

EASY PAYMENT

1. Cash
2. Check | made payable to "The Collegian"
3. Credit card | please contact Financial Manager (559)-278-5735

AD DESIGN SPECS

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 on line ads.
5. Ad design is offered free of charge for clients advertising with The Collegian.
6. Ad design may be purchased for use in other publications.

ALL PRICES ARE NET

If you are an agency, you will need to gross up.

CIRCULATION FIGURES

3000 Weekly
50 Campus Locations

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



2022-2023

RATE CARD

PUBLICATION CALENDAR

January 2022

		20	21	
24	25	26	27	28
31				

February 2022

	1	2	3	4	
7	8	9	10	11	
14	15	16	17	18	
21	22	23	24	25	
28					

March 2022

	1	2	3	4	
7	8	9	10	11	
14	15	16	17	18	
21	22	23	24	25	
28	29	30	31		

April 2022

				1	
4	5	6	7	8	
11	12	13	14	15	
18	19	20	21	22	
25	26	27	28	29	

May 2022

2	3	4	5	6	
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SPECIAL ISSUE DATES

- 2/01 Back-to-School
- 2/08 Valentine's Day
- 3/15 St. Patrick's Day
- 4/05 Spring Break
- 5/03 Graduation

ONLINE RATES

SIZE	MONTHLY	WEEKLY
LEADERBOARD (728 x 90 px)	\$250	\$100
RECTANGLE (300 x 250 px)	\$200	\$75
WIDE SKYSCRAPER (160 x 600 px)	\$150	\$50

FREQUENCY DISCOUNTS

2ND - 3RD MONTH	4TH-5TH MONTH	6TH+ MONTH
10%	20%	30%

SOCIAL MEDIA RATES

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

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



4,410
FOLLOWERS



3,562
LIKES



1,540
FOLLOWERS

*POST IS TO EITHER FACEBOOK, INSTAGRAM & TWITTER

Instagram Highlight \$15

SPONSORED CONTENT

WITH YOUR PROVIDED CONTENT **\$200**

PRINT RATES

SIZE	NATIONAL/POLITICAL	OPEN/CAMPUS
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

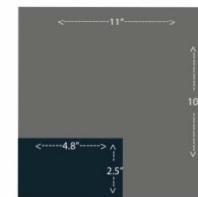
FULL PAGE COLOR	\$300
HALF PAGE COLOR	\$150
QUARTER PAGE OR SMALLER	\$75
SPOTCOLOR	\$50

FREQUENCY DISCOUNTS

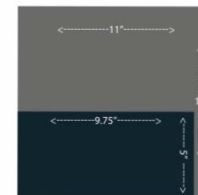
Applies to black and white print

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

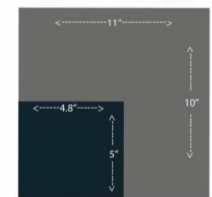
EIGHTH PAGE



HALF PAGE



QUARTER PAGE



FULL PAGE

