

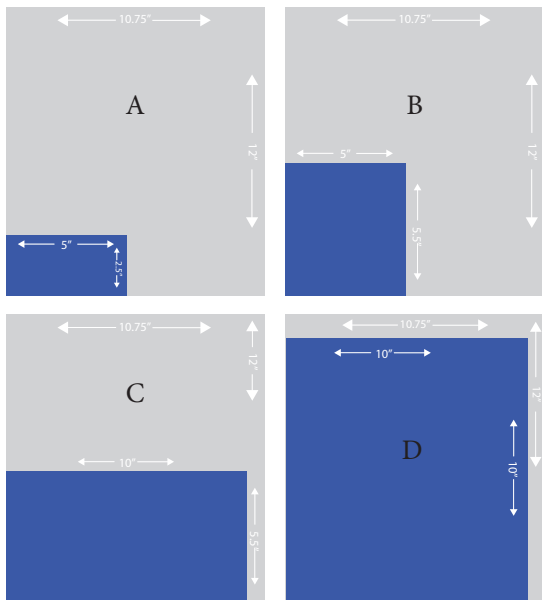
## PRINT RATES

|  | National | Open/On Campus |
|--|----------|----------------|
| <b>Base Rates</b>  |          |                |
| A Eighth Page<br>(30 PICAS X 2.5 INCHES)<br><b>5" x 2.5"</b>   | \$110    | \$80           |
| B Quarter Page<br>(30 PICAS X 5.5 INCHES)<br><b>5" x 5.5"</b>  | \$220    | \$160          |
| C Half Page<br>(30 PICAS X 11 INCHES)<br><b>V: 5" x 11"</b><br><br>(60 PICAS X 5.5 INCHES)<br><b>H: 10" x 5.5"</b> | \$440    | \$320          |
| D Full Page / Full Page<br>Insert<br>(60 PICAS X 11 INCHES)<br><b>10" x 11"</b>                                    | \$880    | \$640          |

### Color Rates

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

### Ad Size Examples



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



@TheCollegian

2018 - 2019  
THE COLLEGIAN  
FRESNO STATE

Vol. 2018-19

# 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 platforms to reach 24,500 millennials, now in on the advertising scene. We strive for excellence. Want in on the advertising scene? We have the most current rates. You won't find them anywhere else. 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

- 10/24 - Homecoming\*
- 11/14 - Thanksgiving\*
- 12/12 - Holiday\*

\* Denotes free color on quarter page or smaller.

### Deal of the Week

- 11/07 - Veterans\*

\* Denotes 50% off color on quarter page or smaller.

## ONLINE RATES

| Size                                | Price Per Month | Price Per Week |
|-------------------------------------|-----------------|----------------|
| Rectangle<br>300 x 250 pixels       | \$300           | \$150          |
| Wide Skyscraper<br>160 x 600 pixels | \$250           | \$125          |
| Leaderboard<br>728 x 90 pixels      | \$350           | \$175          |

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



3,866  
Followers



1,751  
Fans



229  
Subscribers



1,410  
Followers

## SOCIAL MEDIA RATES



\$100 – 4 Posts  
\$175 – 8 Posts  
\$250 – 12 Posts



## FREQUENCY DISCOUNTS

|            |    |      |       |
|------------|----|------|-------|
| Insertions | 5  | 6-10 | 11-15 |
| Discount   | 5% | 10%  | 15%   |



## EASY PAYMENT

1. Check: Made payable to "The Collegian"
2. Cash
3. Credit: Please contact financial manager (559.278.5735)

## 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