ABOUT THE COLLEGIAN

The Collegian and The Collegian Online are the Valley’s award-winning college newspaper and website. They are the number one source for anything and everything at Fresno State!

We have proudly provided the Fresno State community with the best in campus news, sports, arts and entertainment for more than 90 years.

The Collegian hosts a population of 22,000 Gen Y college students, the generation who collectively spend $170 million per year. A tri-weekly distribution of 10,000 newspapers reaches the entire campus and surrounding areas.

Our renowned success and quality work is reflected by our awards judged by the best in the industry. Our staff is dedicated and will work diligently to help your business grow!
<table>
<thead>
<tr>
<th>Ad Size</th>
<th>Dimensions</th>
<th>Total Columns</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>5 col. x 16&quot; (10&quot; x 16&quot;)</td>
<td>80</td>
</tr>
<tr>
<td>1/2 Page (H)</td>
<td>5 col x 8&quot; (10&quot; x 8&quot;)</td>
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</tr>
<tr>
<td>1/2 Page (V)</td>
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</tr>
<tr>
<td>1/5 Page (V)</td>
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<td>15</td>
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<tr>
<td>1/8 Page (H)</td>
<td>2.5 col. x 4&quot; (5&quot; x 4&quot;)</td>
<td>10</td>
</tr>
<tr>
<td>1/8 Page (V)</td>
<td>2 col. x 5&quot; (4&quot; x 5&quot;)</td>
<td>10</td>
</tr>
<tr>
<td>EBC (H)</td>
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<tr>
<td>EBC (V)</td>
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</tr>
<tr>
<td>Business Card</td>
<td>2 col. x 2&quot; (4&quot; x 2&quot;)</td>
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## DISPLAY AD RATES

**ALL RATES ARE PER COLUMN INCH**

### BASE RATES

<table>
<thead>
<tr>
<th>Sizes</th>
<th>Total Col. In.</th>
<th>Student</th>
<th>Open</th>
<th>Political</th>
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<tbody>
<tr>
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### FREQUENCY DISCOUNTS

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<tr>
<th>Insertions</th>
<th>Discount</th>
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<tbody>
<tr>
<td>5-9</td>
<td>5%</td>
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<tr>
<td>10-14</td>
<td>10%</td>
</tr>
<tr>
<td>15-19</td>
<td>15%</td>
</tr>
<tr>
<td>20+</td>
<td>20%</td>
</tr>
</tbody>
</table>

### COLOR PRICING

- Full Color - Full Page: $300
- Full Color - 1/2 Page: $150
- Full Color - 1/4 Page or Smaller: $75
- Spot Color - All Sizes: $50/color
- Black and White: FREE

### STRIP ADS

- **Front Page**: $300 plus ad 1/4 page or larger
- **Back Page**: $225 plus ad 1/4 page or larger
SPECIAL INSERTS
THEMED NEWS INSERTS. NO SPECIAL PRICING.

FOOTBALL / FALL SPORTS
Run Date: 9/10/2014

BAKETBALL / WINTER SPORTS
Run Date: 11/19/2014

BASEBALL / SPRING SPORTS
Run Date: 2/25/2015

GUIDE TO YOUR FUN
Run Date: 4/22/2015
### Online Pricing

<table>
<thead>
<tr>
<th>Ad Type</th>
<th>Monthly</th>
<th>Weekly</th>
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<tr>
<td>Rectangle</td>
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<td>$150</td>
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<tr>
<td>Static Rectangle</td>
<td>$500</td>
<td>-</td>
</tr>
<tr>
<td>Wide Skyscraper</td>
<td>$250</td>
<td>$125</td>
</tr>
<tr>
<td>Leaderboard</td>
<td>$350</td>
<td>$175</td>
</tr>
<tr>
<td>Classifieds</td>
<td>$20 per 8 days</td>
<td>-</td>
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</table>

### Frequency Discounts

- **1st Month**: Full Price
- **2nd Month**: 10% off
- **3rd Month**: 20% off
- **4th Month**: 30% off
- **5th Month**: 40% off
- **6th Month**: 50% off

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**Dancing in Diversity Week**

By Jackie Grant April 23, 2013 / Photo: Amanda Vito

Diversity Awareness Week kicked off on Monday in the Free Speech Area with the annual opening ceremony. The Central Valley Cultural Heritage Institute (CVCHI) put the event together and Francis Opua, the director of the CVCHI, said people shouldn't be judged based on their culture anymore.

"It is important to appreciate all of the diversity around us," Opua said. "Do not make assumptions because of how they dress or how they look."

The theme of this year's Diversity Awareness Week is "Evolving Cultural Interaction Through our Campus."

The highlight of the week was the Aztec Dance Club. To the beat of drum, the dancers jumped and spun to the music, striking poses and SSEA dancing to traditional Aztec garb adorned with bright red and blue ribbons.

Darian Mejia, a senior majoring in art and a member of the Aztec Dance Club, said that he hopes students see their performance and want to get in touch with their roots.

