



2019 - 2020

RATE CARD

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 INTRUCTIONS 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 SUBMIT-

TED 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



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 5A42
 FRESNO, CA 93740



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COLLEGIAN.CSUFRESNO.
 EDU/ADVERTISING



@THECOLLEGIAN



@FSCOLLEGIAN



@FSCOLLEGIAN

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

LUCKY 13
 BUY 12, GET ONE SOCIAL MEDIA POST FOR FREE.

8 POSTS \$200



4,213 FOLLOWERS



3,508 LIKES

4 POSTS \$100

*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

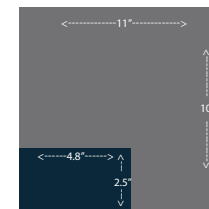
FREQUENCY DISCOUNTS

5 INSERTIONS 5%

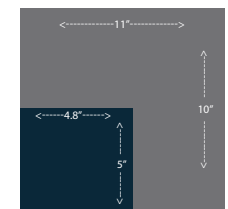
6-10 INSERTIONS 10%

11-15 INSERTIONS 15%

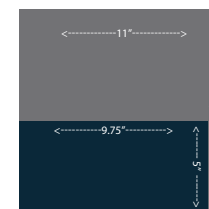
EIGHTH PAGE



QUARTER PAGE



HALF PAGE



FULL PAGE

