



KATE CARLSON
Design Portfolio

MEDIA KIT

2011

Minnesota Daily Sales Pamphlet

The Minnesota Daily annually produces a Media Kit to use as a sales tool, it is used to recruit new clients as well as inform reoccurring clientele. My art director and I lead this project with our team as well as made all the final decisions and layouts. We won best Media Kit in the 2011 CNBAM competition.



MEDIA KIT 2011

Special Issues

Included is a special issues page, so that clients know which special issues focus on what topic and which issue would be the most beneficial to run in. I used typographical hierarchy to easily display the issue, date it runs, and description and details. Along with the description is a visual representation of what the issue looked like the previous year.

SPECIAL ISSUES

Throughout the academic year, The Minnesota Daily creates several special publications that focus attention on prominent issues, events, and popular culture related to student life at the University of Minnesota. Below are a few of our most popular special issues. These provide a great opportunity to target specific audiences. We're sure you'll find one that meets your advertising needs! Contact your sales representative for more information regarding special publications.

FALL SPORTS PREVIEW
Home Opener Football Game

The Fall Sports Guide is an inaugural magazine-style, gloss-cover publication that is released during the first football game of the season. It includes editorial content focusing on the Gopher Sports team's history at the University of Minnesota, and an up-and-coming look at Gopher Football and fall sports.

HOUSING GUIDE
February 24, 2011

Apartment complexes, renters and more look forward to this magazine-style insert. When a housing company places an ad in this issue, they get a free table at the Housing Fair. It is a highly read issue for all students and the rest of the community. Another great chance for great exposure, no matter what your business is.

GRAPEVINE AWARDS
April 7, 2011

The Grapevine Awards is an annual magazine-style insert which highlights the best restaurants and bars in the city. Students are able to vote online and cast ballots in the Mall on campus to decide the winners in each category. The Grapevine awards are a great opportunity for local restaurants and bars to gain visibility as well and win awards that will be featured in the publication.

SKI-U-MAH
May 5, 2011

The Ski-U-Mah special publication is a yearbook-style graduation issue. It has been awarded "Best Special Publication" at multiple advertising and college newspaper conferences across the nation and is a prime piece for any advertiser to take part in. It's distributed at all of the graduation ceremonies at the end of the Spring semester and also sits on the distribution racks for multiple weeks.

SURVIVAL GUIDE
June 6, 2011

Every year new freshman, transfer, and returning students bring \$237 billion in annual spending to campus. A new campus is confusing and our Survival Guide helps introduce students to the campus and its businesses. Our survival guide is an excellent opportunity to introduce your business to new faces. The issue is distributed on every freshman's bed during their orientation weekend and inserted into our Back to School issue.

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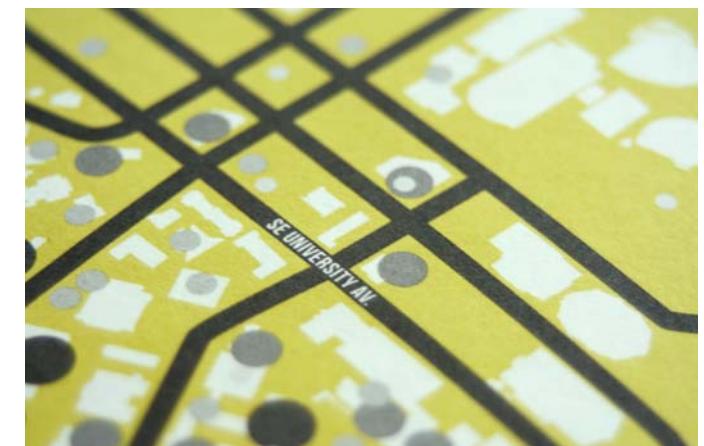
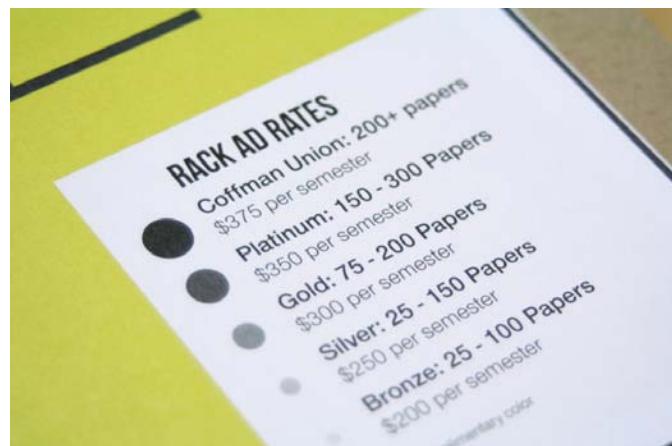


MEDIA KIT

2011

Newspaper Distribution Sites

Included is a map of newspaper rack locations all over the city to make it more user friendly for clients interested in advertising with rack ads.



MEDIA KIT 2011

Testimonials

In previous years, The Minnesota Daily has produced media kits that primarily focus on the printing aspect of the daily, usually including photographic images of machinery and printing materials. This year my art director and I wanted to approach it in a completely different way. We wanted to make it friendly and warmer, so we included multiple testimonials from our current clients and included photographs of them to create a friendlier more approachable pamphlet.

OTHER AD OPTIONS

INSERT ADS

A sample of the insert must be provided to the Director of Sales two weeks prior to distribution for approval. Inserts must be shipped to the printer and arrive at least one week prior to distribution.

Insert Rates

| | |
|----------|----------------|
| 2 Pages | \$69 per 1,000 |
| 4 Pages | \$75 per 1,000 |
| 6 Pages | \$80 per 1,000 |
| 8 Pages | \$91 per 1,000 |
| 12 Pages | \$95 per 1,000 |
| 16 Pages | \$99 per 1,000 |

Visit www.umn.edu/staff/staff.html for more insert rates.