"We keep that tradition. We are passing on the traditions now for 600 years," he said. "For us, it's a very spiritual way of doing it in certain ways, especially if some families don't choose to continue their traditions. We are trying to bring these here, that it's for the people for individuals that don't grow up with its traditions, but are possibly looking to learn about them."

After the Aztec Dance Club closed that performance, Opua gave her opening remarks along with Paul Ochoa, vice president of student affairs, who talked about how the campus can grow.

"We are about inclusion," Ochoa said. "We are about appreciation. We are about growing as a campus. Being both domestic and international in our vision is what we can be. You are very much a part of that."

He said that diversity is more than what can be seen on the outside.

"Diversity takes on many forms," he said. "It's not just race or ethnicity. It's not just different cultures, but it's also different disabilities, sexual orientation, gender, age, personality, voices."

"We're all different in many different ways, and sometimes it takes a little bit of time and effort to understand others."

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**Recent Posts**

- Football: Fresno State to wear alternate uniforms, helmets this season
- Basketball: Fresno State legend Jack McKey dies at age 92
- MHS Tournament update: Dogs eliminate Wolf Pack to stay in the hunt
- Mountain West Tournament: Opening losses to Nova's St. John's
- UC San Francisco vice chancellor Joseph Ciao returns to Valley roots as Fresno State's new vice president
- CSU Trustees name UC San Francisco vice chancellor Joseph Ciao as new Fresno State vice chancellor
- "Star Trek Into Darkness" review: Boldy takes audiences on a fun and exciting ride
- Fresno State AD Thomas平面 withdraws candidacy from Regents' athletic director position
- "The Great Gatsby" review: More than a
MOBILE PRICING

MOBILE APP ADS

<table>
<thead>
<tr>
<th>Service</th>
<th>Weekly</th>
<th>Monthly</th>
<th>Semester</th>
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<tr>
<td>TILE SQUARE</td>
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<tr>
<td>PREMIUM TILE SQUARE</td>
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<tr>
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<tr>
<td>PUSH NOTIFICATIONS</td>
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<td>$100</td>
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<tr>
<td>(5 PER WEEK)</td>
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PUBLICATION DATES
### Fall 2014

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<th>Issue</th>
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<td>27</td>
<td>Welcome Week (theme)</td>
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<td>10</td>
<td>Football Fall Sports (editorial insert)</td>
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<tr>
<td></td>
<td>24</td>
<td>Uhuru Na Umoja</td>
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<tr>
<td>October</td>
<td>10</td>
<td>La Voz de Aztlan</td>
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<tr>
<td></td>
<td>15</td>
<td>Asian Pacific Review</td>
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<tr>
<td></td>
<td>20</td>
<td>Hye Sharzhoom</td>
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<tr>
<td></td>
<td>29</td>
<td>Halloween (theme)</td>
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<td>November</td>
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<td>Veterans (theme)</td>
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<td></td>
<td>17</td>
<td>Guide to Your Winter Fun! (advertising insert)</td>
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<td></td>
<td>19</td>
<td>Basketball/Winter Sports (editorial insert)</td>
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<tr>
<td></td>
<td>21</td>
<td>Uhuru Na Umoja</td>
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<td></td>
<td>24</td>
<td>Thanksgiving (theme)</td>
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<td>December</td>
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<td>Asian Pacific Review</td>
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### Spring 2015

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<td>Asian Pacific Review</td>
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<td></td>
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<td>St. Patrick’s Day (theme)</td>
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<td></td>
<td>25</td>
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<tr>
<td></td>
<td>27</td>
<td>Spring Break (theme)</td>
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<tr>
<td>April</td>
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<td>May</td>
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<td>Hye Sharzhoom</td>
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<tr>
<td></td>
<td>4</td>
<td>Asian Pacific Review</td>
</tr>
<tr>
<td></td>
<td>6</td>
<td>Graduation (theme)</td>
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</tbody>
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DEMOGRAPHICS
FRESNO STATE STUDENTS

DEMOGRAPHICS

- HISPANIC: 43.9%
- WHITE: 24.7%
- ASIAN: 13.7%
- OTHER/UNKNOWN: 8.4%
- NON-RESIDENT INTERNATIONAL STUDIES: 5.5%
- AFRICAN AMERICAN: 3.2%
- AMERICAN INDIAN: 4%
- PACIFIC ISLANDER: 2%
ADVERTISING HABITS
SPENDING HABITS

69% of print readers and 49% of online readers have read their school paper in the last week.

Students spend an average of 14 minutes reading each of their newspaper issues.

63% of students share their copy of the school newspaper with at least one other person.

70% of students have been motivated to take some sort of action by reading an article or advertisement.

78% of all students use coupons or promo codes.

86% of school newspaper readers look at ads in print.

College students are big spenders.

They collectively spend $545 Billion ($163 Billion-discretionary) per year.

They are raised as consumers and grew up in media-saturated, brand-conscious world.

