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 24,000 Gen Y college students, the generation who collectively spend $523 billion per year. A bi-weekly distribution of 7,000 newspapers reaching 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!
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  CONTACT INFORMATION
LOCAL & NATIONAL
AD SIZES

FULL PAGE
5 col. x 16"
(10" x 16")
80 total col. in.

1/2 PAGE (H)
5 col. x 8"
(10" x 8")
40 total col. in.

1/2 PAGE (V)
2.5 col. x 16"
(5" x 16")
40 total col. in.

1/4 PAGE (H)
4 col. x 5"
(8" x 5")
20 total col. in.

1/4 PAGE (V)
2.5 col. x 8"
(5" x 8")
20 total col. in.

1/5 PAGE (H)
5 col. x 3"
(10" x 3")
15 total col. in.

1/5 PAGE (V)
3 col. x 5"
(6" x 5")
15 total col. in.

1/8 PAGE (H)
2.5 col. x 4"
(5" x 4")
10 total col. in.

1/8 PAGE (V)
2 col. x 5"
(4" x 5")
10 total col. in.

EBC (H)
3 col. x 2"
(6" x 2")
6 total col. in.

EBC (V)
2 col. x 3"
(4" x 3")
6 total col. in.

BUSINESS CARD
2 col. x 2"
(4" x 2")
4 total col. in.
## DISPLAY AD RATES

ALL RATES ARE PER COLUMN INCH

### BASE RATES

<table>
<thead>
<tr>
<th>SIZES</th>
<th>TOTAL COL. IN.</th>
<th>Student $7.00</th>
<th>Open $9.00</th>
<th>Political $12.00</th>
<th>National $11.00</th>
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</thead>
<tbody>
<tr>
<td>FULL PAGE</td>
<td>80 col. in.</td>
<td>$560</td>
<td>$720</td>
<td>$960</td>
<td>$880</td>
</tr>
<tr>
<td>1/2 PAGE</td>
<td>40 col. in.</td>
<td>$280</td>
<td>$360</td>
<td>$480</td>
<td>$440</td>
</tr>
<tr>
<td>1/4 PAGE</td>
<td>20 col. in.</td>
<td>$140</td>
<td>$180</td>
<td>$240</td>
<td>$220</td>
</tr>
<tr>
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<td>15 col. in.</td>
<td>$105</td>
<td>$135</td>
<td>$180</td>
<td>$165</td>
</tr>
<tr>
<td>1/8 PAGE</td>
<td>10 col. in.</td>
<td>$70</td>
<td>$90</td>
<td>$120</td>
<td>$110</td>
</tr>
<tr>
<td>EBC</td>
<td>6 col. in.</td>
<td>$42</td>
<td>$54</td>
<td>$72</td>
<td>$66</td>
</tr>
<tr>
<td>BUSINESS CARD</td>
<td>4 col. in.</td>
<td>$28</td>
<td>$36</td>
<td>$48</td>
<td>$44</td>
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### FREQUENCY DISCOUNTS

<table>
<thead>
<tr>
<th>INSERTIONS</th>
<th>DISCOUNT</th>
</tr>
</thead>
<tbody>
<tr>
<td>5-14</td>
<td>5%</td>
</tr>
<tr>
<td>15-19</td>
<td>10%</td>
</tr>
<tr>
<td>20+</td>
<td>15%</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

## Premium Banner Advertisement

COLOR INCLUDED

- FRONT PAGE $300
- BACK PAGE $250
ONLINE / CLASSIFIED ADS

<table>
<thead>
<tr>
<th></th>
<th>MONTHLY</th>
<th>WEEKLY</th>
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<tbody>
<tr>
<td>RECTANGLE</td>
<td>300 x 250 px</td>
<td>$300</td>
</tr>
<tr>
<td>STATIC RECTANGLE</td>
<td>300 x 250 px</td>
<td>-</td>
</tr>
<tr>
<td>WIDE SKYSCRAPER</td>
<td>160 x 600 px</td>
<td>$250</td>
</tr>
<tr>
<td>LEADERBOARD</td>
<td>728 x 90 px</td>
<td>$350</td>
</tr>
<tr>
<td>CLASSIFIED</td>
<td>140 char.</td>
<td>$20 per 8 days</td>
</tr>
</tbody>
</table>

FREQUENCY DISCOUNTS

<table>
<thead>
<tr>
<th>MONTH</th>
<th>DISCOUNT</th>
</tr>
</thead>
<tbody>
<tr>
<td>1ST MONTH</td>
<td>FULL PRICE</td>
</tr>
<tr>
<td>2ND MONTH</td>
<td>10% off</td>
</tr>
<tr>
<td>3RD MONTH</td>
<td>20% off</td>
</tr>
<tr>
<td>4TH MONTH</td>
<td>30% off</td>
</tr>
<tr>
<td>5TH MONTH</td>
<td>40% off</td>
</tr>
<tr>
<td>6TH MONTH</td>
<td>50% off</td>
</tr>
</tbody>
</table>

Dancing in Diversity Week
By: Johnny Smith
April 25, 2013

Diversity Awareness Week kicked off on Monday in the Tree Speech Area with the virtual opening ceremony. The Central Valley Cultural Heritage Institute (CVCHI) put the event together and Francisco Opita, the director of the CVCHI, said people shouldn’t be judged based on their outward appearances.