Preprinted Insert Rates

- One Page: 8.5" by 11"
- Rates Per 1,000
- 10,000 minimum
- Full Run= 20,000

RACK ADS

A Rack Advertisements are displayed on a black wire rack behind a glass covering with over 200 locations on and around campus to choose from.

| | |
|---------------|-------|
| Coffman Union | \$375 |
| Platinum Tier | \$350 |
| Gold Tier | \$300 |
| Silver Tier | \$250 |
| Bronze Tier | \$200 |

ALTERNATIVE AD OPTIONS

L - Shape

| | |
|---------------|---------|
| National | \$1,700 |
| Retail | \$1,300 |
| University | \$1,050 |
| Student Group | \$1,000 |

Bookend

| | |
|---------------|-------|
| National | \$900 |
| Retail | \$650 |
| University | \$575 |
| Student Group | \$550 |

Triangle

| | |
|---------------|-------|
| National | \$580 |
| Retail | \$450 |
| University | \$375 |
| Student Group | \$350 |

Front Page Ad

- Full Color Included
- Spans Page on Bottom

| | |
|---------------|-------|
| National | \$900 |
| Retail | \$650 |
| University | \$675 |
| Student Group | \$550 |

Sudoku

- \$125 per day
- Black & White

"I LIKE WORKING WITH THE DAILY BECAUSE THE PAPER IS AN OUTSTANDING WAY TO GET TIMELY MESSAGES OUT TO THE U OF M POPULATION."

Joe Wilkie of Shout House Dueling Pianos & Restaurant

"I LIKE WORKING WITH THE DAILY BECAUSE THE PAPER IS AN OUTSTANDING WAY TO GET TIMELY MESSAGES OUT TO THE U OF M POPULATION."

~ Joe Wilkie of Shout House Dueling Pianos & Restaurant

CLASSIFIED DISPLAY DEADLINES

- The regular publication deadline is 11:45pm, two hours after the deadline.
- Most inquiries are at least three days before publication.
- Classified ads are accepted for insertion in the classified section only.
- Special requests have been considered. Add your note for more information.

LINER DEADLINES

- For 1/4 page or larger: 8:30am, day before publication.
- For 1/2 page, full page, double page spread: 9pm, day before publication.
- For 1/4 page or larger: 8:30am, day before publication.
- To place by phone please call 612-425-4200 between 8 am and 5 pm.
- To place by fax please call 612-425-4200.
- To place by e-mail please visit www.umn.edu/staff/staff.html.
- To place by mail please send the classified ad to the Minnesota Daily offices between 8 am and 5 pm.

2021 University Ave SE
Suite 100
Minneapolis, MN 55455

FREQUENCY DISCOUNTS

| Three Ads | 5% off total |
|------------------|---------------|
| Four Ads | 10% off total |
| Five or More Ads | 15% off total |

