Student Unions
• Bookstores
• University Relations
• Career Center
• Family Weekend/Band Day
• Multicultural Resource Center
• Student Housing
• KU Info
• Human Resources
• New Student Orientation
• Traffic Booths
• Museums
• State Fair

Grow Your Business By Increasing Sales to the University of Kansas Community!

• The KU community spends more than $57 million in the greater Lawrence area each year on housing, food, clothing, transportation, entertainment and many other products and services.
• The KU community has more than 42,000 students, faculty and staff. In addition, more than 20,000 prospective students visit each year, as well as more than 25,000 conference attendees.
• Your ad reaches its target market year-round; the guides are saved and distributed throughout the year at key events and occasions.
• Market your business in the guide and on its accompanying website to make sure you reach the entire community. Special pricing is available for integrated advertising packages!
• The University of Kansas uses the guide to market itself to new and existing students; it is the first and best way to grow sales to these important consumers.

Don’t Wait! Premium Positions Go Fast!
Call (800) 807-1013 or email sales@campuspublishers.com for rates and integrated marketing opportunities.
## Visitors Guide Advertising Rates

### Full Page Ad

**$3,995 4-Color**

7 3/8” x 9 3/4” • Includes 1 **Bold Listing**

### Premium Position Rates

<table>
<thead>
<tr>
<th>OUTSIDE BACK COVER</th>
<th>INSIDE BACK COVER or INSIDE FRONT COVER</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>4-color</strong></td>
<td><strong>4-color</strong></td>
</tr>
<tr>
<td>Full Page</td>
<td>$10,995</td>
</tr>
<tr>
<td>Half Page</td>
<td>$8,995</td>
</tr>
<tr>
<td>Quarter Page</td>
<td>$5,995</td>
</tr>
<tr>
<td>Full Page</td>
<td>$9,995</td>
</tr>
<tr>
<td>Half Page</td>
<td>$5,495</td>
</tr>
<tr>
<td>Quarter Page</td>
<td>$3,999</td>
</tr>
</tbody>
</table>

### Spread Position (Two Full Pages)

- **$8,995 4-color**

### Half Page Ad

**$2,995 4-Color**

7 3/8” x 4 3/4” • Includes 1 **Bold Listing**

### Rates cover the entire Academic Year

All Display Ads include **One Bold Listing**.

- **Bold Listing Only**: $275 for the year.
- **Additional Bold Listing**: $250
- **Extra line (fax, e-mail, website, etc.)**: $95

**Bold Listing in Red**: $295

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1. All rates are net, and include ad creation if required. Restrictions may apply.
2. Flexible billing available.
Visitors Guide Advertising Rates

1/4 Page Vertical
$1,395 4-Color
3 1/2” x 4 3/4”
Includes 1 Bold Listing

1/5 Page
$1,195 4-Color
3 1/2” x 3 5/8”
Includes 1 Bold Listing

1/8 Page
$795 4-Color
3 1/2” x 2”
Includes 1 Bold Listing

1/16 Page
$695 4-Color
3 1/2” x 1” • Includes 1 Bold Listing

1/4 Page Horizontal
$1,395 4-Color
7 3/8” x 2 1/4”
Includes 1 Bold Listing

*All rates are net, and include ad creation if required. Restrictions may apply.

Call to advertise 1.800.807.1013 or email sales@campuspublishers.com
http://ku.universityvisitorsnetwork.com

2012-13 VISITORS GUIDE RATES & MEDIA KIT
### Online Visitors Guide Rates

<table>
<thead>
<tr>
<th>Ad Type</th>
<th>Dimensions (pixels)</th>
<th>1 page</th>
<th>2 pages</th>
<th>4 pages</th>
<th>8 pages</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Leaderboard</strong></td>
<td>728 x 90</td>
<td>$40</td>
<td>$75</td>
<td>$140</td>
<td>$260</td>
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<tr>
<td><strong>Big Box</strong></td>
<td>300 x 250</td>
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<td>$46</td>
<td>$84</td>
<td>$152</td>
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<tr>
<td><strong>Tile</strong></td>
<td>120 x 90</td>
<td>$15</td>
<td>$28</td>
<td>$52</td>
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<tr>
<td><strong>Sky-scraper</strong></td>
<td>160 x 600</td>
<td>$25</td>
<td>$46</td>
<td>$84</td>
<td>$152</td>
</tr>
</tbody>
</table>

Ask Your Sales Rep for More Details!

All Online Ads include a [hyperlink](#) to your website.

Online ads may appear on the Visitors Guide home page and select subpages.

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1 All rates are net, and only available to print advertisers. Ad creation included if necessary (restrictions may apply).

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