

## How to Market Anything Using KSU Student Media

KSU Student Media is a media outlet conglomerate that contains The Sentinel, Owl Radio, and The Peak. Each unique in the content they produce and the people that they reach. These platforms are open to students to utilize for marketing anything from events to outreach campaigns. For more information about the outlets and the demographics that they reach go to: [studentmedia.kennesaw.edu](http://studentmedia.kennesaw.edu).

### Free Advertising

All Registered Student Organization receives 1 free 1/10<sup>th</sup> page advertisement in The Sentinel during the Fall and Spring semesters. Owl Radio also offers ten 30-second PSA spots to all Registered Student Organizations as well. The placement and broadcasting of these free ads are not guaranteed but, Student Media will attempt to honor the requests as best it can.

#### The Sentinel:

1. Determine what date you would like to have your free advert run in. There should be a two week gap between when the ad runs to when you submit the form.
2. Design your ad as a high resolution JPG or PDF with the dimensions 3.90" wide by 3.125" tall.
3. Complete The Sentinel's FREE Ad Form found on the KSU Student Media profile in Owl Life.

#### Owl Radio:

1. Determine the ten times you would like your PSA to run. There should be a two week gap between when the PSA is broadcasted to when the form is submitted.
2. Create the script you would like to broadcast and either record it by yourself or send it over for Owl Radio who can help make the clip for you.
3. Fill out the Owl Radio Free PSA Form on the KSU Student Media profile in Owl Life.

### Additional Free Publicity

KSU Student Media gives great emphasis to KSU student organizations, success, and events that are free and open to all students. The decision to print/air any submission is completely at the discretion of the student leadership. At this time, The Sentinel is the only outlet accepting publication requests through the KSUSM Publicity Request Form on Student Media's profile in Owl Life.

### Paid Advertising

KSU Student Media offers a variety of advertising options across all of the three publications. Registered Student Organizations can receive up to 50% off the regular advertising price. Check out [ksuads.com](http://ksuads.com) for more information. Email [advertising@ksusm.com](mailto:advertising@ksusm.com) or call (470) 578-6470 to get an estimate or place an order.