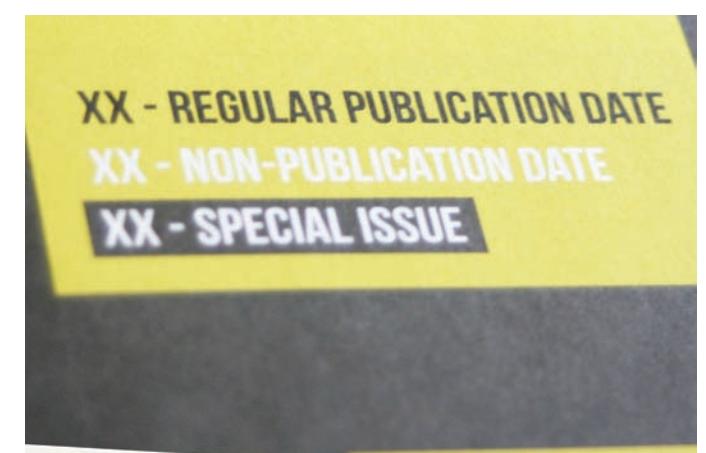
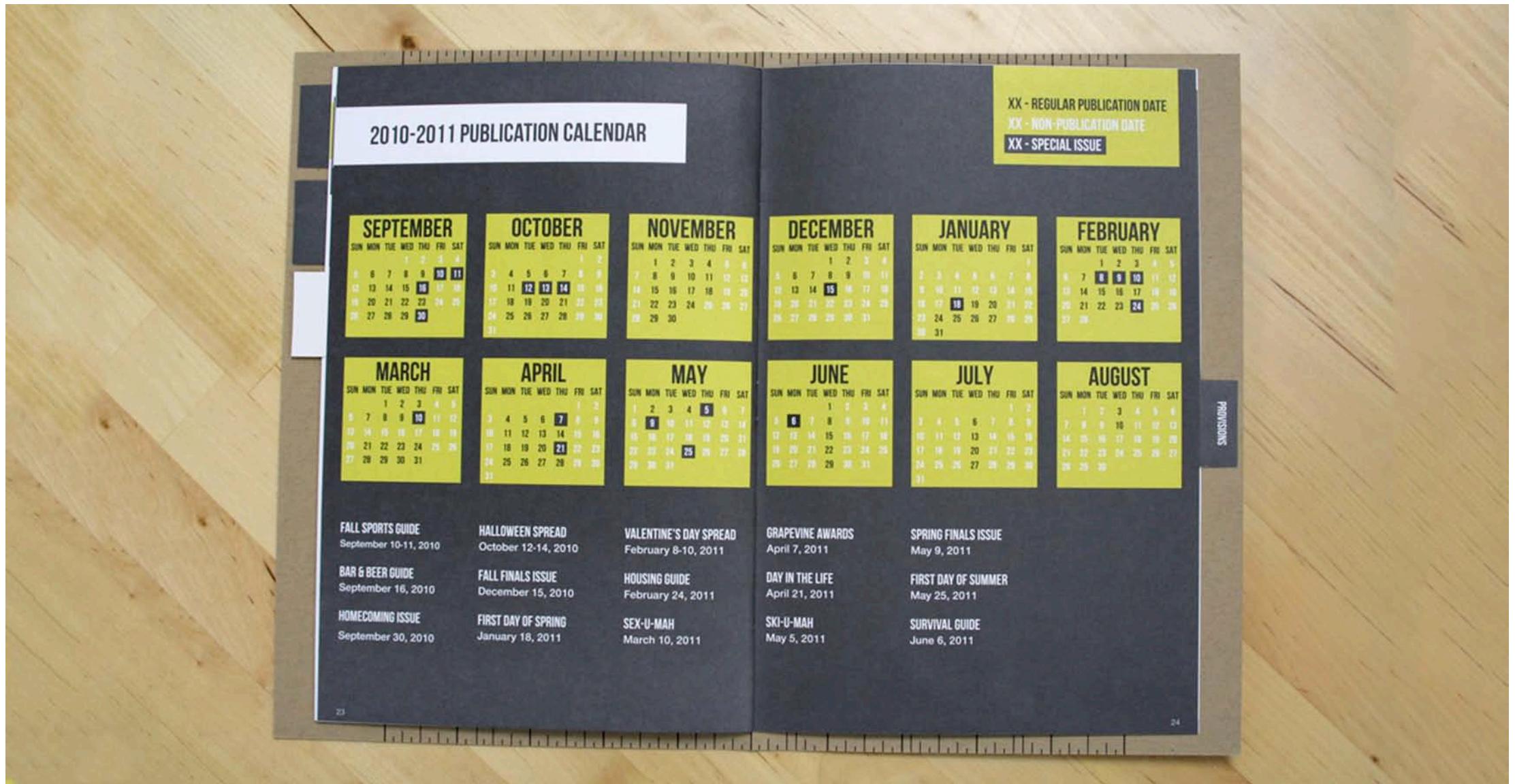
• Liner ads are allowed at its 1/2 inch borders per line. This includes letters, symbols and graphics. • All regular credit terms are accepted. • The minimum listing charge is \$900. • The maximum listing charge is \$2000. • Minimum advertising amount is \$200 per month except for 1/4 page classified ads. • Minimum advertising amount is \$300 per month except for 1/2 page classified ads. • Minimum advertising amount is \$600 per month except for full page classified ads. • Minimum advertising amount is \$1200 per month except for double page classified ads. • Minimum advertising amount is \$2400 per month except for full page classified ads. • Minimum advertising amount is \$4800 per month except for full page classified ads. • Minimum advertising amount is \$9600 per month except for full page classified ads. • Minimum advertising amount is \$19200 per month except for full page classified ads. • Minimum advertising amount is \$38400 per month except for full page classified ads. • Minimum advertising amount is \$76800 per month except for full page classified ads. • Minimum advertising amount is \$153600 per month except for full page classified ads. • Minimum advertising amount is \$307200 per month except for full page classified ads. • Minimum advertising amount is \$614400 per month except for full page classified ads. • Minimum advertising amount is \$1228800 per month except for full page classified ads. • Minimum advertising amount is \$2457600 per month except for full page classified ads. • Minimum advertising amount is \$4915200 per month except for full page classified ads. • Minimum advertising amount is \$9830400 per month except for full page classified ads. • Minimum advertising amount is \$19660800 per month except for full page classified ads. • Minimum advertising amount is \$39321600 per month except for full page classified ads. • Minimum advertising amount is \$78643200 per month except for full page classified ads. • Minimum advertising amount is \$157286400 per month except for full page classified ads. • Minimum advertising amount is \$314572800 per month except for full page classified ads. • Minimum advertising amount is \$629145600 per month except for full page classified ads. • Minimum advertising amount is \$1258291200 per month except for full page classified ads. • Minimum advertising amount is \$2516582400 per month except for full page classified ads. • Minimum advertising amount is \$5033164800 per month except for full page classified ads. • Minimum advertising amount is \$10066329600 per month except for full page classified ads. • Minimum advertising amount is \$20132659200 per month except for full page classified ads. • Minimum advertising amount is \$40265318400 per month except for full page classified ads. • Minimum advertising amount is \$80530636800 per month except for full page classified ads. • Minimum advertising amount is \$161061273600 per month except for full page classified ads. • Minimum advertising amount is \$322122547200 per month 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\$137015619930546353673228222814367103667200 per month except for full page classified ads. • Minimum advertising amount is \$274031239861092707346456445628734207334400 per month except for full page classified ads. • Minimum advertising amount is \$548062479722185414692912891257468414668800 per month except for full page classified ads. • Minimum advertising amount is \$1096124959444370829385825782514936833377600 per month except for full page classified ads. • Minimum advertising amount is \$2192249918888741658771651565029873667555200 per month except for full page classified ads. • Minimum advertising amount is \$4384499837777483317543303130059747335110400 per month except for full page classified ads. • Minimum advertising amount is \$8768999675554966635086606260119494670220800 per month except for full page classified ads. • Minimum advertising amount is \$17537999351109933270173212520238989340441600 per month except for full page classified ads. • Minimum advertising amount is \$35075998702219866540346425040477978680883200 per month except for full page classified ads. • Minimum advertising amount is \$70151997404439733080692850080955957361766400 per month except for full page classified ads. • Minimum advertising amount is \$140303994808879466161385700161911914723532800 per month except for full page classified ads. • Minimum advertising amount is \$280607989617758932322771400323823829447065600 per month except for full page classified ads. • Minimum advertising amount is \$561215979235517864645542800647647658894131200 per month except for full page classified ads. • Minimum advertising amount is \$112243195847103572929108560129531537778262400 per month except for full page classified ads. • Minimum advertising amount is \$224486391694207145858217120258563075556524800 per month except for full page classified ads. • Minimum advertising amount is \$448972783388414291716434240517126151113049600 per month except for full page classified ads. • Minimum advertising amount is \$897945566776828583432868481034252302226099200 per month except for full page classified ads. • Minimum advertising amount is \$1795891133553657166865736962068504644441998400 per month except for full page classified ads. • Minimum advertising amount is \$3591782267107314333731473924137009288883996800 per month except for full page classified ads. • Minimum advertising amount is \$7183564534214628667462947848274018577767993600 per month except for full page classified ads. • Minimum advertising amount is \$1436712906842925733492589569654803715553598

MEDIA KIT

2011

2010-2011 Publication Calendar

Keeping with our theme of modular shapes I designed the Publication Calendar with rectangular shapes, simple type and easy to read captions. The Index located on the top right of the spread informs the reader of the meaning of specific colors and date indicators.



