

UNIVERSITY TIMES

Advertising **Media Kit**

July 1, 2015



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*.

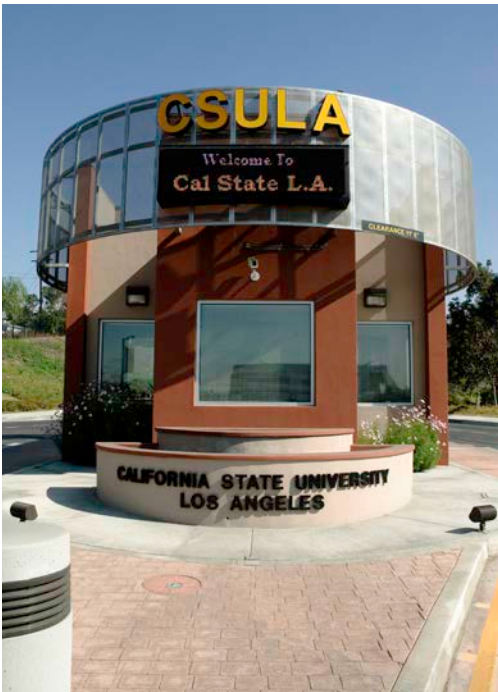
Procedures

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.

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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 29 high traffic locations throughout the campus and to nearby businesses.



***CSULA Demographics:**

Diverse population of over **24,000 students** and over **2,100 faculty and staff**. University Times distribution is **2,400 free copies**. Los Angeles County High School for the Arts and the Luckman Fine Arts Complex are also both located on Campus.

**As of December 2014*

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.

***CSULA Student Statistics:**

- **78% of students live in LA County**
- **Average undergraduate age is 23.2**
- **58% are female**



Print Display Advertising Rates *effective July 1, 2015*

		\$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
<p>→</p> <p>Per Column Inch = (PCI) (2 column x 2 inches minimum size) 1 column equals 2 inches wide Example: \$12.40 x 80 = \$992.00</p>	Full Page (5 Col. x 16 In.)	\$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.)	\$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.)	\$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.)	\$124.00 ea.	\$118.00 ea.	\$99.00 ea.	\$93.00 ea.
	Front Page Strip Ads (5 Col. x 2 In.)	\$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 (CYMK), \$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, September 29th, space reservations have to be received & confirmed by the close of business Tuesday, September 23rd. **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 September 29th issue, materials (camera ready) must be received no later than the close of business on Thursday, September 25th 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 2,400 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



