

THE COUGAR CHRONICLE

CALIFORNIA STATE UNIVERSITY, SAN MARCOS, INDEPENDENT STUDENT NEWSPAPER

2018-19 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* print edition: 1,000 free copies of this newspaper are distributed twice a month on Wednesdays from 26 distribution kiosks across the CSUSM campus, including student housing, recreational facilities, and administrative offices.
- Our mobile-friendly website, csusmchronicle.com, re-launched in Fall 2015.
- Cougar Chronicle social media, including Facebook, Twitter, and Instagram, 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!

How to Buy an Ad?

1. Review our ad rates and sizes on p. 2-3 to see what works best for your needs.
2. Consult the publication schedule below to determine the date(s) you want your ad to run. Order 8 days before publication.
3. Contact our student Advertising Sales Representative to discuss your ad needs or email the form on p. 4 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.

2018-19 Publication Dates:

Edition 1 - September 12, 2018
Edition 2 - September 26, 2018
Edition 3 - October 10, 2018
Edition 4 - October 24, 2018
Edition 5 - November 7, 2018
Edition 6 - November 21, 2018
Edition 7 - December 5, 2018

Edition 8 - February 6, 2019
Edition 9 - February 20, 2019
Edition 10 - March 6, 2019
Edition 11 - March 20, 2019
Edition 12 - April 10, 2019
Edition 13 - April 24, 2019
Edition 14 - May 8, 2019

ADVERTISING RATES

PRINT ADS

Campus Partners				
Size	Dimensions	Price per run: 1-2 Runs	Price per run: 3-6 runs	Price per run: 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	Price per run: 1-2 Runs	Price per run: 3-6 runs	Price per run: 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

Dimensions	weekly rate	full semester
300 x 250 pixels	Campus Partners: \$35 Off Campus: \$40	Campus Partners: \$500 Off Campus: \$525

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. 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 ad 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.
- Page placement is neither sold nor guaranteed.
- It is the *Cougar Chronicle's* policy to not put any advertising on the front page.

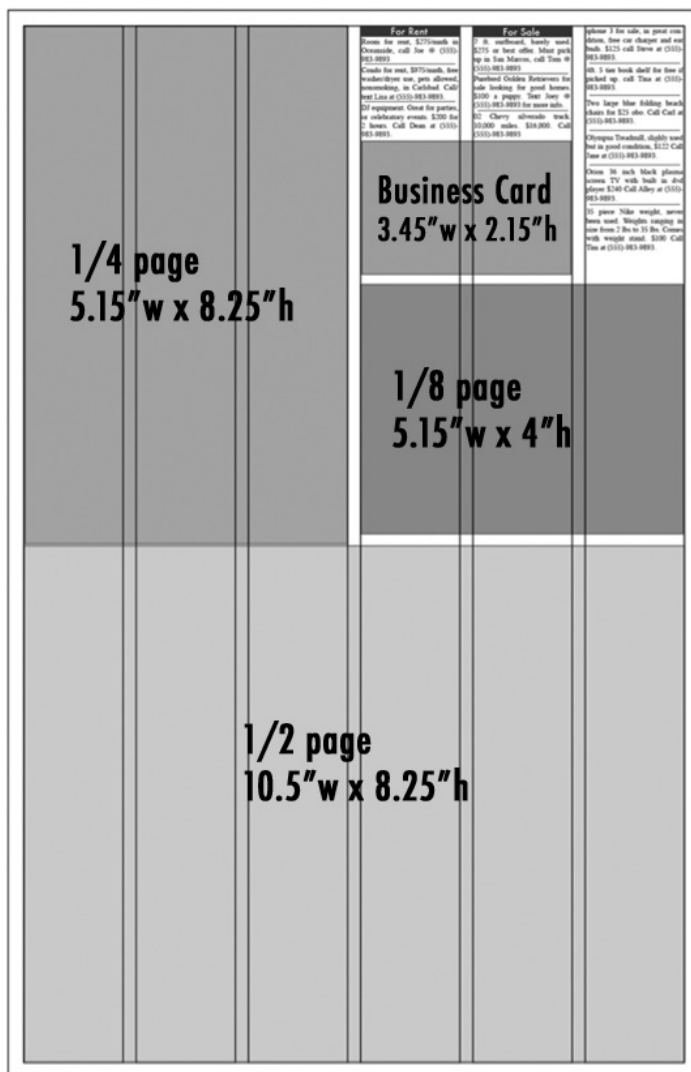
Deadlines & Policies

- New clients must place orders via e-mail, or online purchase by 5 pm 8 days prior to publication. Repeat clients republishing a previous ad must confirm their ads by 5 pm 6 days prior to publication.
- Ad materials are due 6 days before publication. Late material may not be accepted.
- Missing the deadline will cause your ad to be rescheduled 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 mailed directly to the CSUSM Cashier's Office.
- Payment in advance is required until credit can be established.
- Additional advertisements will not be accepted from clients whose account balances are more than 30 days past due.

AD SIZES





THE COUGAR CHRONICLE

ADVERTISING ORDER FORM

COMPANY NAME: _____

CONTACT NAME: _____

ADDRESS: _____

PHONE: _____

EMAIL: _____

AD SIZE

- | | |
|--|---|
| <input type="checkbox"/> Full Page (10.5" w x 16.5" h) | <input type="checkbox"/> 1/8 Page (5.15" w x 4" h) |
| <input type="checkbox"/> 1/2 Page (10.5" w x 8.25" h) | <input type="checkbox"/> Business Card (3.45" w x 2" h) |
| <input type="checkbox"/> 1/4 Page (5.15" w x 8.25" h) | <input type="checkbox"/> Online Ad (300 X 250 pixels) |
| | # WEEKS _____ |
| <input type="checkbox"/> Full Color | <input type="checkbox"/> Campus Partner |
| <input type="checkbox"/> Black & White | <input type="checkbox"/> Off-Campus Client |

TOTAL COST: _____

DATE(S)

Fall 2018

- Edition 1: September 12, 2018
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- Edition 6: November 21, 2018
- Edition 7: December 5, 2018

Spring 2019

- Edition 8: February 6, 2019
- Edition 9: February 20, 2019
- Edition 10: March 6, 2019
- Edition 11: March 20, 2019
- Edition 12: April 10, 2019
- Edition 13: April 24, 2019
- Edition 14: May 8, 2019

PAYMENT METHOD

CHECK: Mail your payment directly to:
 Cal State San Marcos
 Attn: Cashier's Office
 333 S. Twin Oaks Valley Rd.
 San Marcos, CA, 92096

CREDIT CARD OR ELECTRONIC CHECK: Submit payment online at <csusmchronicle.com/advertise>. Please note: there is a variable convenience fee for credit card payments. There is no additional fee for electronic checks.

Make sure you enclose a copy of your ad form and write "Cougar Chronicle" in the memo line.

ALL PAYMENTS MUST BE RECEIVED PRIOR TO PUBLICATION.

Email form and ad artwork to: csusmchronicle.advertising@gmail.com