ADVERTISING MEDIA KIT

SPRING 2021
ABOUT US

THE COLLEGIAN AND THE COLLEGIAN ONLINE ARE THE VALLEY’S AWARD-WINNING COLLEGE NEWSPAPER AND WEBSITE. THEY ARE THE NUMBER ONE SOURCE FOR ANYTHING AND EVERYTHING FRESNO STATE!

WE HAVE PROUDLY PROVIDED THE FRESNO STATE COMMUNITY WITH THE BEST IN CAMPUS NEWS, SPORTS, ARTS, AND ENTERTAINMENT FOR MORE THAN 90 YEARS.

THE COLLEGIAN HOSTS A POPULATION OF 25,000+ GEN Z AND MILLENIALS, TWO GENERATIONS WHICH CONTRIBUTE TO $574 BILLION STUDENT SPENDING PER YEAR.

A WEEKLY DISTRIBUTION OF 3,000 NEWSPAPERS ACROSS 50+ DISTRIBUTION POINTS ON CAMPUS HELP REACH STUDENTS ON CAMPUS AND SURROUNDING AREAS.

OUR RENOWNED SUCCESS AND QUALITY WORK IS REFLECTED BY OUR AWARDS - JUDGED BY THE BEST IN THE INDUSTRY. OUR STAFF IS DEDICATED AND WILL WORK DILIGENTLY TO HELP YOUR BUSINESS GROW!

WE THINK CREATIVELY
WE STAND FOR SIMPLICITY
WE DO AMAZING WORK
AND WE DO IT ON TIME
ADVERTISING RATES
FRESNO STATE DEMOGRAPHICS

Fresno State Demographics
Office of Institutional Effectiveness

- White: 18.2%
- Unknown: 3.8%
- Two or More: 2.7%
- Pacific Islander: 0.2%
- Non-Resident: 4.8%
- Asian: 12.2%
- Native American: 0.4%
- African American: 2.8%

Service Area Counties Headcount
Office of Institutional Effectiveness

- Fresno: 56.3%
- Kings: 4.1%
- Madera: 5.0%
- Other: 20.9%
- Tulare: 13.7%

Source: Office of Institutional Effectiveness
http://www.fresnostate.edu/academics/oie/quickfacts/index.html
collegian.csufresno.edu
ADVERTISING HABITS

COLLEGE STUDENTS ARE BIG SPENDERS!

COLLECTIVELY SPEND $593 BILLION PER YEAR.

RAISED AS CONSUMERS & GREW UP IN A MEDIA-SATURATED, BRAND-CONSCIOUS WORLD.

WE BUY FOOD ONLINE!

$13.1 BILLION SPENT ON ONLINE FOOD DELIVERY SERVICE

COLLEGE STUDENTS TAKE ACTION

41% OF COLLEGE STUDENTS WHO SEE ADS IN COLLEGE NEWSPAPER GO ON TO RESEARCH PRODUCT

39% TAKE ACTION AFTER SEEING COLLEGE NEWSPAPER ADS AND PURCHASE PRODUCT.

34% VISITED THE MENTIONED WEBSITE

SOURCE: REFUEL MEDIA MARKETING, 2019
ADVERTISING EXAMPLES

Big Times ARE BACK
October 3-14
The Big Fresno Fair

Conquer the course
Stomp it out!
Prescription Drug Abuse

 Participate in a 2.7 mile obstacle course. Drop off unused or expired prescription drugs to the drop-off Site.

Register at: www.stompitoutpda.com

Fresno Fair.com | 559-698-FAIR | Connect With Us

2018 Concert Lineup

Wed - Oct 3 | Lee Brice
Sat - Oct 6 | Ludacris
Thurs - Oct 4 | Leona & Andy - Wine Down Festival
Sun - Oct 7 | Paducah La Del Barrio
Wed - Oct 10 | Salt N Pepa & Salt N Pepa
Sun - Oct 14 | Seether
Fri - Oct 5 | Boy George & Culture Club
Mon - Oct 8 | Chicago
Thurs - Oct 11 | CNCO
Sun - Oct 14 | Los 3 Heredades

Custom Pizzas Just $8.49
3123 E Campus Pointe Dr, Fresno, CA 93710

ORDER ONLINE

The key to a perfect graduation

Dad always knows best

MAC

MAC X Mallory Garcia Makeup Artistry
Hands on makeup class and makeup artistry seminar

