

CSUDH

Bulletin

www.csudhbulletin.com



CSUDH BULLETIN ADVERTISING INFORMATION

ABOUT US

Thank you for your interest in advertising with the CSUDH Bulletin. We value your support and look forward to working with you in the future. In this media kit, you will find information regarding the Bulletin and its advertising program.

The Communications Department at California State University, Dominguez Hills is aggressively revamping its journalism major option, including major changes in curriculum, facilities and our digital and print newspaper editions, in a concerted effort to make the Bulletin one of the finest student publication in the California State University system.

If you have any questions regarding anything you see here, please contact us at advertise@csudh.edu or by calling (714) 423-1088.

Our student-run publication is an integral voice at California State University, Dominguez Hills, located in the city of Carson, which serves both the students who live on and off campus, as well as the communities of South Los Angeles and the South Bay as well as Long Beach.

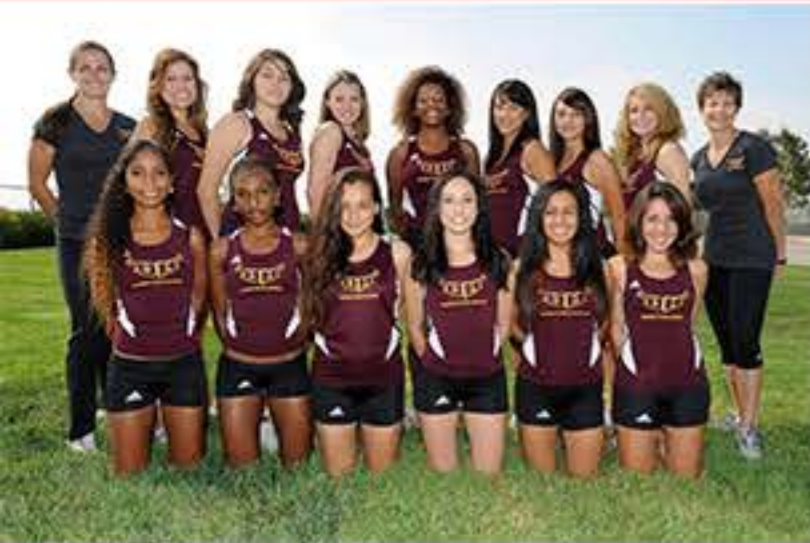
The CSUDH Bulletin serves a bustling university community of approximately 15,000 students, faculty members, classified staff and support personnel.

The Bulletin is published mornings, every second Wednesday, seven times a semester, 14 times a year, fall and spring semester.

The bi-weekly circulation for the print edition is 3,000. Every newspaper is also posted online at csudhbulletin.com. The newspaper is distributed for free to all university departments, faculty offices, and more than 20 high-traffic stands around the campus frequented by students and visitors.

In addition to the print newspaper, the Bulletin also has a digital version at csudhbulletin.com. The digital version allows the newspaper staff to cover breaking news and is updated several times a week. The digital version also includes links to all print stories, as well as an archive of past newspapers. In the past two years, the website has increased traffic 500 percent in views, and 800 percent in visitors.





CSUDH Alumni:
Over 100,000 worldwide
CSUDH Athletics:
10 intercollegiate
NCAA Division II teams



Founded: 1960
Classification:
Public, co-educational
Degrees Granted:
Bachelor's, Master's



Setting:
Park-like campus on 346 acres in
South Bay of Los Angeles County



CSUDH host to the StubHub Center
a \$150 million privately funded
world-class sports complex and
official U.S Olympic training site,
which opened in 2003.



The University offers 44
undergraduate majors, 22
master's degrees and a
number of certificate and
credential programs.




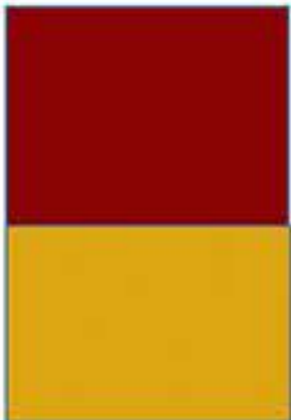
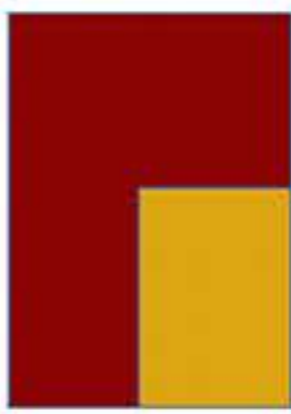


COMMUTE
Typical length of commute is
10-30 minutes. University
location is near 110, 405 &
92 freeways.

