

## EASY PAYMENT

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

## AD DESIGN

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

## AD DESIGN

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.
3. THE COLLEGIAN RESERVES THE RIGHT TO ADJUST THE SIZE OF AN AD IF IT DOES NOT MATCH THE WIDTH AND HEIGHT REQUIREMENTS.
4. ALL PREDESIGNED ADS MUST BE SUBMITTED IN PDF FOR PRINT ADS OR IN JPG FOR ONLINE ADS

## ALL PRICES ARE NET

IF YOU ARE AN AGENCY, YOU WILL NEED TO GROSS UP.

## STAY IN TOUCH



5021 N. MAPLE AVE. M/S  
SA42  
FRESNO, CA 93740



P: (559)-278-5735  
F: (559)-278-2679



COLLEGIAN.CSUFRESNO.  
EDU/ADVERTISING



@THECOLLEGIAN



@FSCOLLEGIAN



@FSCOLLEGIAN

**THE COLLEGIAN**  
Fresno State's Award-Winning Newspaper



2019 - 2020

**RATE CARD**

# PUBLICATION CALENDAR

JANUARY 2020

MO	TU	WE	TH	FR
20	21	22	23	24
27	28	29	30	31

FEBRUARY 2020

MO	TU	WE	TH	FR
3	4	5	6	7
10	11	12	13	14
17	18	19	20	21
24	25	26	27	28

MARCH 2020

MO	TU	WE	TH	FR
2	3	4	5	6
9	10	11	12	13
16	17	18	19	20
23	24	25	26	27
30	31			

APRIL 2020

MO	TU	WE	TH	FR
		1	2	3
6	7	8	9	10
13	14	15	16	17
20	21	22	23	24
27	28	29	30	

MAY 2020

MO	TU	WE	TH	FR
				1
4	5	6	7	8

**SPECIAL ISSUE DATES**  
 01/29 BACK TO SCHOOL\*  
 02/12 VALENTINE'S DAY\*  
 04/01 SPRING BREAK\*  
 03/11 ST. PATRICK'S DAY\*  
 \* DENOTES FREE COLOR ON QUARTER PAGE OR SMALLER

**HALF COLOR**  
 05/06 GRADUATION\*  
 \* DENOTES 50% OFF COLOR ON QUARTER PAGE OR SMALLER

# ONLINE RATES

SIZE	MONTHLY	WEEKLY
LEADERBOARD (728 x 90 px)	\$350	\$175
RECTANGLE (300x250 px)	\$300	\$150
WIDE SKYSCRAPER (160x600 px)	\$250	\$125

# FREQUENCY DISCOUNTS

2ND - 3RD MONTH

10% OFF

4TH-5TH MONTH

20% OFF

6TH+ MONTH

30% OFF

# SOCIAL MEDIA RATES

12 POSTS	\$300
8 POSTS	\$200
4 POSTS	\$100

## LUCKY 13

BUY 12, GET ONE SOCIAL MEDIA POST FOR FREE.



4,213 FOLLOWERS



3,508 LIKES

\*POST IS TO EITHER FACEBOOK OR TWITTER

# SPONSORED CONTENT

WITH YOUR PROVIDED CONTENT

\$200

WITH OUR PROVIDED CONTENT

\$250

# PRINT RATES

SIZE	NATIONAL/POLITICAL	OPENONCAMPUS
EIGHTH PAGE (4.8" x 2.5")	\$110	\$80
QUARTER PAGE (4.8" x 5")	\$220	\$160
HALF PAGE (9.75" x 5")	\$440	\$320
FULL PAGE (9.75" x 10")	\$880	\$640

# BACK PAGE PREMIUM

AN EXTRA \$100 WILL BE ADDED FOR A BACK PAGE AD PLACEMENT. AD MUST BE A QUARTER PAGE OR BIGGER WITH FULL COLOR.

# COLOR PRICING

FULL PAGE COLOR

\$300

HALF PAGE COLOR

\$150

QUARTER PAGE OR SMALLER

\$75

SPOT COLOR

\$50

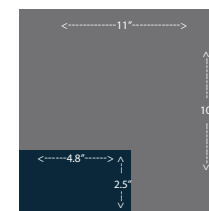
# FREQUENCY DISCOUNTS

5 INSERTIONS 5%

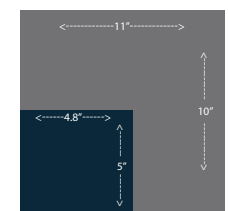
6-10 INSERTIONS 10%

11-15 INSERTIONS 15%

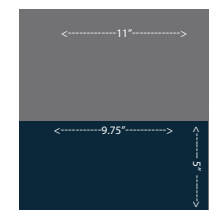
## EIGHTH PAGE



## QUARTER PAGE



## HALF PAGE



## FULL PAGE