MAC’s Fashion Fair, 1st Level
Hands on Makeup Class 1 PM 1:30PM
Makeup Artistry Seminar 4 PM 5:30PM

- MAC X Mallory offers the latest techniques in makeup application
- Free MAC gifts will be given to all attendees
- We will be doing cosmetics giveaways featuring products worth over $200
- Discover the MAC essentials to build your makeup kit with our seminar class
- Find out how she is successful in an ever-growing industry
- Tickets are only $60 which is redeemable in product at the end of the classes

Follow Us On Instagram @mac_fresno

Located at Polos & Henderson

8 collegian.csufresno.edu
POLICIES

APPROVAL / REFUSAL
ALL ADVERTISEMENTS ARE SUBJECT TO THE APPROVAL OF THE COLLEGIAN. THE COLLEGIAN RESERVES THE RIGHT TO REFUSE ADVERTISING WHICH HAS OBSCENE, SEXIST, RACIST OR OTHER CONTENT DEEMED BY THE COLLEGIAN TO BE INAPPROPRIATE.

THE COLLEGIAN DOES NOT ACCEPT ADVERTISING THAT PROMOTES IRRESPONSIBLE, EXCESSIVE OR ILLEGAL DRINKING OF ALCOHOLIC BEVERAGES. IN CONSIDERATION OF THE UNIVERSITY'S ALCOHOLIC SPONSORSHIP POLICY, THE COLLEGIAN DOES NOT ACCEPT ADVERTISING THAT PROMOTES THE PRICES OF ALCOHOLIC BEVERAGES (E.G., REDUCED PRICES, DRINK SPECIALS, TWO-FOR-ONE DRINKS, ETC.)

ADDITIONALLY, THE WORDS "[NAME OF ADVERTISER] PROMOTES RESPONSIBLE DRINKING" MUST BE INCLUDED IN ANY AD THAT MENTIONS ALCOHOLIC BEVERAGES, AND THOSE WORDS MUST BE DISPLAYED PROMINENTLY AND BE READABLE.

THE COLLEGIAN DOES NOT ACCEPT ADVERTISING THAT IS DESIGNED TO SELL OR PROMOTE THE FOLLOWING:

- All tobacco products, including hooka.
- Gambling of any kind, including sports gambling.
- Entertainment and services involving or suggesting predominantly sexual themes, including erotic dancers, strip tease shows and phone sex.
- Term papers or other academic work deemed to encourage student cheating.
- All subject matter is contingent on the approval of the Collegian. This includes the form, size and text of ads. Also subject to approval are the illustrations and typography used in ads.

ADDITIONAL INFORMATION
THE COLLEGIAN ALSO RESERVES THE RIGHT TO REQUEST ADDITIONAL INFORMATION INCLUDING, BUT NOT LIMITED TO, THE FOLLOWING: BUSINESS ADDRESS, WEBSITE ADDRESS, BUSINESS PHONE AND FAX NUMBERS, EMAIL ADDRESS AND CREDIT REFERENCES.

ADS SIMULATING NEWS COPY
ADVERTISEMENTS SIMULATING NEWS COPY MUST BE MARKED WITH THE WORDS "PAID ADVERTISEMENT."

ADVERTISER’S SIGNED APPROVAL ON ART
THE ADVERTISER IS RESPONSIBLE FOR ALL ART, INCLUDING ADS DESIGNED BY THE ADVERTISER. THE ADVERTISER SHALL REVIEW AND SIGNIFY AP-PROVAL ON ADS DESIGNED BY THE COLLEGIAN BY SIGNING OFF ON THE AD BEFORE IT IS PUBLISHED. SIGNED APPROVAL SHALL INCLUDE ANY AND ALL REVISIONS PERFORMED BY THE COLLEGIAN. THE COLLEGIAN SHALL, THEREFORE, NOT BE LIABLE FOR ANY ERROR IN AN AD THAT HAS BEEN "SIGNED OFF."

SIZE OF SUBMITTED ADS
THE COLLEGIAN DOES NOT STRETCH OR SHRINK ADS TO FIT THE SPACE SOLD. IT WILL, AT THE ADVERTISER'S REQUEST, FLOAT ADS THAT ARE TOO SMALL. (A FLOATED AD IS ONE THAT IS PLACED IN A LARGER, STANDARD-SIZED SPACE.)

