

UNIVERSITY TIMES

Advertising **Media Kit**

2017/2018



California State University, Los Angeles * 5151 State University Drive * Los Angeles * CA 90032 * (323) 343-4270

General Ad Policies

The *University Times* adheres to all applicable state and federal regulations governing advertising.

Advertising Not Accepted: The *University Times* will not accept advertising for term paper sales, writing services, research assistance service or for models to pose semi—clad or undressed (except for art classes). Publisher reserves the right to refuse any advertising that is felt to be in poor taste or judgment; that is ambiguously or deceptively worded or portrayed, making the product or service unclear or open to misrepresentation; that advertises illegal organizations or activities; that maligns identifiable persons, races, religions, or professions; that is not accurate or truthful; or that is otherwise determined unacceptable by the publisher.

Mail Order: Mail order advertisers must supply the *University Times* with samples of the products and details of the services to be advertised. This requirement also applies to ads that ask the interested reader to call or write for information. A mail order with a post office box address must also include the legal name under which business is transacted and the complete street address from which business is actually conducted.

Refunds and Credits: Claims alleging real damages because of error in an ad must be made not more than seven days after the first publication for the ad. Liability to the *University Times* shall not exceed the cost of the ad in which the error occurred, and the refund or credit will be given for the first incorrect insertion only. A credit balance must be used within the quarter that it is registered. The *University Times* is not responsible for copy changes made by telephone.

Cancellations: To be eligible for a refund, an ad must be canceled three working days before the first scheduled date of insertion. Phone cancellations must be followed by written verification including person spoken to, on what date, and ads and dates being cancelled.

Identification: All advertising must carry identification of the sponsor or sponsoring organizations.

Placement: The *University Times* cannot guarantee position of any ad within the newspaper. (*see exception below*)

Position Premiums: There is a **20% position premium** on advertisements which request placement on any guaranteed specific page of the *University Times*.

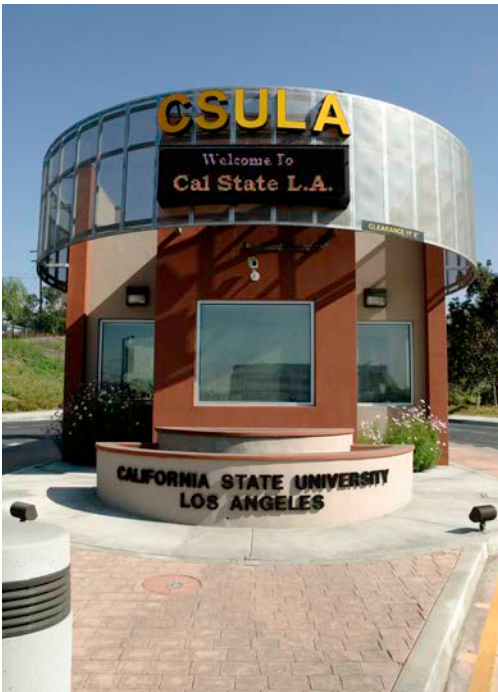
Procedures

Orders: Display ads can be submitted through e-mail, fax, mail, or in-person. Ads and corrections cannot be accepted by telephone.

Deadlines: Ad space reservation is four working days prior to publication date. Artwork is due by 5:00 p.m., two working days prior to the scheduled publishing date. Unless previously approved, all ads must be paid in advance.

Jim Munson, Business/Advertising Manager
Martin Luther King Hall Bldg, Room C-3098
California State University, Los Angeles
5151 State University Drive, Los Angeles, CA. 90032
Office: (323) 343-4270
Fax: (323) 343-5337
E-mail: JMunson2@calstatela.edu

The *University Times* newspaper is a campus forum produced collectively by a staff consisting of editorial, production, and advertising students. It serves as the principle information media for the student body, as well as faculty and staff. The *UT* is dedicated in providing students information on news, sports, entertainment, student government, including various guides and listings. We publish every Monday, except for school breaks and holidays, distributing at 34 high traffic locations throughout the campus and to nearby businesses.



***Cal State LA Demographics:**

Diverse population of over **27,000 students** and over **2,500 faculty and staff**. *University Times* distribution is **3,000 free copies**. Los Angeles County High School for the Arts and the Luckman Fine Arts Complex are also both located on Campus.

