



California State University, San Marcos 333 N. Twin Oaks Valley Road, San Marcos, 92069
Phone: (760) 750-6099 Fax: (760) 750-3345 Web: csusmchronicle.com/advertise

Contact: Rogers Jaffarian at (760) 941-4622 or email: csusmchronicle.advertising@gmail.com

THE COUGAR CHRONICLE

newspaper • website • video channel • social media

2013-2014 Media Kit for advertisers

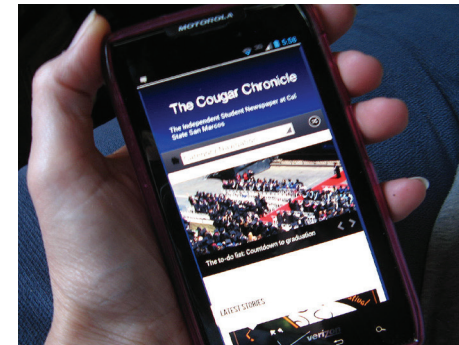
The Cougar Chronicle is the official student news source at California State University San Marcos.

The Chronicle is an award-winning media organization managed, edited and written by students for students, staff and faculty at the campus of more than 10,000 students and 200 full- and part-time faculty and administrators.

We offer an integrated multimedia platform for you to reach our audience:

- **The Cougar Chronicle newspaper:** More than 1,500 free copies of this newspaper are distributed twice a month on Wednesdays from 8 distribution kiosks across campus as well as in student housing and recreational facilities and administrative offices.
- **csusmchronicle.com:** Our 1-year-old, state-of-the-art website is mobile-ready for multiple platforms, including PCs, tablets and smartphones.
- **Cougar Chronicle Channel:** Launched in spring 2013, this web-based Youtube channel hosts student-made documentary, news, feature and video blogs.
- **Social Media:** Active Facebook and Twitter pages drive traffic to our news sites.

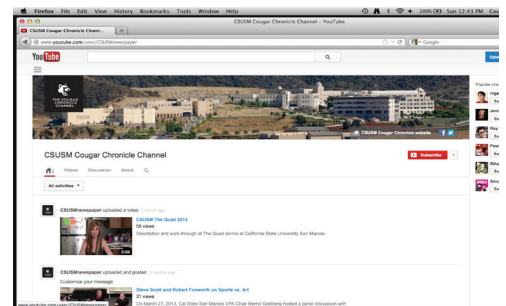
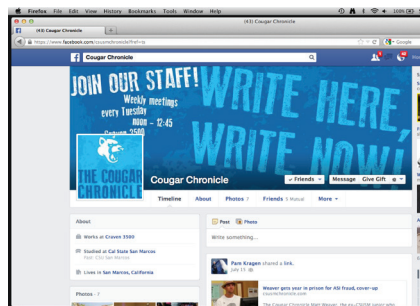
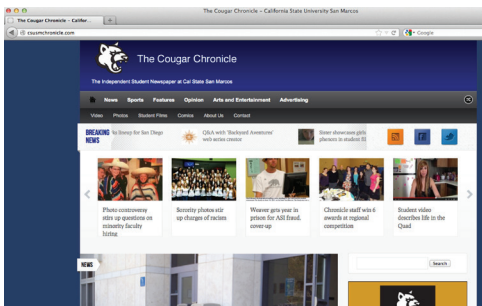
We dedicate ourselves to the education and the enlightenment of students as well as the campus community. We commit ourselves to uphold the highest professional journalistic standards, ethics and responsibilities.



The Cougar Chronicle is a multimedia news organization with print (right), online (bottom left), social media (bottom middle) and video (bottom right) platforms.



Did you know? The Cougar Chronicle staff earned **three first place awards** for its investigative reporting and comics design at the 2012 Society of Professional Journalists' college media awards.



Who reads The Cougar Chronicle?

6,278 Female students
3,998 Male students
10,276 total students

59 Assistant Professors
82 Associate Professors
100 Full time Professors
241 total faculty

63% of Undergrads are
22 or younger

47% of Freshmen come
from North San Diego

28% Freshmen come
from Riverside County



“When times are good, you *should* advertise. When times are bad, you *must* advertise.” -American Business Media

How to buy an ad

1. Take a look at the rates and ad sizes on Pages 2 and 3 to see what works best for your needs.
2. Look at the publication schedule on Page 4 to determine the date(s) you want your ad to run. Order 8 days before publication. Discounts are available for multi-ad and online ad purchases.
3. Contact our advertising representative (see Page 1) to discuss your ad needs or fax in the form on page 5 of this media kit.
4. Send your camera-ready ad to us at csusmchronicle.advertising@gmail.com
5. Pay for your ad through our online portal at csusmchronicle.com/advertise.