COLLEGIAN ERRORS

AUTHORIZATION
SIGNED AUTHORIZATION ON THE INSERTION ORDER CONSTITUTES A CONTRACT FOR AN ADVERTISEMENT. AS SUCH, THE AD WILL BE PAID IN FULL BY THE ADVERTISER, WHICH IS REPRESENTED BY THE SIGNATURE ON THE INSERTION ORDER. A SIGNED DISCOUNTED CONTRACT CONSTITUTES AN AGREEMENT FOR BULK INCHES. WHEN CONTRACT INCHES ARE NOT MET, THE ADVERTISER WILL PAY THE ACTUAL EARNED RATE.

WE RESERVE THE RIGHT TO REMOVE CONTENT AT WILL.
PROCEDURES

ART POLICY
AD DESIGN IS OFFERED AT NO CHARGE TO OUR CLIENTS. ADS DESIGNED BY THE COLLEGIAN MAY BE PURCHASED FOR USE IN OTHER PUBLICATIONS.

ART DEADLINES: ALL ARTWORK MUST BE SUBMITTED AT LEAST TWO (2) DAYS PRIOR TO THE PUBLICATION DATE AS THE ART DEPARTMENT WILL PLACE THE AD AND VERIFY IT IS THE CORRECT SIZE AND QUALITY. THIS IS TO BEST PROVIDE OUR CLIENTS WITH THE OPPORTUNITY TO CORRECT ANY ERRORS DISCOVERED WITHIN THE AD AND ALLOW FOR THE BEST QUALITY PRODUCT FOR THE PAPER.

LESS IS MORE:
SIMPLE DESIGNS ARE EASIER TO READ.

A PICTURE IS WORTH A THOUSAND WORDS:
IMAGES CATCH THE READER’S ATTENTION FASTER THAN COPY.

COMMUNICATION:
KEEP IN TOUCH WITH YOUR DESIGNERS AND ASK QUESTIONS.

MAKE YOUR AD STAND OUT FROM THE REST:
VIEWERS FIND COLOR ADS MORE ATTRACTIVE.

KEEP YOUR WORDS BRIEF:
AD DESIGNERS WORK BETTER WITH LESS COPY. DON’T LET YOUR WORDS VISUALLY COMPETE WITH THE IMAGE OR ARTWORK.

• FILE FORMATS SHOULD BE PDF, EPS, JPEG, TIFF, PSD, OR PNG
• ALL PRINT ARTWORK SHOULD BE 300DPI FOR BEST PRINTING QUALITY.
• MOBILE IS THE SPECIFIED SIZES WITH A PREFERENCE OF 72DPI AND SAVED AS A PNG.
• ONLINE ADS SHOULD BE RGB AND 72DPI.
• ALL FONTS MUST BE EMBEDDED OR CONVERTED TO OUTLINES.
• WE DO NOT ACCEPT MICROSOFT WORD, PUBLISHER OR ADOBE PAGEMAKER.
• WE DO NOT SCAN IMAGES.

DISCLAIMER:
ANY ARTWORK THAT DOES NOT FIT OUR EXPECTATIONS AND CRITERIA MAY BE PULLED AT OUR DISCRETION AND PUBLISHED AT A LATER DATE AFTER A HIGHER QUALITY AD HAS BEEN RECEIVED AND REVIEWED.

WE RESERVE THE RIGHT TO REMOVE ANY CONTENT AT WILL.

WE RESERVE THE RIGHT TO CHANGE PHOTO SUBMITTED FOR ANY SPONSORED CONTENT. PHOTOS SUBMITTED MUST BE FAIR USE.

CANCELLATION POLICY
• CANCELLATION MUST BE MADE FIVE WORKDAYS BEFORE PUBLICATION.
• NO REFUND WILL BE GIVEN ON ADVERTISEMENTS CANCELED PAST THE DEADLINE.
• SPACE RESERVATION AND CANCELLATION DEADLINES FOR SPECIAL ISSUES ARE 10 WORKING DAYS BEFORE THE PUBLICATION DATE.
• THE GENERAL MANAGER RESERVES THE RIGHT TO CLOSE ANY ISSUE BEFORE THE PUBLISHED DEADLINE.
• ARTWORK MUST BE APPROVED WITH THE CUSTOMER’S SIGNATURE BEFORE PUBLICATION. THIS INCLUDES ALL CHANGES. PLEASE ALLOW SEVEN WORK DAYS PRIOR TO RUN DATE.
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