POPPY ACCESSORIES

Branding / Packaging

Poppy Accessories is a brand that focuses on selling accessories, primarily crocheted scarves. All logos and marks have been screen printed on tags, linen labels and brown paper bags.



BULLDOG BREW

Packaging / Branding

Bulldog brew is a tough beer that is targeted towards men and the bulldog community. Displayed here is the carrying case that is packaged with the bottles.

BULLDOG BREW

ESTABLISHED SINCE 1988 | MINNEAPOLIS, MN

BULLDOGBREW | MANS BEST FRIEND

4



BULLDOG BREW

Packaging / Branding

This brew has two different types of beer, Rigg's Red Amber and Doug's Doppelbock. Two different kinds deserves two different labels and mascots! Both dog are represented on coasters as well.



BULLDOG BREW

Packaging / Branding

These are the marketing materials for Bulldog Brews annual gathering. Large posters are posted around the city adhered to concrete, flyers are also distributed.



CASEY'S CUPCAKE SHOP

Branding / Business System / Website

Casey's Cupcake Shop is a spunky alternative cupcake shop that focuses on fun, colorful cupcake orders. I used a unusual combination of colors, bright coral/red and a funky green make it stand out with a punch of color. The typeface used in the logo type also brings in a feeling of attitude and spunk, accompanied by a softer script typeface that eludes to the softness and play fullness of cupcakes.



Sofia Rodriguez
100% Vegan Cupcake
Instagram: @sofiarodriguez



CASEY'S CUPCAKE SHOP

Business System

The logo and mark are represented in each business system piece, there are different variations to avoid repetitiveness.



CASEY'S CUPCAKE SHOP

Business System / Imagery

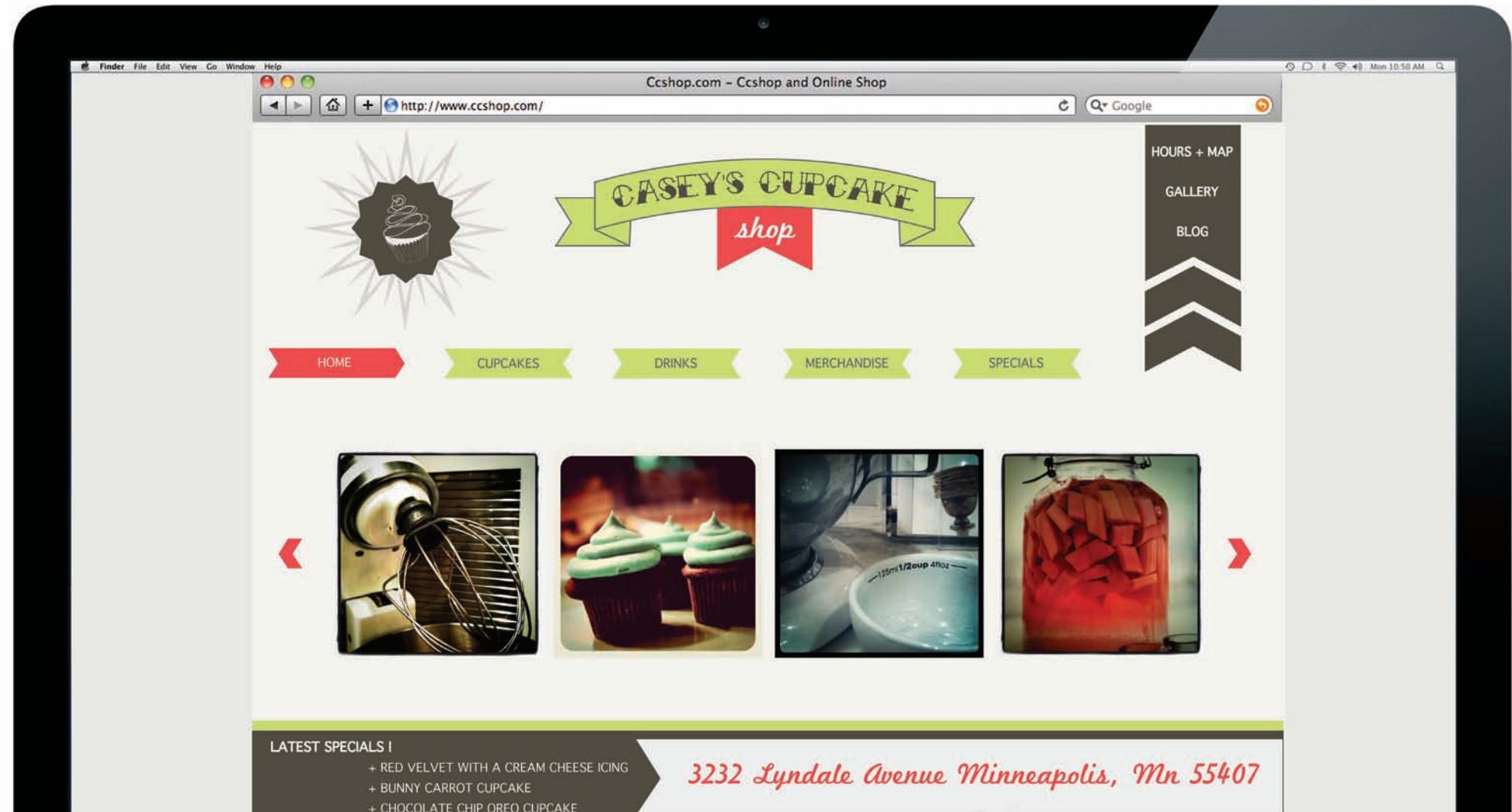
Displayed here are close ups of all the materials in the business system along with an example of casey's signature cupcake style.



CASEY'S CUPCAKE SHOP

Website

Casey's Cupcake Shops website incorporates all the graphic elements of the brand as well as an interestingly appetizing photograph gallery. The website also includes their latest specials along with links to their hours + map, gallery and blog.