**As of October 2015*

Clubs and Organizations:

Cross Cultural Clubs, Student Government, Athletics: The University competes in 11 intercollegiate sports, including men and women's track and field, basketball and soccer; women's cross country, tennis and volleyball; and men's baseball.

Fraternities & Sororities:

Alpha Phi Omega, Phi Sigma Kappa, Sigma Nu, Alpha Theta Phi, Delta Zeta, Zeta Phi Beta, Kappa Delta Chi, etc.

The *UT* comes out once a week, every Monday. We are a dedicated team providing students with up-to-date information on news, sports, entertainment, and student government. Most importantly, The *University Times* is your link to the student body.

***Cal State LA Student Statistics:**

- **77% of students live in LA County**
- **Average undergraduate age is 23.2**
- **68.8% are female**



Print Display Advertising Rates 2017/2018

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Per Column Inch = (PCI)
*(2 column x 2 inches
 minimum size)*
1 column equals 2 inches wide
Example: \$12.40 x 80 = \$992.00

		\$12.40 PCI (Open Rate)	\$11.78 PCI (5% Disc.)	\$9.93 PCI (20% Disc)	\$9.30 PCI (25% Disc.)
		1 Insertion	2-4 Insertions	5-9 Insertions	10+ Insertions
Full Page (5 Col. x 16 In.)	80 Col. Inches	\$992.00 ea.	\$942.00 ea.	\$794.00 ea.	\$744.00 ea.
Half Page (5 Col. x 8 In.) or (4 Col. x 10 In.)	40 Col. Inches	\$496.00 ea.	\$471.00 ea.	\$397.00 ea.	\$372.00 ea.
Quarter Page (5 Col. x 4 In.) or (2.5 Col. x 8 In.)	20 Col. Inches	\$248.00 ea.	\$237.00 ea.	\$198.00 ea.	\$186.00 ea.
Eighth Page (5 Col. x 2 In.) or (2 Col. x 5 In.)	10 Col. Inches	\$124.00 ea.	\$118.00 ea.	\$99.00 ea.	\$93.00 ea.
Front Page Strip Full Color Ads (5 Col. x 2 In.)	10 Col. Inches	\$248.00 ea.	\$236.00 ea.	\$198.00 ea.	\$186.00 ea.

Example of Display Ads:

Black & White Ad



Color Ad



General Information

- **Color Charges: \$125 for 1 color (CMYK), \$200 for 2, \$300 for full color**
- Number of columns (width) multiplied by the number of inches vertically (depth) multiplied by the price per column inch is how your ad investment cost is calculated.
- Advertisers may (with prior approval) run an ad which is not in the above modular, page size configurations. For example, you could create an advertisement of 6 “column inches,” which could be either 2 columns wide by 3 inches deep, or 3 columns wide by 2 inches deep.
- The *University Times* offers frequency discounts for multiple insertion advertisers.

Mechanical & Production Requirements

- The *University Times* is a 5 column wide by 16 inch deep tabloid sized publication. One column is 2” wide.
- **Minimum size** for display advertising is 4 column inches total.
- For halftones, an 85 line screen is preferred. Ads containing photographic elements, should be screened at either 85 lines per inch or 150 DPI Velox for best reproduction.
- The *University Times* is currently not capable of producing camera ready advertisements. However, under certain circumstances, we may be able provide some limited graphic and design assistance.
- For assistance with ad production, contact your Advertising Representative at least 10 days prior to the issue’s deadline. You can send all your text and graphics to JMunson2@calstatela.edu.
- The *University Times* graphic design production rate is \$50/hour, charged in ½ hour increments, with a minimum charge of one half hour, paid in advance. If you use our graphic designers to compose and compile your advertisement, you will be provided with one proof prior to publication. You may request minor changes based on that proof. If the changes can be made in 30 minutes or less, you will be allowed to make changes on a onetime, per insertion basis. If you require additional work on your advertisement, you will be charged the regular graphic design rate noted above for any revisions.
- **Space reservations** must be received by the close of business, **four working days prior** to the newsstand date. For example, if the issue is scheduled with a newsstand date of Monday, August 21st, space reservations have to be received & confirmed by the close of business Tuesday, August 15th. **Final materials** are due at the end of business **two working days prior** to the Monday newsstand date. Thus, if your ad is to appear in the August 21st issue, materials (camera ready) must be received no later than the close of business on Thursday, August 17th by 5:00 p.m.