Source: Re:fuel Media Marketing, July 2014

2,099 faculty and staff
23,000+ undergraduate students and graduate students
Source: Institution Research, Assessment and Planning at Fresno State, Fall 2012

Source: ComScore 2014
POLICIES

Approval / Refusal
All advertisements are subject to the approval of The Collegian. The Collegian reserves the right to refuse advertising which has obscene, sexist, racist or other content deemed by The Collegian to be inappropriate.

The Collegian does not accept advertising that promotes irresponsible, excessive or illegal drinking of alcoholic beverages. In consideration of the university’s Alcoholic Sponsorship Policy, The Collegian does not accept advertising that promotes the prices of alcoholic beverages (e.g., reduced prices, drink specials, two-for-one drinks, etc.)

Additionally, the words “[name of advertiser] promotes responsible drinking” must be included in any ad that mentions alcoholic beverages, and those words must be displayed prominently and be readable.

The Collegian does not accept advertising that is designed to sell or promote the following:
- All tobacco products, including hooka.
- Gambling of any kind, including sports gambling.
- Entertainment and services involving or suggesting predominantly sexual themes, including erotic dancers, strip tease shows and phone sex.
- Term papers or other academic work deemed to encourage student cheating.
- All subject matter is contingent on the approval of The Collegian. This includes the form, size and text of ads. Also subject to approval are the illustrations and typography used in ads.

Additional Information
The Collegian also reserves the right to request additional information including, but not limited to, the following: business address, website address, business phone and fax numbers, email address and credit references.

Page Placement
Page placement for the back page is $100. Back-page ads must be in color, and the advertiser will be charged for the color in addition to the $100 page-placement charge. Cost of color is as follows: $300 for a full-page ad, $150 for a half page and $75 for a quarter page or smaller ad. No other page placement is available.

Ads Simulating News Copy
Advertisements simulating news copy must be marked with the words “Paid Advertisement.”

Advertiser’s Signed Approval on Art
The advertiser is responsible for all art, including ads designed by the advertiser. The advertiser shall review and signify approval on ads designed by The Collegian by signing off on the ad before it is published. Signed approval shall include any and all revisions performed by The Collegian. The Collegian shall, therefore, not be liable for any error in an ad that has been “signed off.”

Size of Submitted Ads
The Collegian does not stretch or shrink ads to fit the space sold. It will, at the advertiser’s request, float ads that are too small. (A floated ad is one that is placed in a larger, standard-sized space.)

Collegian Errors
In the event of an error in an ad on the part of The Collegian, the liability of The Collegian will be limited. Partial credit will be given when the effectiveness of the ad is reduced. Full credit or a “make-good” will be given when the error negates the effectiveness of the ad or when an incorrect insertion date occurs. (A make-good is defined as a re-publication of an ad.) In no event shall The Collegian be liable for any consequential damages relative to the advertising art or for damages in excess of the cost of the ad.

Authorization
Signed authorization on the insertion order constitutes a contract for an advertisement. As such, the ad will be paid in full by the advertiser, which is represented by the signature on the insertion order. A signed discounted contract constitutes an agreement for bulk inches. When contract inches are not met, the advertiser will pay the actual earned rate.

Restrictions
- Inserts are not accepted.
- Ads less than 4 column inches are not accepted.
- Rates shown are for Run of Paper (ROP) placement.
- All ads must have a border.
PROCEDURES

ART POLICY
Ad Design is offered at no charge to our clients. Ads designed by the Collegian may be purchased for use in other publications.

Art Deadlines: All artwork must be submitted at least seven (7) days prior to the publication date as the art department will place the ad and verify it is the correct size and quality. This is to best provide our clients with the opportunity to correct any errors discovered within the ad and allow for the best quality product for the paper and the clients themselves.

Less is more:
Simple designs are easier to read.

A picture is worth a thousand words:
Images catch the reader’s attention faster than copy.

Communication:
Keep in touch with your designers and ask questions.

Make your ad stand out from the rest:
Viewers find color ads more attractive.

Keep your words brief:
Ad designers work better with less copy. Don’t let your words visually compete with the image or artwork.

• File formats should be pdf, eps, jpeg, tiff or psd.
• All print artwork should be 300dpi for best printing quality.
• Mobile is the specified sizes with a preference of 72dpi and saved as a png.
• Online ads should be rgb and 72dpi.
• All fonts must be embedded or converted to outlines.
• We do not accept Microsoft Word, Publisher or Adobe Pagemaker.
• We do not scan images.

Disclaimer:
Any artwork that does not fit our expectations and criteria may be pulled at our discretion and published at a later date after a higher quality ad has been received and reviewed.

CANCELLATION POLICY
• Cancellation must be made five workdays before publication.
• No refund will be given on advertisements canceled past the deadline.
• Space reservation and cancellation deadlines for special issues are 10 working days before the publication date.
• The General Manager reserves the right to close any issue before the published deadline.
• Artwork must be approved with the customer’s signature before publication. This includes all changes. Please allow seven work days prior to run date.
CONTACT

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