“I encourage you to appreciate all of the diversity around us,” Opita said. “To not make assumptions because of how they dress or how they look.”

The theme of this year’s Diversity Awareness Week is "GOAL! Cross Cultural Interaction Increased on our Campus.”

The first of the performances was by the Aztec Dance Club. To the beat of a drum, the dancers jumped and spun in the classic jumping saltos and following routine in traditional Aztec garb adorned with bright red and yellow attire.

Dariel Mejia, a senior majoring in arts 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 hope that (students) are seeing that we are continuing the traditions now for 200 years,” he said. “For us, it’s a very spiritual ceremony; it’s a practice that isn’t followed very much in certain areas, especially if some families don’t choose to continue their traditions. We are hoping, by us being here, that it can be a bridge for individuals that didn’t grow up with the traditions, but are possibly looking to learn about them.”

After the Aztec Dance Club finished their performance, Opita gave an opening remark along with Paul Olano, the vice president of student affairs, who talked about how the campus can grow.

“We are about inclusion,” Olano said. “We are about appreciation. We are about growing as a campus. Being both domestic and international in our inclusion is why we are. 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, values.

We’re all different in many different ways, and sometimes it takes a little bit of time and effort to understand these differences.”
Publication Schedule

FALL 2016

<table>
<thead>
<tr>
<th>August</th>
<th>September</th>
<th>October</th>
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<tbody>
<tr>
<td>M T W TH F</td>
<td>M T W TH F</td>
<td>M T W TH F</td>
</tr>
<tr>
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<td>1 2 5 6 7 8 9</td>
<td>3 4 5 6 7 10</td>
</tr>
<tr>
<td>29 30</td>
<td>12 13 14 15 16</td>
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<tr>
<td></td>
<td>19 20 21 22 23</td>
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<td>26 27 28 29 30</td>
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November

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<td>14 15 16</td>
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<td>17 18</td>
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December

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<td>5 6 7 8 9</td>
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SPRING 2017

<table>
<thead>
<tr>
<th>January</th>
<th>February</th>
<th>March</th>
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<tbody>
<tr>
<td>M T W TH F</td>
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<tr>
<td>23 24 25 26 27</td>
<td>6 7 8 9 10</td>
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<td>30 31</td>
<td>13 14 15 16 17</td>
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<td>27 28</td>
<td>27 28 29 30 31</td>
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April

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<td>10 11 12 13 14</td>
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<td>24 25 26 27 28</td>
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<tr>
<td>29 30</td>
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</table>

May

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<td>1 2 3 4 5</td>
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<tr>
<td>8 9 10</td>
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</tbody>
</table>

# = SPECIAL ISSUES
# = PUBLICATION DATES
SPECIAL ISSUES

Fall 2016

August
22 Welcome Back
29 Welcome Week (theme)

September

October
12 Homecoming (theme)
26 Halloween (theme)

November
9 Veterans (theme)
21 Thanksgiving (theme)

December
7 Holiday (theme)

Spring 2017

January
23 Back-to-School (theme)

February
13 Valentine’s (theme)

March
15 St. Patrick’s Day (theme)

April
5 Spring Break (theme)

May
10 Graduation (theme)
FRESNO STATE STUDENTS
DEMOGRAPHICS

AFRICAN-AMERICAN: 3.17%
AMERICAN INDIAN: 0.4%
ASIAN: 13.7%
HISPANIC: 47.7%
PACIFIC ISLANDER: 0.2%
WHITE: 21.1%
OTHER/UNKNOWN: 7.6%
NON-RESIDENT/INTERNATIONAL STUDIES: 6.2%

Source: Institution Research, Assessment and Planning at Fresno State, Fall 2015
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 $163 billion per year.

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

Source: Re:fuel Media Marketing, July 2015

2,245 faculty and staff

23,179 undergraduate students and graduate students

Source: Institution Research, Assessment and Planning at Fresno State, Fall 2015
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 hookah.
- 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.
Joseph Houlihan
General Sales Manager
(559) 278-8179
josephh3@mail.fresnostate.edu

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General Sales Manager
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Haruka Naoi
Special Projects Manager
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Advertising Faculty Advisor
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ccarlson@csufresno.edu

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(559) 278-2679
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Fresno, CA 93740