

THE COUGAR CHRONICLE

CALIFORNIA STATE UNIVERSITY, SAN MARCOS, INDEPENDENT STUDENT NEWSPAPER

Spring 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!



California State University San Marcos 333 N. Twin Oaks Valley Road, San Marcos, 92069
Email: csusmchronicle.advertising@gmail.com Web: csusmchronicle.com/advertise
Follow us on social media: @csusmchronicle

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

Advertising Sizes:

<p>Quarter Page Vertical 5.15w x 5.15h</p>	<p>Business Card 5.15w x 4h</p>
<p>Half Page 10.5w x 8.25h</p>	

<p>2 NEWS San Marcos Mayor's campus visit addresses university development</p>	<p>THE COUGAR CHRONICLE New scholarship would aid middle-class students</p>
<p>Eighth Page Vertical 4w x 5.15h</p>	<p>Eighth Page Vertical 4w x 5.15h</p>
<p>Quarter Page horizontal 8.25w x 5.15h</p>	

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

ADVERTISING RATES - Effective Spring 2018

PRINT ADS

Campus Partners				
Size	Dimensions	1-2 Runs	3-6 runs	Full Semester
full page	10.5" w x 16.5" h	\$650 black & white \$800 full color	\$600 black & white \$750 full color	\$550 black & white \$700 full color
1/2 page	10.5" w x 8.25" h	\$370 black & white \$520 full color	\$320 black & white \$470 full color	\$290 black & white \$440 full color
1/4 page	5.15" w x 8.25" h	\$185 black & white \$260 full color	\$155 black & white \$230 full color	\$145 black & white \$220 full color
1/8 page	5.15" w x 4" h	\$90 black & white \$165 full color	\$75 black & white \$150 full color	\$70 black & white \$145 full color
business card	3.45" w x 2.15" h	\$35 black & white \$110 full color	\$30 black & white \$105 full color	\$25 black & white \$100 full color

Off-Campus				
Size	Dimensions	1-2 Runs	3-6 runs	Full Semester
full page	10.5" w x 16.5" h	\$800 black & white \$950 full color	\$750 black & white \$900 full color	\$700 black & white \$900 full color
1/2 page	10.5" w x 8.25" h	\$460 black & white \$610 full color	\$395 black & white \$545 full color	\$365 black & white \$545 full color
1/4 page	5.15" w x 8.25" h	\$230 black & white \$305 full color	\$195 black & white \$270 full color	\$185 black & white \$270 full color
1/8 page	5.15" w x 4" h	\$115 black & white \$190 full color	\$95 black & white \$170 full color	\$90 black & white \$170 full color
business card	3.45" w x 2.15" h	\$40 black & white \$115 full color	\$35 black & white \$110 full color	\$30 black & white \$105 full color

ONLINE ADS

Campus Partners		
Dimensions	weekly rate	full semester
300 x 250 pixels	\$35	\$500

Off-Campus		
Dimensions	weekly rate	full semester
300 x 250 pixels	\$40	\$525

How to Buy an Ad?

1. Take a look at the ad sizes and rates 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 5 to csusmchronicle.advertising@gmail.com.
4. Send your camera-ready ad artwork to us at csusmchronicle.advertising@gmail.com
5. Pay for your ad through our online portal at csusmchronicle.com/advertise

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. Payment by check can be arranged through our Faculty Director, Ash Fogle via email at: 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.

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**