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!
## ADVERTISING INFORMATION AND FEES

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## POLICIES AND PROCEDURES

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## CONTACT

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ADVERTISING RATES
ONLINE RATES

FREQUENCY DISCOUNTS

- 2ND - 3RD MONTH: 10% OFF
- 4TH - 5TH MONTH: 15% OFF
- 6TH+ MONTH: 20% OFF

ARTS & ENTERTAINMENT

Detroit '67: a connection between past and present America
Fresno State ended the semester with a production focused on America's 1967 riots.
© Dec 14, 2020

NEWS

Enrollment reaches record high, students explain why they enrolled
In the fall, Fresno State had a record high in enrollment with about 55,000 students.
© Jan 06, 2021

SPORTS

Bulldogs split series against Wyoming behind Robinson's career-high
Orlando Robinson scores 33 in Fresno State's 78-74 first conference victory of the season.
© Jan 04, 2021

Theatre department streams second production in 'Detroit '67'
The play is set in the summer of

Q&A: President Castro talks about his time as president and the future ahead
Dr. Joseph Castro talked about

Size Monthly Weekly

<table>
<thead>
<tr>
<th>SIZE</th>
<th>LEADERBOARD (728 x 90 px)</th>
<th>RECTANGLE (300 x 250 px)</th>
<th>WIDE SKYSCRAPER (160 x 600 px)</th>
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<tbody>
<tr>
<td></td>
<td>$250</td>
<td>$200</td>
<td>$150</td>
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<tr>
<td></td>
<td>$100</td>
<td>$75</td>
<td>$50</td>
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collegian.csufresno.edu
Social Media Rates

**LUCKY 5**
BUY 4, GET ONE SOCIAL MEDIA POST FOR **FREE**.

- **12 POSTS**: $300
- **8 POSTS**: $200
- **4 POSTS**: $100

**FOLLOWERS**: 4,410
**LIKES**: 3,562
**FOLLOWERS**: 1,540

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PRINT RATES

<table>
<thead>
<tr>
<th>SIZE</th>
<th>NATIONAL/ POLITICAL</th>
<th>OPEN/CAMPUS</th>
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<tbody>
<tr>
<td>EIGHTH PAGE (4.8&quot; x 2.5&quot;)</td>
<td>$110</td>
<td>$80</td>
</tr>
<tr>
<td>QUARTER PAGE (4.8&quot; x 5&quot;)</td>
<td>$220</td>
<td>$160</td>
</tr>
<tr>
<td>HALF PAGE (9.75&quot; x 5&quot;)</td>
<td>$440</td>
<td>$320</td>
</tr>
<tr>
<td>FULL PAGE (9.75&quot; x 10&quot;)</td>
<td>$880</td>
<td>$640</td>
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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%
- 13-15 INSERTIONS: 15%
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%
Hispanic: 54.9%

Service Area Counties Headcount
Office of Institutional Effectiveness

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

Source: Office of Institutional Effectiveness
http://www.fresnostate.edu/academics/oie/quickfacts/index.html
collegian.csufresno.edu
COLLEGE STUDENTS COLLECTIVELY SPEND $593 BILLION PER YEAR.

COLLEGE STUDENTS ARE 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

PURCHASE A GIFTCARD!

Do you have a loved one, friend, or classmate that is graduating this year?

Treat them to a...
- Customized spray tan
- Red light therapy
- Single tanning session
- Membership

CALL TODAY FOR MORE INFO!

GRADUATE IN STYLE

ENJOY $500 TOWARD YOUR NEW ACURA

CONGRATULATIONS
FRESNO STATE GRADS!

CLASS OF 2021!

CUSTOM PIZZAS JUST $8.49
3123 E CAMPUS POINTE DR, FRESNO, CA 93710

ORDER ONLINE

MAC

MAC X MALLORY GARCIA + MAKEUP ARTIST HANDS-ON MAKEUP CLASS AND MAKEUP ARTISTRY SEMINAR

MAC’S FASHION FAIR, 1ST LEVEL HANDS-ON MAKEUP CLASS 11AM-1PM MAKEUP ARTISTRY SEMINAR 4PM-5:30PM

- MAC X Mallory offers the latest techniques in makeup application
- FREE MAC makeup 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

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POLICY QUESTIONS

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 SPECIFICATIONS

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.
• 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.