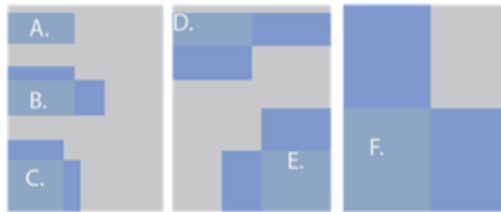


PRINT RATES

	National \$11.00	Political \$12.00	Open \$9.00	Student \$7.00
Base Rates				
A Business Card 2c x 2 4" x 2"	\$44	\$48	\$36	\$28
B Extended BC 2c x 3" V: 4" x 3" H: 4" x 3"	\$66	\$72	\$54	\$42
C Eight Page V: 2c x 5 H: 2.5c x 4 V: 4" x 5" H: 5" x 4"	\$110	\$120	\$90	\$70
D Fifth Page V: 3c x 5 H: 5c x 3 V: 6" x 5" H: 10" x 3"	\$165	\$180	\$135	\$105
E Quarter Page V: 2.5c x 8 H: 4c x 5 V: 5" x 8" H: 8" x 5"	\$220	\$240	\$180	\$140
F Half Page V: 2.5c x 16 H: 5c x 8 V: 5" x 16.8" H: 10" x 8"	\$440	\$480	\$360	\$280
G Full Page 5c x 16 10" x 15.8"	\$880	\$960	\$720	\$560



Color Rates

Spot Color	\$50 per color
Full Color	\$300 Full Page
Half Page Color	\$150
Quarter Page or Smaller	\$75

Premium Rates

Front Page Premium Banner Advertisement
\$300 – Full Color 10" x 1.5"
Back Page Premium Banner Advertisement
\$250 – Full Color 10" x 1.5"

Contact Us Today!

5201 N Maple Ave. M/S SA42
Fresno, CA. 93740

559-278-5735

www.fresnostate.edu/collegian
advertisecollegian@csufresno.edu



General Sales Manager	559-278-8179
National Manager	559-278-8192
Special Projects	559-278-5039
Financial Manager	559-278-5735
Fax	559-278-2679

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The Collegian



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2018 - 2019 THE COLLEGIAN FRESNO STATE



Vol. 2017-18
ADVERTISING GUIDE
The Collegian
This just in! Grow your business with the help of The Collegian. We offer advertising platforms to help you promote your business. We offer advertising to reach 24,500 millennials, now in our current rates. You work for our most current rates. Want in on the population here at Fresno State? What do you say? Let's do it!

PUBLICATION SCHEDULE

August

M	T	W	TH	F
20	21	22	23	24
27	28	29	30	31

September

M	T	W	TH	F
3	4	5	6	7
10	11	12	13	14
17	18	19	20	21
24	25	26	27	28

October

M	T	W	TH	F
1	2	3	4	5
8	9	10	11	12
15	16	17	18	19
22	23	24	25	26
29	30	31		

November

M	T	W	TH	F
			1	2
5	6	7	8	9
12	13	14	15	16
19	20	21	22	23
26	27	28	29	30

December

M	T	W	TH	F
3	4	5	6	7
10	11	12	13	14

Special Issue Dates
 8/29 - Welcome Week*
 10/10 - Homecoming*
 10/31 - Halloween*
 11/07 - Veterans*
 11/14 - Thanksgiving*
 12/12 - Holiday*

* Denotes free color on quarter pages or smaller

Key

	Publication Date
	Special Issue

ONLINE RATES

Size	Price per Month	Price per Week
Rectangle 300 x 250 pixels	\$300	\$150
Static Rectangle 300 x 250 pixels	\$500	n/a
Wide Skyscraper 160 x 600 pixels	\$250	\$125
Leaderboard 728 x 90 pixels	\$350	\$175

FREQUENCY DISCOUNTS

(Online)

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

SOCIAL MEDIA RATES



\$100 – 4 Posts

\$175 – 8 Posts

\$250 – 12 Posts



FREQUENCY DISCOUNTS

(Print)

Insertion	5-14	15-19	20+
Discount	5%	10%	15%

ADDED VALUE

The "Added Value Team" is The Collegian's way of thanking clients who advertise frequently with us. In order for clients to join the team, they must spend at least \$1,000 with us! The Added Value Clients receive the benefits below:

Amount Spent	Online Benefit
\$1,000	Skyscraper - 1 week
\$2,000	Rectangle - 1 week
\$3,000+	Leaderboard - 1 week

AD DESIGN

Ad Design is offered free of charge for clients advertising with The Collegian. Ad designs may be purchased for use in other publications. **ALL predesigned ads must be submitted in PDF for print ads or in JPG for online ads. Ad design must be requested at least (7) business days before run date.**

ART SPECIFICATIONS

1. If ads contain animation, please submit in GIF or JPG formats. (Limit 25 KB)
2. Please provide instructions regarding the code for linking through the ad. The Collegian reserves the right to adjust the size of an ad if it does not match the width and height requirements.
3. **Artwork must be submitted 7 business days before publication date.**



VIDEO SPOTS

10 Second spot – \$250

Send over in .MOV format