B&W PRINT AD TYPES & RATES

DISCOUNTS APPLY FOR MULTI-AD PURCHASE

TYPE	DIMENSIONS	RATE 1-2 RUNS	RATE 3-5 RUNS	RATE 6-8 RUNS
Full Page	10.5" w x 16.5" h	\$800 per run	\$769 per run	\$680 per run
Half Page	10.5" w x 8.25" h	\$420 per run	\$380 per run	\$340 per run
Quarter Page*	5.15" w x 8.25" h	\$210 per run	\$190 per run	\$170 per run
Eighth Page**	5.15" w x 4" h	\$105 per run	\$95 per run	\$85 per run
Business Card	3.35" w x 2.15" h	\$36 per run	\$36 per run	\$34 per run

FOR FULL COLOR, ADD AN ADDITIONAL \$150 TO EACH RATE!

*Quarter page dimensions can be substituted with 8.25" w x 5.15" h. **Eighth page dimensions can be substituted with 4" w x 5.15" h.

Inserts

Full run of 1,500 is required. Cost: \$1,000. Consent of inserted ads is subject to approval by the Sales Representative and the Editor-in-Chief. Inserts must be delivered to our printer seven business days prior to publication. The Cougar Chronicle will limit inserts at the Editor in Chief and Sales Representatives' discretion. Inserts maximum size is 8.5"x 11" and minimum size is 8.5"x 5.5"

Classified ads

Students, faculty, staff, & alumni: \$13 for up to 25 words. Buy 5 or more runs, get each run at only \$10.
Non-Students: \$15 for up to 25 words. Buy 5 or more runs, get each run at only \$12.

<h1>Quarter Page vertical</h1> <p>5.15w x 8.25h"</p>	<p>For Rent Room for rent, \$275/month in Riverside, call Joe at (555) 983-9893. Condo for rent, \$975/month, free washer/dryer use, pet allowed, homeking, in Carlsbad, Call Neil Liu at (555) 983-9893. 31 equipment Great for parties or celebratory events, \$200 for 2 hours, Call Dean at (555) 983-9893.</p>	<p>For Sale 7 ft. surfboard, barely used, \$275 or best offer. Must pick up in San Marcos, call Tom at (555) 983-9893. Pierced Golden Retrievers for sale looking for good homes, \$100 a puppy. Text Joey at (555) 983-9893 for more info. 92 Chevy silverado truck, 10,000 miles, \$16,000. Call (555) 983-9893. Olympus Treadmill, slightly used but in good condition, \$122 Call Jane at (555) 983-9893. Show us our black plasma screen TV with built in dvd player \$400 Call Alley at (555) 983-9893. 15 piece Nike weight, never been used. Weights ranging in size from 2 lbs to 35 lbs. Comes with weight stand, \$100 Call Tom at (555) 983-9893.</p>	<p>phone 3 for sale, in great condition, free car charger and car bags, \$125 call Steve at (555) 983-9893. 40.5 size book shelf for free if picked up, call Tom at (555) 983-9893. Two large blue folding beach chairs for \$25 each. Call Carl at (555) 983-9893.</p>
	<h1>Business card</h1> <p>3.35w x 2.15h"</p>	<h1>Eighth-page horizontal</h1> <p>5.15w x 4h"</p>	
<h1>Half-page ad</h1> <p>10.25w x 8.25h"</p>			

2 NEWS
THE COUGAR CHRONICLE

San Marcos Mayor's campus visit addresses university development

AMANDA ELKHADADI
STAFF WRITER

Mayor of San Marcos, Ben Thompson, visited CSUSM on April 29 as a part of the State Services Team, Public Policy (SP) course. During his visit, he addressed students about the recent workings of local politics in the City of San Marcos and discussed city involvement in our new and upcoming developments.

Mayor Thompson was elected in his position in 2007 and re-elected in 2010. The mayor stated he makes \$19,000 per year and serves on the City Council. As of April 24, the City Council has hired a city manager, starting on June 4, 2012. Both Mayor Thompson and the city manager will be spearheading upcoming developments

near CSUSM. "That's my boss," joked Mayor Thompson. "So, are the voters?"

Improvements to the state "We are being worked on so in a coalition between San Marcos, Temecula, and Fall Brook. The San Marcos Council District is planned to be developed into a clean town, just beyond Discovery Street and Canyon Road."

Funding for these projects on the city's sales tax and rental revenues, which are fairly stable.

Several students have raised concerns about rental rates in The Quad, the new university housing on Barham Drive. The Quad is a city project, part of the creation of a University District. The entire project will be state university funded housing, places to hang out and more pedestrian friendly streets.

