

PROWLING FOR NEWS SINCE 1999

THE COUGAR CHRONICLE

CALIFORNIA STATE UNIVERSITY, SAN MARCOS, INDEPENDENT STUDENT NEWSPAPER

Media Kit 2020-2021



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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, reaches an average of 6,000 unique visitors and gets about 10,000 page views per month.
- 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. 2 to determine what works best for your needs.
2. Email the form on p. 5 to csusmchronicle.advertising@gmail.com.
3. Send your ad artwork to us at csusmchronicle.advertising@gmail.com.
4. Pay for your ad by check or through our online portal at csusmchronicle.com/advertise.

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!

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ADVERTISING RATES

During the COVID-19 pandemic, we will not be offering print advertising options; instead, we are offering two online ad options for our website: 1) a square ad located on the sidebar of the website and 2) a banner ad located beneath the fifth paragraph of each story.

The sidebar option is further divided - higher on the page (third widget from the top) or lower on the page (fifth widget from the top or lower, depending on if there are existing ads).

View the below chart for dimensions and prices and see the screenshots for examples of the ads.


Ad Description	Dimensions	Weekly Rate	Full Semester
Sidebar ad (third widget from the top)	300 x 250 pixels	Campus Partners: \$40 Off-Campus: \$45	Campus Partners: \$550 Off-Campus: \$625
Sidebar ad (fifth widget from the top or lower, depending on existing ads)	300 x 250 pixels	Campus Partners: \$35 Off-Campus: \$40	Campus Partners: \$500 Off-Campus: \$550
Banner ad (beneath fifth paragraph of each story)	468 x 60 pixels	Campus Partners: \$40 Off-Campus: \$45	Campus Partners: \$550 Off-Campus: \$625

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1) Square Ad (website sidebar)

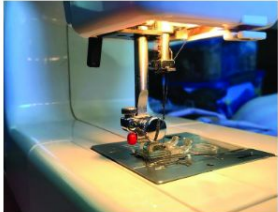
The Cougar Corner
May 1, 2020



Students showcase creativity despite campus shutdown
May 1, 2020

[VIEW ALL](#)

Features



Stay safe from COVID-19 with these masks
Kat Parra, Photographer, Staff Writer
May 2, 2020 • No Comments

Unfortunately, as much as many of us desperately try to stay indoors, there are days in which we

[VIEW ALL](#)

Opinion

Reflecting the transition to online learning mid semester
Tania Ortiz, Assistant Opinion Editor
May 7, 2020 • No Comments

As this whirlwind semester is nearing its end, many students are reflecting on how this last half of the semester has thrown us through the wringer...


Social distancing can affect our mental health past the COVID-19 crisis
Tania Ortiz, Assistant Opinion Editor
May 7, 2020 • No Comments

As we continue social distancing, we are taking everything day by day in hopes of returning to normality. For all we know it could take another...


A Call to Civility: Prioritizing People Rather Than Their Politics
May 7, 2020


In the current year, many Americans have been affected by the blatant political polarization that has taken hold of the nation since 2016. Many...


Cougars On The Run: CA Presidential Primary


2 provides a dark look into the minds of serial killers 

3 Academic Senate considers whether to relax academic policies amid pandemic

4 University Library to create community archive in light of pandemic 

5 ASI reports \$80,000 in misused funds 

6 Sunrise in Heaven reveals faith in the face of death 



STAXUP STORAGE
\$0 STUDENT SPECIAL
FREE First Month Rent, Unit Lock, and Admin Fees!
760-744-1191
458 E. Mission Rd. San Marcos
\$0-STUDENT Promotion valid for new move-ins with current student ID only.

2) Banner ad (beneath fifth paragraph of each story)

NEWS
University Library to create community archive in light of

NEWS
Students report Zoombombing, but no officially reported incidents

NEWS
Student Health and Counseling Services advises students to take

NEWS
Academic Senate passes resolution to modify academic policies


NEWS
Students advocate for credit/no credit grading option

from each programmatic area supervisor alongside an independent review and sign-off by the business services specialist.

There is now a log that is reviewed monthly, which records and monitors the purchase of prepaid credit cards that are purchased using a business credit card.

Education and training was implemented for business credit card holders. Holders are now required to complete a monthly reconciliation, which is reviewed and signed off by the supervisor of the holder. Lastly, an internal monthly audit is completed by the program administrator for all credit card account reconciliations. This is completed to ensure that procedures are followed according to policy.

Tran stated that the former professional staff member does not reflect the values and mission of ASI. "We do not tolerate any misuse of student fees and plan on continuing to keep students informed as we are able during the criminal investigation process" said Tran.



The Cougar Chronicle @csusmchronicle

We are so excited to be back in action... Fall semester is right around the corner, and we have exciting things ahead! Who else is excited? [ow.ly/IR8t50dhDV](#)

Aug 13, 2018

The Cougar Chronicle @csusmchronicle

Its the final push to the end of the semester. So whether all you have left is graduation this weekend, or all of you professors kindly left all finals for this week YOU CAN DO IT! If you feel like you can't, heres a de-stress playlist from [thecollegejuice.com](#)

[Embed](#) [View on Twitter](#)

Trending Stories

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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 a delay in the release of your ad.
- 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.
- 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.

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ADVERTISING ORDER FORM

COMPANY NAME: _____

CONTACT NAME: _____

ADDRESS: _____

PHONE: _____

EMAIL: _____

CAMPUS PARTNER OR OFF-CAMPUS CLIENT: _____

AD SELECTION

ONLINE ADS (Check desired option):

300 x 250 pixels (third widget from top) _____

300 x 250 pixels (fifth widget from top or lower, depending on current ads) _____

468 x 60 pixels: _____

Weekly or full semester: _____

If weekly, # of weeks: _____

TOTAL COST: _____

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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. *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.