MR.MUSTACHE'S BARBER

Branding

Mr.Mustache's Barber is a old school barber shop with a retro twist that I developed. It includes a variety of graphic portrayals of facial hair styles. The typefaces were carfully chosen to create a fun, vintage yet retro feeling.



MR.MUSTACHE'S BARBER

Home Page

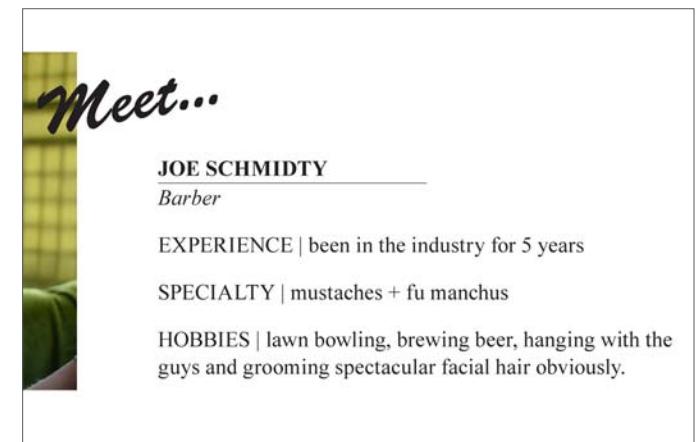
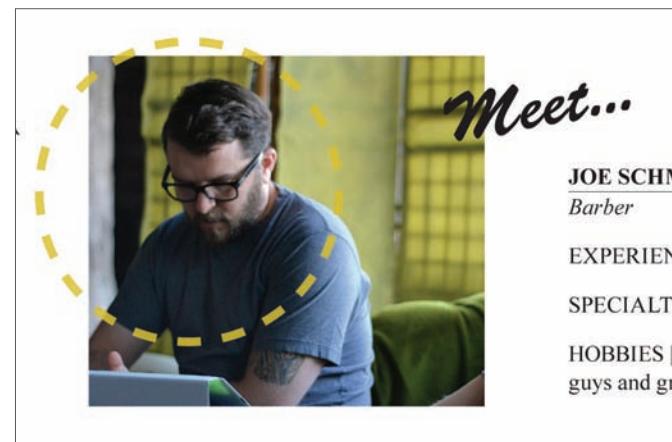
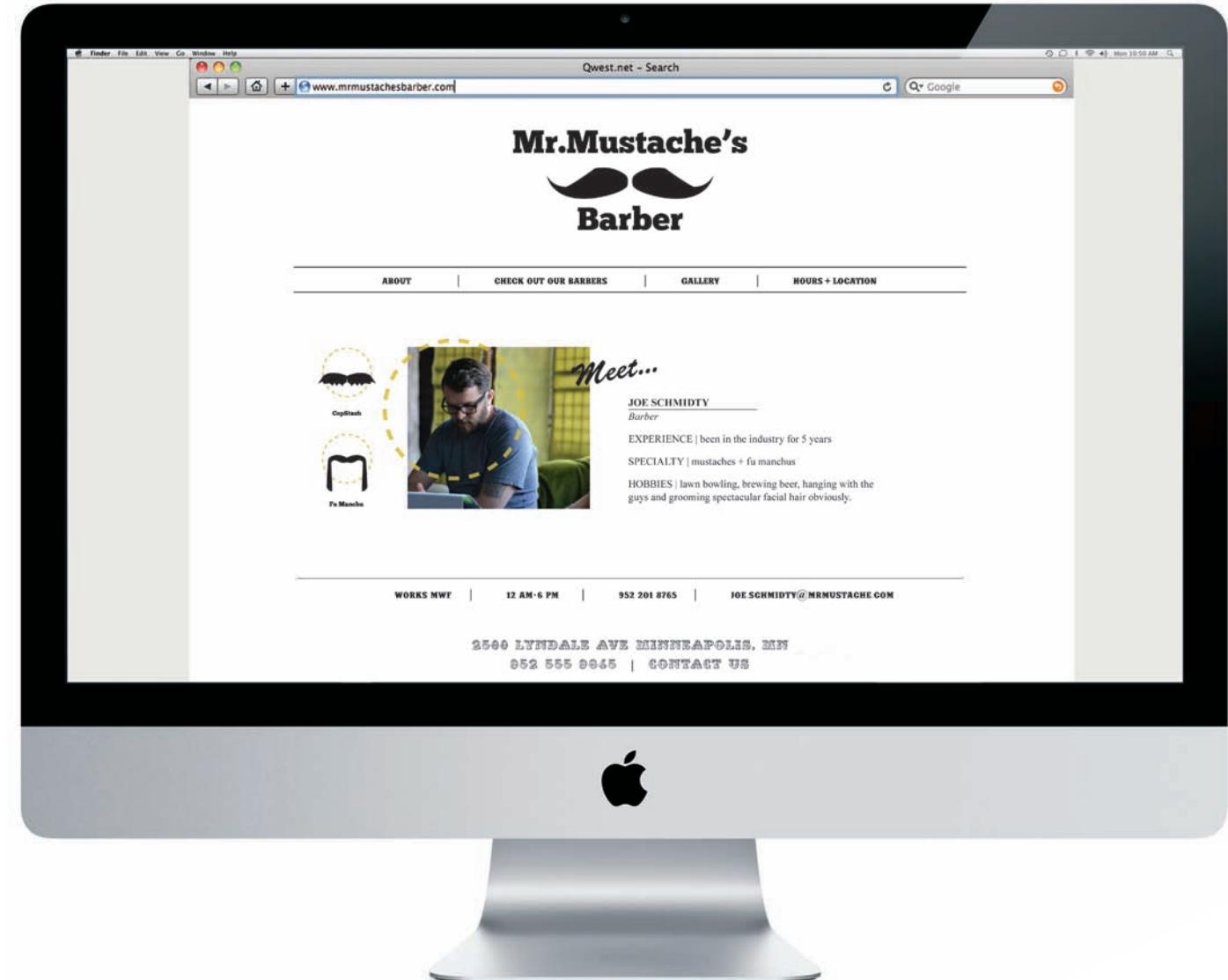
The home web page of Mr. Mustache's Barber includes a image of a old school barber accompanied with clean lines and modern typefaces, to elude to the juxtaposition of old school and new school.