- **Pre-Printed Inserts**

Inserts can be accommodated into the *University Times* based on the following pricing & guidelines:

- We can only place inserts into the full run circulation of the *University Times*. You will need to provide the full run quantity of 3,000 copies of the insert plus an additional 10% for spoilage.
- The insert must be approved in writing by the Advertising Representative of the *University Times* prior to insertion.
- The inserts must be received at the printer, (do not send them to the *UT* office), no later than two working days before the publication date of the paper. The printer contact information is located on page 7 of this media kit.

Insert Rates

Single Sheet Inserts

(Not larger than 8.5" x 11")

\$65.00 per 1,000

Fan-Folded Sticky Notes

\$75/00 per 1,000

Multiple Page Inserts

(Final folded piece not larger than 8.5" x 11")

4-8 pages \$75.00 per 1,000

10-16 pages \$85.00 per 1,000

20+ pages \$95.00 per 1,000



Classified Advertisement Information

Classified ads of 15 words or less start at \$15.00 per issue. The next rate tier is 16-25 words at \$20.00, then 25-50 words at \$30.00; and 50-75 words at \$45.00 per issue. Frequency discounts apply to all multiple insertion advertisements. All classified ads must be paid in advance by check or money order. We cannot accept credit cards or cash. Make checks payable to the *University Times*.

Frequency Rate Discounts	
2-3 Issues	5%
4-9 Issues	20%
16 Issues (Or Run of the Semester)	25%

People to know:

Jim Munson, Business/Advertising Manager
 Telephone: (323) 343-4270
 Fax: (323) 343-5337
 Advertising email: JMunson2@calstatela.edu

Other information of interest:

Mailing Address:
 University Times
 California State University, Los Angeles
 5151 State University Drive
 King Hall Bldg. Room C-3098
 Los Angeles, CA 90032

Telephone: (323) 343-4215 or 343-4270
 Fax: (323) 343-5337
 Editorial email: Calstatela.UT@gmail.com

For insert orders,

Please deliver materials to:
 Gardena Valley News
 15005 S. Vermont Avenue
 Gardena, CA 90247
 Contact: Carlos Bueno
 Phone: (310) 329-6351, Ext. 235
 Cell: (562) 587-4675
 Fax: (310) 329-7501
 Email: cbueno@gvncollege.com

2017-18 Classified Ad Form		California State University, 5151 State University Dr., King Hall C-3098, Los Angeles, CA 90032 Ph: 323-343-4270, Fax: 323-343-5337																																					
UNIVERSITY TIMES Contact Name (please print): _____ Company Name: _____ E-Mail Address: _____ Address: _____ City: _____ State: _____ Zip: _____ Phone: _____ Cell: _____ Fax: _____		Classified Ad Rates • Classified advertisements of 15 words or less per ad cost \$15 per issue. • 16-25 words per ad cost \$20 per issue. • 25-50 words per ad cost \$30 per issue. • 50-75 words per ad cost \$45 per issue.																																					
# of Issues: _____ Begin Date: ____/____/____ End Date: ____/____/____	Type of Ad Classified Display Size: _____ Word Ad / Word Count: _____	Office Use Only Check: _____ Money Order: _____	Office Use Only Unit Price \$: _____ Total Price \$: _____ Rent Ref: \$: _____																																				
Please print legibly, one word per box. All Classifieds must be paid for in advance by check or money order only.																																							
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<small>University Times classified and classified display advertising deadline is 5:00 PM Thursday for Monday's paper. There is no minimum to the number of insertions desired. Cancellations are taken only before noon, 3 days prior to publication and must be made in writing.</small>		<small>Make-Good Policy Please notify the University Times of any typographical errors within seven days in order to make the proper corrections. The University Times is not responsible for more than one incorrect insertion of any classified ad. The University Times reserves the right to approve, reject or edit any classified ad. All ads must be prepaid by check or money order only. Out of state personal checks will not be accepted.</small>																																					
<small>Rental Agreement: I agree not to restrict rental of my property on the basis of race, color, religion, sex, sexual orientation, national origin, age, marital status, pregnancy, disability, or veteran status.</small>		Signature X _____																																					

*Please download the Classified Ad form from www.csulauniversitytimes.com



Photo Credits: Cal State LA Public Affairs, UT Staff