"The goal is that 'you can live here,'" stated Thompson in reference to both the University District and the downtown. "Cook District. 'You don't have to be dependent on cars. Our main problem is the traffic issue."

New scholarship would aid middle-class students

WILLIAM WATLEY
STAFF WRITER

Students may see much middle class money from the Malibu Class Scholarship with understanding in the community but opposition to the bill is strong, closing a gap in scholarship for low income "California families," said Assembly Speaker John A. Perez in a press release.

Supporters of AB1000 and AB 1301 welcome financial aid to middle class students who are not covered by low-income based aid like EAFSA, or upper class students able to finance their education out-of-pocket. This scholarship would be eligible to students not already covered by financial aid and whose family income is less than \$100,000.

Opponents of the Malibu Class Scholarship, including large corporations, are

New candidate steps up for ASI race

MELISSA MARTINEZ
STAFF WRITER

When students vote for the office of Associated Students Inc. president next week, they'll see a new name on the ballot: Melissa Jaffari.

The third-year sociology and criminal justice major stepped up to run against Scott Silvers after Silvers's four opponent — business major Mar Watson — was named March 15 on suspicion of making 500 students' passwords to view the vote in his favor. Watson's case is now under investigation by the UBE and the election team rescheduled for online voting May 7-10.

Jaffari, a 21-year-old married San Diego native, spoke to The Cougar Chronicle about his interest in running and the goals he hopes to obtain if he is elected ASI president (Silvers was interviewed in our last issue).

Question: Can you tell us a little about yourself — including any hobbies and/or organizations you may be involved in?

Answer: I am an outgoing individual who is always willing to help people whenever I can. I am a strong advocate for Social Justice and for engaging students on the issues that face our campus community both internally and externally. I have worked at the Cross-Cultural Center as a Peer Educator. I also have worked alongside the Women's Center and LGBTQA Dyke Center to create programs for students, faculty, and staff to create awareness, respect, educate, inform, dialogue, and overall promote Social Justice.

Q: Why did you decide to run for office of ASI President?

A: I decided to run for ASI President because I really do step up and use my experience and knowledge to advocate for students and create a safe just campus community.

Q: As ASI President, what are your goals?

A: My goals are to first continually promote Social Justice throughout our campus community, second advocate for students on their issues and concerns are heard, and create/support events that enhance our campus community.

Eighth-page vertical

4w x 5.15h"

Eighth-page vertical

4w x 5.15h"

Quarter Page horizontal

8.25w x 5.15h"

At The Cougar Chronicle we print on the standard tabloid size (11" by 17") in a six column format with a 1/4 inch border. In each issue we strive to display a clean and contemporary design relationship between our advertising material and content, making sure they both fit well together. We can print 8, 12, 16 or 20 pages depending on our content.

Note: Page layouts above are for demonstration purposes only. They are not to scale

Ad Specifications

FORMAT: Accepted artwork formats include: tiff, PDF, png and jpeg. All art work must have a resolution of at least 400 dpi and must be the correct purchase size. If art work is not at a high enough quality or the correct size, the ad may turn out blurry. Low dpi or the wrong dimensions may cause your ad to be rescheduled to the next available run date. The Cougar Chronicle reserves the right to put a border around ads, if needed.

CONTENT: The content, form size, wording, illustrations and typography of all advertisements are subject to the approval of the Editor-in-Chief. The Editor-in-Chief has the right to refuse any advertising for any reason. The advertiser and/or advertising agency assumes liability for all content of advertisements printed, and also assumes responsibility for any claims made against The Cougar Chronicle.

CHANGES: The Cougar Chronicle will not be responsible for copy changes made past the deadline (5 days prior to publication). Page placement is neither sold nor guaranteed. It is The Cougar Chronicle's policy to not put any advertising on the front page.

Deadlines and policies

New clients must place orders via fax, e-mail or online purchase by 5 p.m. Tuesday, eight days prior to publication. Repeat clients republishing a previous ad must confirm their ads by 5 p.m. Thursday, six days prior to publication.

Ad materials are due six days before publication. Late material will not be accepted. Missing the deadline will cause your ad to be rescheduled to the next available run date or canceled.

Once advertising has been confirmed, we offer a convenient online payment system for most major credit cards with no processing fee at. Log in at: csu-mchronicle.com/advertise.

Payment by check can be arranged through out business manager Evelyn Stevens via email at: estevens@csusm.edu.

Payment in advance is required until credit can be established. Billing is sent every two weeks after the paper has run. Tear sheets are sent out by mail a couple days after the paper is printed. Additional advertisements will not be accepted from clients whose account balances are more than 30 days past due.

