

# THE COUGAR CHRONICLE

California State University San Marcos 333 N. Twin Oaks Valley Road, San Marcos, 92069

Email: [csusmchronicle.advertising@gmail.com](mailto:csusmchronicle.advertising@gmail.com) Web: [csusmchronicle.com/advertise](http://csusmchronicle.com/advertise)

## 2017-2018 Media Kit

*The Cougar Chronicle* is the independent student newspaper at California State University San Marcos. Our award-winning media organization is managed, edited, and written by students for our campus community of **17,000 students and 650 full and part-time faculty and administrators.**

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

- ***The Cougar Chronicle* newspaper:** 1,000 free copies of this newspaper are distributed twice a month on Wednesdays from 26 distribution kiosks across campus as well as in student housing and recreational facilities and administrative offices.
- **csusmchronicle.com:** Our website re-launched in Fall of 2015 and is mobile-ready for multiple platforms.
- **Social Media:** Active Facebook, Twitter and Instagram pages drive traffic to our news site.

We dedicate ourselves to the education enlightenment of students and the campus community and uphold the highest professional journalistic standards, ethics, and responsibilities. **Your advertising dollars support scholarships for our student journalists. Thank you for your support of student media at CSUSM!**



The Cougar Chronicle is a multimedia news organization with print, online, and social media platforms.

## 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 2 to determine the date(s) you want your ad to run.  
Order 8 days before publication. Discounts are available for multi-issue ads (within the same semester).
3. Contact our advertising representative to discuss your ad needs or email the form on page 4 to [csusmchronicle.advertising@gmail.com](mailto:csusmchronicle.advertising@gmail.com).
4. Send your camera-ready ad artwork to us at [csusmchronicle.advertising@gmail.com](mailto:csusmchronicle.advertising@gmail.com)
5. Pay for your ad through our online portal at [csusmchronicle.com/advertise](http://csusmchronicle.com/advertise)

TYPE	DIMENSIONS	1-2 RUNS	3-6 RUNS	FULL SEMESTER/
Full Page	10.5"wx16.5"h	\$800 per run	\$748 per run	\$704 per run
Half Page	10.5"w x 8.25"h	\$460 per run	\$391 per run	\$368 per run
Quarter Page	5.15"w x 8.25"h	\$230 per run	\$195.50 per run	\$184 per run
Eighth Page	5.15"w x 4" h	\$115 per run	\$97.75 per run	\$92 per run
Business Card	3.45"w x 2.15"h	\$40 per run	\$34 per run	\$32 per run
Online	300 x 250 pixels	\$55 per 2 week run	n/a	n/a

\*Full color at no additional charge, *when available*. Many of our editions are black & white only.

\*Discounts apply for multi-issue within same semester purchase

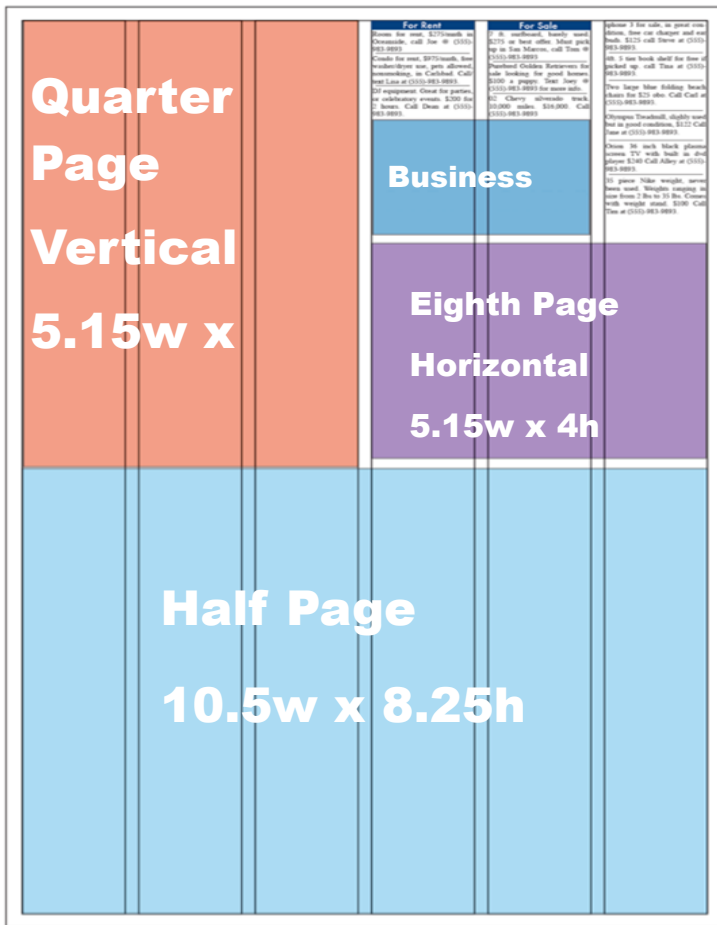
## Publication Dates:

### Fall 2017

- Edition 1-** September 13, 2017
- Edition 2-** September 27, 2017
- Edition 3-** October 11, 2017
- Edition 4-** October 25, 2017
- Edition 5-** November 8, 2017
- Edition 6-** November 22, 2017
- Edition 7-** December 6, 2017

### Spring 2018

- Edition 8-** February 7, 2018
- Edition 9-** February 21, 2018
- Edition 10-** March 7, 2018
- Edition 11-** March 28, 2018
- Edition 12-** April 11, 2018
- Edition 13-** April 25, 2018
- Edition 14-** May 9, 2018



At The Cougar Chronicle we print on the standard tabloid size (11" by 17" in a six column format with a 1/8" 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.

## Advertising Specifications

**FORMAT:** Accepted artwork formats include: tiff, PDF, png, and jpeg. All artwork must have a resolution of at least 400 dpi and must be the correct purchase size. If artwork is not a high enough quality or the correct size, the ad may turn out blurry. Low resolution 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*. Native advertising: The *Cougar Chronicle* does not support or engage in "native advertising," where a client pays or sponsors journalists to cover a story. The *Cougar Chronicle* fully adheres to the ethics of independent investigative reporting. Advertisements in our print and online editions are the only ways we accept promotional requests.

**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 & Policies

New clients must place orders via 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 a small, variable, processing fee. Log in at: [csusmchronicle.com/advertise](http://csusmchronicle.com/advertise). Payment by check can be arranged through our Faculty Director, Ash Fogle via email at: [afogle@csusm.edu](mailto:afogle@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.*



# The Cougar Chronicle

## ADVERTISING ORDER FORM

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

Phone: (760) 750-4112 | Email: afogle@csusm.edu

Contact: Ash Fogle, *The Cougar Chronicle* Faculty Director

COMPANY NAME \_\_\_\_\_

CONTACT NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY/STATE/ZIP \_\_\_\_\_

PHONE 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  ONLINE ADVERTISING  2 WEEKS \$55

AD FILE FORMAT \_\_\_\_\_ ACCEPTED: tiff, pdf, png, and jpeg

### FALL 2017 PUBLICATIONS

\_\_\_ SEPTEMBER 13    \_\_\_ SEPTEMBER 27    \_\_\_ OCTOBER 11    \_\_\_ OCTOBER 25

\_\_\_ NOVEMBER 8    \_\_\_ NOVEMBER 22    \_\_\_ DECEMBER 6

### SPRING 2018 PUBLICATIONS

\_\_\_ FEBRUARY 7    \_\_\_ FEBRUARY 21    \_\_\_ MARCH 7    \_\_\_ MARCH 28

\_\_\_ APRIL 11    \_\_\_ APRIL 25    \_\_\_ MAY 9

TOTAL COST \_\_\_\_\_ (NOTE: Multi-issue discounts apply to same semester runs)

### PAYMENT METHODS:

**ALL PAYMENTS MUST BE RECEIVED PRIOR TO PUBLICATION**

**\*CREDIT CARD:** Credit cards can be paid for at our website [CSUSMCHRONICLE.COM/ADVERTISE](http://CSUSMCHRONICLE.COM/ADVERTISE).

Alternatively, you may contact our office if you would prefer to pay by credit card over the phone.

**CHECK:** Checks can be remitted to the address found on your invoice..

**\*PLEASE NOTE: THERE IS A VARIABLE CONVENIENCE FEE FOR CREDIT CARD PAYMENTS AT CHECKOUT – there is no additional fee for electronic checks.**

**YOU CAN ALSO ORDER ADVERTISING ONLINE AT THE CSUSM SECURE PORTAL. START AT [CSUSMCHRONICLE.COM/ADVERTISE](http://CSUSMCHRONICLE.COM/ADVERTISE)**