

PROWLING FOR NEWS SINCE 1999

# THE COUGAR CHRONICLE

CALIFORNIA STATE UNIVERSITY, SAN MARCOS, INDEPENDENT STUDENT NEWSPAPER

## 2020-2021 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.

Our publication will be operating virtually during the COVID-19 pandemic. We offer an integrated multimedia platform for you to reach our audience:

- Our mobile-friendly website, [csusmchronicle.com](http://csusmchronicle.com).
- A PDF version of our newspaper, with new editions set to be published every two weeks during the academic year.
- The Cougar Chronicle's social media sites, including Instagram, Facebook and Twitter, drive traffic to our website.

### HOW TO BUY AN AD

1. Review our ad rates on p. 3 to determine 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. Email the form on p. 4 to [csusmchronicle.advertising@gmail.com](mailto:csusmchronicle.advertising@gmail.com).
4. Send your 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) or by check.

## 2020-2021 PUBLICATION DATES

|                               |                              |
|-------------------------------|------------------------------|
| Edition 1: September 16, 2020 | Edition 8: February 10, 2021 |
| Edition 2: September 30, 2020 | Edition 9: February 24, 2021 |
| Edition 3: October 14, 2020   | Edition 10: March 10, 2021   |
| Edition 4: October 28, 2020   | Edition 11: March 31, 2021   |
| Edition 5: November 11, 2020  | Edition 12: April 14, 2021   |
| Edition 6: November 25, 2020  | Edition 13: April 28, 2021   |
| Edition 7: December 9, 2020   | Edition 14: May 12, 2021     |

*We dedicate ourselves to the education and enlightenment of the campus community and we uphold the highest professional journalistic standards and ethics.*

*Your advertising dollars support scholarships for our student journalists. Thank you for your support of student media at CSUSM!*

# ADVERTISING RATES

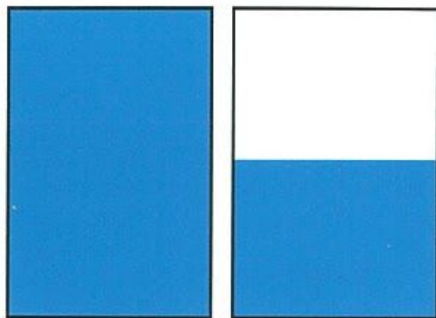
## ONLINE ADS

| Dimensions       | Weekly Rate                               | Full Semester                               |
|------------------|---|---|
| 300 x 250 pixels | Campus Partners: \$35<br>Off-Campus: \$40 | Campus Partners: \$500<br>Off-Campus: \$525 |

## PDF NEWSPAPER ADS

| Size              | Weekly Rate                                | Full Semester                               |
|-------------------|--|---|
| 1/2 page (Color)  | Campus Partners: \$45<br>Off-Campus: \$50  | Campus Partners: \$300<br>Off-Campus: \$325 |
| Full page (Color) | Campus Partners: \$95<br>Off-Campus: \$100 | Campus Partners: \$625<br>Off-Campus: \$650 |

## AD SIZES



Full Page

1/2 Page

# AD 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.

## GENERAL POLICIES:

- 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.
- 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 website and PDF newspaper editions are the only ways we accept promotional requests.
- Once advertising has been confirmed, we offer a convenient online payment system for most major credit cards with a small, variable, processing fee. The online pay portal is at [csusmchronicle.com/advertise](http://csusmchronicle.com/advertise).
- Payment by check can be mailed directly to the CSUSM Cashier’s Office (enclose a copy of your ad form and write “Cougar Chronicle” in the memo line).
- 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.

## POLICIES SPECIFIC TO ADS FOR OUR PDF NEWSPAPER:

- Page placement is neither sold nor guaranteed.
- The Cougar Chronicle does not put any advertising on the front page.
- New clients must place orders via email or online purchase by 5 p.m. at least eight days prior to publication. Repeat clients republishing a previous ad must confirm their ads by 5 p.m. at least six 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.

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## ADVERTISING ORDER FORM

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

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

ADDRESS: \_\_\_\_\_

PHONE: \_\_\_\_\_

EMAIL: \_\_\_\_\_

CAMPUS PARTNER OR OFF-CAMPUS CLIENT: \_\_\_\_\_

### AD SELECTION

#### ONLINE ADS:

Weekly or full semester: \_\_\_\_\_

If weekly, # of weeks: \_\_\_\_\_

#### PDF NEWSPAPER ADS:

Full page or 1/2 page: \_\_\_\_\_

Pay-per-edition or full semester: \_\_\_\_\_

If pay-per-edition, # of editions: \_\_\_\_\_

If pay-per-edition, which editions? Eg. 1-3, 4-8, 12, etc.\*: \_\_\_\_\_

TOTAL COST: \_\_\_\_\_

*\*Publication dates listed below.*

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## **PAYMENT**

### **CHECK:**

Mail your payment directly to:

California State University San Marcos  
Attn: Cashier's Office  
333 S. Twin Oaks Valley Rd.  
San Marcos, CA, 92096

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

*OR*

### **CREDIT CARD/ELECTRONIC CHECK:**

Submit payment online at [csusmchronicle.com/advertise](http://csusmchronicle.com/advertise). *Please note: there is a variable convenience fee for credit card payments. There is no additional fee for electronic checks.*

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

**Email form and ad artwork to [csusmchronicle.advertising@gmail.com](mailto:csusmchronicle.advertising@gmail.com).**