MR.MUSTACHE'S BARBER

Meet the Barbers Page

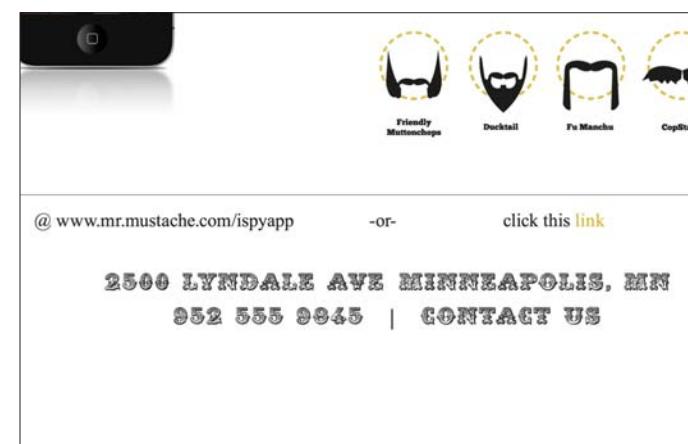
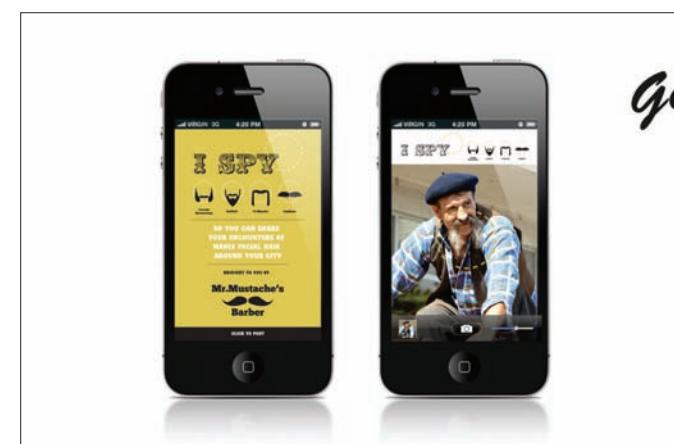
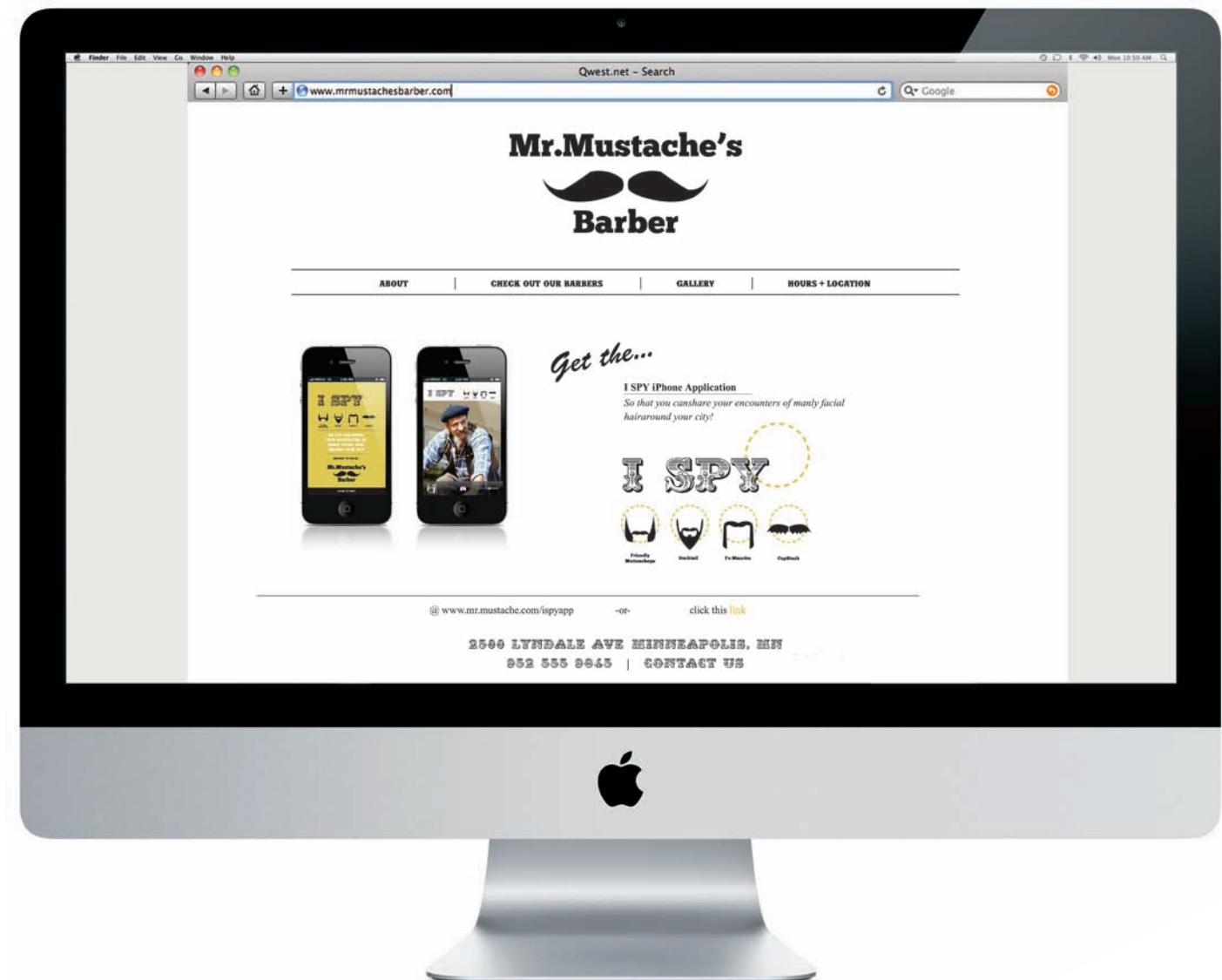
Mr. Mustache's Barber has a page on their website that allows new customers to checkout the barbers, there specialties and hobbies to create a company/client relationship.



