

SPRING 2019 PUBLICATION SCHEDULE

JANUARY 2019				
MO	TU	WE	TH	FR
21	22	23	24	25
28	29	30	31	

FEBRUARY 2019				
MO	TU	WE	TH	FR
				1
4	5	6	7	8
11	12	13	14	15
18	19	20	21	22
25	26	27	28	

MARCH 2019				
MO	TU	WE	TH	FR
				1
4	5	6	7	8
11	12	13	14	15
18	19	20	21	22
25	26	27	28	29

APRIL 2019				
MO	TU	WE	TH	FR
1	2	3	4	5
8	9	10	11	12
15	16	17	18	19
22	23	24	25	26
29	30			

MAY 2019				
MO	TU	WE	TH	FR
		1	2	3
6	7	8	9	10

SPECIAL ISSUE DATES
 1/23 BACK TO SCHOOL*
 2/13 VALENTINE'S DAY*
 4/10 SPRING BREAK*
 *DENOTES FREE COLOR ON QUARTER PAGE OR SMALLER

DEAL OF THE WEEK
 3/13 ST. PATRICK'S DAY*
 5/8 GRADUATION*
 *DENOTES 50% OFF COLOR ON QUARTER PAGE OR SMALLER

ONLINE RATES

SIZE	MONTHLY	WEEKLY
RECTANGLE (300 X 250 PX)	\$300	\$150
WIDE SKYSCRAPER (160 X 600 PX)	\$250	\$125
LEADERBOARD (728 X 90 PX)	\$350	\$175

FREQUENCY DISCOUNTS

1st Month	FULL PRICE
2nd-3rd Month	10% OFF
4th-5th Month	20% OFF
6th+ Months	30% OFF

SOCIAL MEDIA RATES

FOUR POSTS	\$100
EIGHT POSTS	\$175
TWELVE POSTS	\$250



3,249
Likes



4,004
Followers

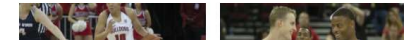
ADVERTISEMENT

LEADERBOARD
(728 X 90 PX)



NEWS
Undergraduates may sign up for additional units for the spring semester

J. Seth Casey | Dec 10, 2018 | 63 Views



RECTANGLE
(300 X 250 PX)

WIDE SKYSCRAPER
(160 X 600 PX)

EASY PAYMENT

1. CASH
2. CHECK | MADE PAYABLE TO "THE COLLEGIAN"
3. CREDIT CARD | PLEASE CONTACT FINANCIAL MANAGER (559-278-5735)

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AD DESIGN IS OFFERED FREE OF CHARGE FOR CLIENTS ADVERTISING WITH THE COLLEGIAN. AD DESIGN MAY BE PURCHASED FOR USE IN OTHER PUBLICATIONS.

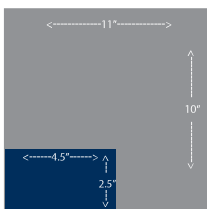
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1. IF ADS CONTAIN ANIMATION, PLEASE SUBMIT IN GIF OR JPG FORMATS (LIMIT OF 25KB)
2. PLEASE PROVIDE INSTRUCTIONS REGARDING THE CODE FOR LINKING THROUGH THE AD. THE COLLEGIAN RESERVES THE RIGHT TO ADJUST THE SIZE OF AN AD IF IT DOES NOT MATCH THE WIDTH AND HEIGHT REQUIREMENTS
3. ALL PREDESIGNED ADS MUST BE SUBMITTED IN PDF FOR PRINT ADS OR IN JPG FOR ONLINE ADS.
4. ARTWORK MUST BE SUBMITTED 7 BUSINESS DAYS BEFORE PUBLICATION DATE

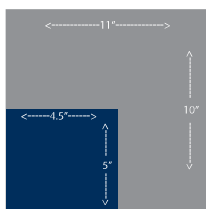
PRINT RATES

SIZE	NATIONAL/ POLITICAL	OPEN/ ON CAMPUS
Eighth Page (4.5" x 2.5")	\$110	\$80
Quarter Page (4.5" x 5")	\$220	\$160
Half Page (10" x 4.5")	\$440	\$320
Full Page (10" x 9")	\$880	\$640

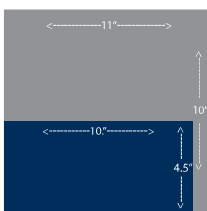
EIGHTH PAGE



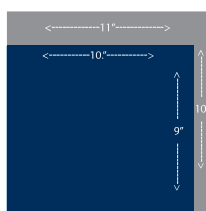
QUARTER PAGE



HALF PAGE



FULL PAGE



COLOR PRICING

FULL COLOR	\$300
HALF PAGE COLOR	\$150
QUARTER PAGE OR SMALLER COLOR	\$75
SPOT COLOR	\$50

FREQUENCY DISCOUNTS

5	5%
6-10	10%
11-15	15%

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2018 - 2019

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VOL. 2018-2019

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