Want to advertise online?

Would you like to advertise online?

The Cougar Chronicle has a state-of-the-art website with fresh content posted weekly throughout the academic year.

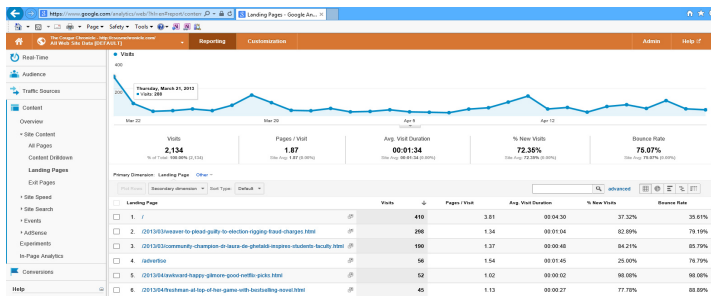
Online ads can be purchased independently or as an add-on to print orders.

Online ad pricing

* Ads appear on all pages unless otherwise noted

BANNER AD (300 x 150 pixels)	\$50 for 2 weeks
SLIDER AD #1 (920 x 50 pixels)	\$50 for 2 weeks
SLIDER AD #2 (920 x 50 pixels)	\$50 for 2 weeks
MENU AD #1 (300 x 250 pixels)	\$30 for 2 weeks
MENU AD #2 (300 x 250 pixels)	\$30 for 2 weeks
FOOTER AD (940 x 120 pixels)	\$30 for 2 weeks

Analytics



The Cougar Chronicle website is updated constantly with new content during the academic school year, which runs September 2013-May 2014. Contact our advertising department for the most-up-to-date site visitor statistics.

The screenshot displays the website layout with several ad positions highlighted in red boxes:

- Banner ad position #1:** Located at the top right of the page.
- Top slider ad position #2:** A horizontal slider below the navigation menu.
- Bottom slider ad position #3:** A horizontal slider below the main content area.
- Menu ad position #1 (front page only):** A vertical sidebar ad on the right side.
- Menu ad position #2 (front page only):** Another vertical sidebar ad on the right side.
- Footer ad position:** Located at the bottom of the page.

Publication dates:

Fall 2013

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

Run dates: 9/11, 9/25, 10/9, 10/23, 11/6, 11/20, 12/4

Spring 2014

S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

S	M	T	W	T	F	S
						1
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9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

S	M	T	W	T	F	S
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9	10	11	12	13	14	15
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23	24	25	26	27	28	

S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

Run dates: 2/5, 2/19, 3/5, 3/19, 4/16, 4/30

Note: Multi-ad discounts can only be purchased within the same semester.



ADVERTISING ORDER FORM

Cal State San Marcos | 333 S. Twin Oaks Valley Road | San Marcos, CA 92096

Phone: (760) 750-6099 | Fax: (760) 750-3345 | Email: csusmchronicle.advertising@gmail.com

COMPANY NAME _____

CONTACT NAME _____

ADDRESS _____

CITY/STATE/ZIP _____

PHONE NUMBER _____ FAX NUMBER _____

EMAIL ADDRESS _____

AD SIZE: FULL PAGE 1/2 PAGE 1/4 PAGE 1/8 PAGE BUSINESS CARD

OTHER SIZE AD _____ DIMENSIONS: _____ W _____ H

BLACK & WHITE COLOR (+ \$150) ONLINE ADVERTISING: 2 WEEKS \$50

AD FILE FORMAT _____ Accepted :tiff, pdf, png and jpeg

PUBLICATION DATES: FALL 2013: SEPT. 11 SEPT. 25 OCT. 9 OCT. 23 NOV. 6
 NOV. 20 DEC. 4 TOTAL NUMBER OF RUNS FOR FALL _____

SPRING 2014: FEB. 5 FEB. 19 FEB. 20 MARCH 5 MARCH 19
 APRIL 16 APRIL 30 TOTAL NUMBER OF RUNS FOR SPRING _____

PAYMENT METHOD BY CREDIT CARD: Visa Mastercard

YOU CAN ALSO ORDER ADVERTISING ONLINE THE CAL STATE SAN MARCOS SECURE PORTAL. START AT: CSUSMCHRONICLE.COM/ADVERTISE

NAME OF CARD HOLDER _____ CARD NUMBER _____

CARD EXPIRATION DATE _____ EXPIRATION DATE _____

TOTAL COST _____

OUR HEAD SALES REPRESENTATIVE (ROGERS JAFFARIAN) CAN BE CONTACTED AT (760)-941-4622
FEEL FREE TO ALSO CALL OUR OFFICE PHONE AT: 760-750-6099