MR.MUSTACHE'S BARBER

iPhone App Page

Mr. Mustaches Barber web page also has the option to download the I SPY iPhone Application. This application allows you to take pictures of crazy facial hair you spy around town and upload it to a forum.



MR.MUSTACHE'S BARBER

iPhone App

The I SPY iPhone App allows you to take pictures of crazy facial hair styles that you see around town and post it to a forum where you can share it with other I SPYERS!



MABEL, MABEL

Branding / Business System / Packaging

Mabel, Mabel baked goods is an elegant, modern brand. Their logo and mark, business system and packaging all reflect their modern twist on grandmas home baking.



MABEL, MABEL

Business System

Mabel, Mabel baked goods is created with clean design mixed with a vintage feeling, to refer back to the tradition of baking, but simultaneously exuding a fresh modern attitude.



MABEL, MABEL

Packaging

Mabel, Mabel baked goods uses clean design mixed with a vintage feeling to make a impact on younger markets. Displayed here is their packaging for their all natural cupcake liners.



GRAPEVINE AWARDS

Branding / Marketing / Advertisements

The Minnesota Daily publishes a grapevine award winners list annually, this is the first year the Daily will be Hosting a Grapevine Fair, and publishing a special issue solely dedicated to the Grapevine Awards. I designed the branding, advertisements and headed up the marketing plan as well as the event.



GRAPEVINE AWARDS

Branding / Marketing / Advertisements

This is a full page, full color promotional ad, along with the T-shirt design that volunteering employees received.



GRAPEVINE AWARDS

Branding / Marketing / Advertisements

Quarter page, full color ad promoting the event.

BODY SHOP REDESIGN

Branding / Marketing Strategy / Advertisements

This logo represents the juxtaposition of rugged and refined, old and new, and resembles the organic simple shape of a leaf to elude to its natural elements. The logotype is bold, clean and simple. The angled slant of the Y and H represent the sharpness of a razor.



BODY SHOP REDESIGN

Desired Image Attributes

My goal of this project was to bring the Body Shop back to its original state. It portrays a natural, earthy, organic feeling. The three defined image attributes that the new BODY shop portrays are: NATURAL, DEDICATED, and ORIGINAL. I designed my new branding and look after these descriptors.



NATURAL

The body shop produces all natural products; many main ingredients come straight from the earth. Along with using organic ingredients the Body Shop is supportive of natural resources and local trades that are natural to different regions of the world. They focus on reducing their impact on the environment by seeking and sustaining natural materials and ingredients as well as using the planet's resources wisely.



DEDICATED

The Body Shop is a company that is dedicated in supporting issues around the world. They focus on supporting community trade, human rights; eco-friendly processes and are against animal testing. They are passionate about inspiring other companies and people to be more aware of the products they are using, where they come from, what they are made out of and how they are made. They are dedicated to providing an alternative, natural, eco-friendly, influential product for the audience that is interested in making a difference.



ORIGINAL

The Body Shop was founded on an original theory, a theory that creating natural and sustainable bath and body products from organic materials, made in fair trade communities, and created in earth conscious ways will produce a product that people will love, and it will be healthier for the earth. The Body Shop bases its business on being honest and staying true to the theory that started The Body Shop.

BODY SHOP REDESIGN

Desired Image Attributes / 5 Senses

I applied the three desired image attributes defined with each and every five senses in imagery and words. This helped me greatly to get a more defined understanding of the feeling I was going for.

ORIGINAL

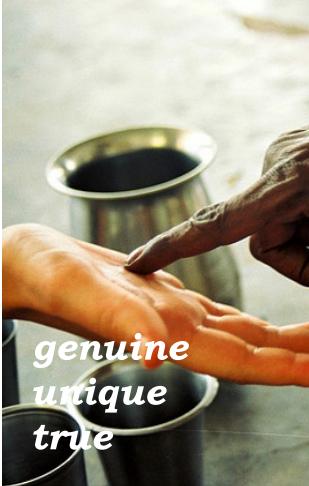
DEDICATED

NATURAL

*native
distinct
real*



*genuine
unique
true*



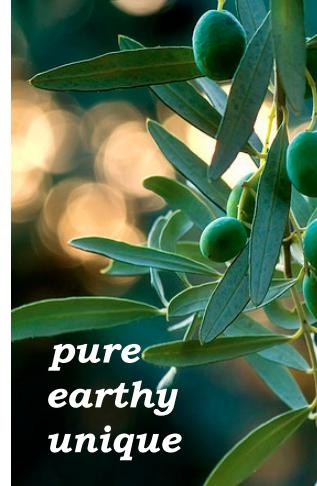
*new
exceptional
characteristic*



*unknown
imaginative
experimental*



*pure
earthy
unique*



*strong
dirty
healthy*



*firm
wrinkly
rough*



*inspiring
detailed
deep*



*sweaty
strong
potent*



*sweet
rich
hardy*



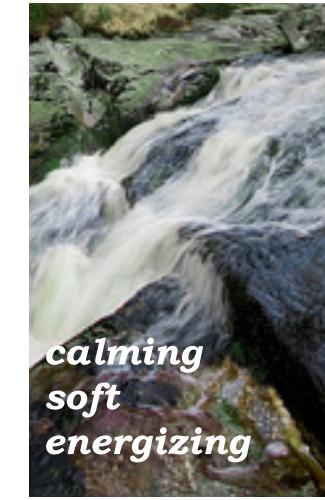
*green
pure
pattern*



*textured
smooth
organic shape*



*calming
soft
energizing*



*subtle
fresh
distinct*



*crisp
raw
pristine*



Sight

Touch

Sound

Smell

Taste

BODY SHOP REDESIGN

Persona

I focused on a target audience of men. I feel that, do to bad marketing and wrong design decisions, the current Body Shop has taken men out of their possible group audience. I targeted men who are health conscious and care about certain issues like the earth, and fair trade. Men who shop at co-ops and are outdoorsy in their spare time. I created a male persona to demonstrate his day to day activities as well as depict where he receives his information on a daily basis.



Mike | 32

Mike is a 32-year-old college graduate who works in the marketing field in downtown Minneapolis. He grew up in the country but after graduating college he moved to the city for his work. He lives with his fiancé in a condo around Lake Calhoun and runs the lake every morning with his chocolate lab Barry. He loves the outdoors everything from walking the lake with his fiancé Molly to canoeing, rock climbing, and hiking. In Mike's spare time he loves planning camping trips with his buddies.

Mike loves the liveliness of the city but any excuse to go outdoors and get dirty; he's all over it. Due to his love for the outdoors Mike is in shape and is health conscious. He tries to eat as healthy as he can, minus the few pizzas and beer here and there. He's a huge fan of local breweries and co-ops; he stops by the local farmers market every week with his fiancé. Mike tries to be as ecologically aware as he can, so he tries to use as many green products possible, but sometimes he just goes for the brands he knows best.

When Mike's not outdoors or with Molly he's usually at dive bars with his friends watching the game! He's an avid Twins fan and never misses a game. Mike is your classic Minnesota born and raised man, he's an eco-friendly, outdoorsy, hardworking, healthy, easy-going guy.

BODY SHOP REDESIGN

Brand Positioning

After defining the image attributes I wanted to portrayed, defining my target audience and refining the direction I wanted to move in, I created a brand position statement that explains what we are, who it is for, and why it matters.



WHAT IS IT?

The Body Shop is a company that produces and sells bath and body products that are created with natural ingredients.



WHO IS IT FOR?

The Body Shop is for healthy, natural people who care about what their products are made of, where and how they are made and enjoy using eco-friendly goods.



WHY DOES IT MATTER?

The Body Shop is a company that is dedicated to producing natural bath and body products that support fair trade, animal rights, human rights, and eco-friendly processes.



BRAND POSITIONING

The Body Shop is a company that is dedicated to producing natural bath and body products that support fair trade, animal rights, human rights, and eco-friendly processes for people who care about these issues.

BODY SHOP REDESIGN

Package Design

These new label are cohesive, simple and manly. The simple type and visually pleasing graphics its a beautiful bottle to look at.



BODY SHOP REDESIGN

Advertisements

With a new brand will need to come new advertisements.
This magazines ad is highly image driven, to attract the target audiences attention quickly, and once they are observing the ad they will have the ability to read what the brand is all about.

BODY shop

NATURAL. ORGANIC.
DEDICATED.
BASIC. UNIQUE.
ESSENTIAL.
INSPIRING.
HONEST. TRUE.
INVOLVED.
ORIGINAL.

To learn more visit
www.bodyshopmen.com

FOR MEN | masculinity redefined.

The BODY shop is a company that is **dedicated** to producing **natural** hair and skin products that support fair trade, animal rights, human rights, and eco-friendly processes for people who care about these issues.

The Body Shop was founded on an **original** theory, a theory that creating natural and sustainable bath and body products from **organic** materials, made in fair trade communities, and created in earth conscious ways will produce a product that people will love, and it will be healthier for the earth. The Body Shop bases its business on being **honest** and staying true to the theory that started The BODY shop.

The BODY shop for men is a place to find your **basic essentials**. It supplies men with a earth friendly option for products that cater to your specific needs. Our company prides ourself in finding natural ingredients that helps heal certain symptoms or traits that are **unique** to each individual.

We are passionate about **inspiring** other companies and people to be more aware of the products they are using, where they come from, what they are made out of and how they are made. We are dedicated to providing an alternative, natural, eco-friendly, influential product for the audience that is interested in making a difference.

BODY SHOP REDESIGN

Billboard Advertisement

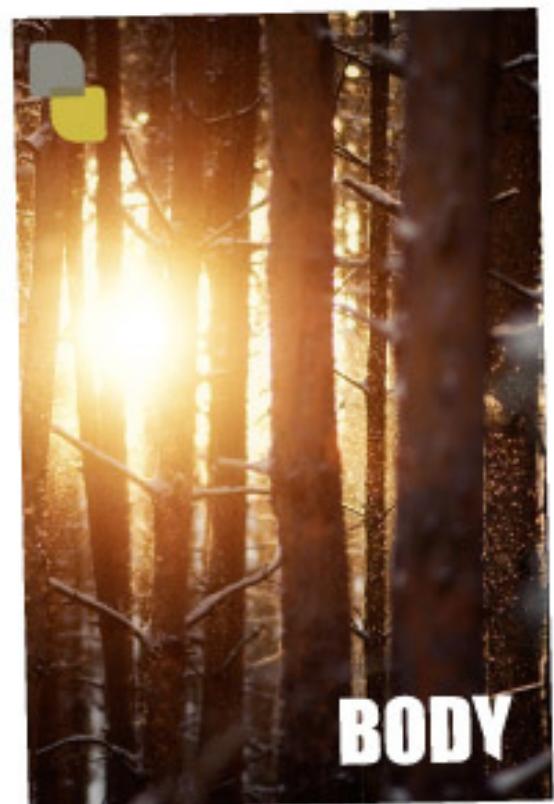
To attract the audiences attention out on the streets, again the imagery is photo driven with a bold and quick statement. Simple and to the point is the best way to get someones attention.



BODY SHOP REDESIGN

Flyer Advertisements

There are two different versions of flyers, one targeted towards men, and the other targeted towards woman who buy for men.



masculinity redefined.

FOR MEN

masculinity redefined.

for the man who cares.

The Body Shop is a company that is dedicated to producing natural bath and body products that support fair trade, animal rights, human rights, and eco-friendly processes for people who care about these issues.



visit www.bodyshop-men.com

LOGOS & MARKS

Variety

These logos and marks are created with either computer software, illustrated by hand or screen printed.