CSUDH BULLETIN



STANDARD RATES

advertise@csudh.edu

<p>FULL PAGE</p> <ul style="list-style-type: none"> 9.5"X 15" \$495 4/COLOR AD \$800 	 <p>FULL PAGE</p> <ul style="list-style-type: none"> 9.5"X 15" \$495 4/COLOR AD \$800 	 <p>HALF PAGE (1/2)</p> <ul style="list-style-type: none"> 9.5"X 7" \$295 4/COLOR AD \$400
<p>HALF PAGE (1/2)</p> <ul style="list-style-type: none"> 9.5"X 7" \$295 4/COLOR AD \$400 	 <p>QUARTER PAGE (1/4)</p> <ul style="list-style-type: none"> 4.66"X 7" \$195 4/COLOR AD \$250 	 <p>ONE-EIGHT PAGE (1/8)</p> <ul style="list-style-type: none"> 4.66"X 3.5" \$125 (H) 2.33"X7" \$188 (V) 4/COLOR AD \$230
<p>QUARTER PAGE (1/4)</p> <ul style="list-style-type: none"> 4.66"X 7" \$195 4/COLOR AD \$250 	 <p>ONE-SIXTEENTH PAGE (1/16)</p> <ul style="list-style-type: none"> 1.77"x 3.5" \$95 (H) 2.33"x7" \$95 (V) 	<p>BANNER AD</p> <ul style="list-style-type: none"> 1.7" X 9.5" \$118 4/COLOR AD \$230
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<p>CLASSIFIED RATES</p> <p>Commercial (OFF CAMPUS RATES) First 25 words or less = \$20.00 Each additional word = \$1.00</p> <p>Student/CSUDH (ON-CAMPUS RATE) First 25 words or less = \$5.00 Each additional word = \$0.50</p>	<p>DISPLAY AD DISCOUNTS:</p> <p>2 CONSECUTIVE INSERTIONS = 5% 4 CONSECUTIVE INSERTIONS = 10% 7 CONSECUTIVE INSERTIONS = 15%</p> <p>OTHER DISCOUNTS: UP TO 20% OFF</p> <p>CAMPUS ORGANIZATIONS UNIVERSITY DEPARTMENTS NON-PROFITS</p>	<table border="0" style="width: 100%;"> <thead> <tr> <th style="text-align: left;">Ad size</th> <th style="text-align: left;">Pixels</th> <th style="text-align: left;">1 mo.</th> <th style="text-align: left;">3 mo.</th> <th style="text-align: left;">6 mo.</th> <th style="text-align: left;">12 mo.</th> </tr> </thead> <tbody> <tr> <td>Leaderboard</td> <td>728x90</td> <td>\$300</td> <td>\$275</td> <td>\$250</td> <td>\$225</td> </tr> <tr> <td>Medium rectangle</td> <td>300x250</td> <td>\$200</td> <td>\$175</td> <td>\$165</td> <td>\$150</td> </tr> <tr> <td>Half page banner</td> <td>300x600</td> <td>\$325</td> <td>\$300</td> <td>\$275</td> <td>\$250</td> </tr> </tbody> </table> <p><i>Each letter, number, punctuation-mark, and space count and one space. Capital letters, bullets, and check marks count as two spaces. Larger fonts, bold, and centering are an additional \$1.50</i></p> <p>NO DISCOUNTS ON CLASSIFIED ADS</p>	Ad size	Pixels	1 mo.	3 mo.	6 mo.	12 mo.	Leaderboard	728x90	\$300	\$275	\$250	\$225	Medium rectangle	300x250	\$200	\$175	\$165	\$150	Half page banner	300x600	\$325	\$300	\$275	\$250
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CONTRACT GUIDELINES

Payment Terms:

After each issue of the Bulletin is distributed, advertisers will be sent an electronic or print invoice. The invoice must be paid within a month of receipt. Cash, check and Visa or MasterCard are accepted. If sending a check, make it payable to **CSUDH BULLETIN**. Any bounced check will cost an additional \$30.00. Payment not received within the month will result in an additional \$20 charge.

Copies/ Tear Sheets:

If copies and/or tear sheets are desired, please inform the ad manager in advance. Otherwise, they will not be automatically sent to advertisers.

Placement:

The CSUDH Bulletin cannot guarantee the position of any ad within the newspaper. Placement is contingent on space availability.

Cancellation:

Advertisers may cancel ad space up to the advertising deadline, one week before the paper is printed, no later than 4 p.m. Failure on the advertiser's part to give notice of cancellation by the deadline does not release the advertiser from responsibility for payment of charges for reserved ad space.

Advertising Policy:

All advertising is subject to approval by the CSUDH Bulletin advertising department. The advertising department reserves the right to refuse content that does not meet the newspaper's standards of acceptance. All contract advertising is subject to the terms set forth in the rate card.

Materials Policy:

The CSUDH Bulletin will not knowingly accept any advertisement that is defamatory, promotes academic dishonesty, violates any city, county, state or federal laws, or that is potentially libelous against a person based on race, sex, age, color, creed, religion, nationality, or disability.

Liability:

The CSUDH Bulletin shall not be held responsible for typographical errors, which do not lessen the value of an advertisement. Liability for an omitted ad shall be limited to rescheduling at the advertiser's request at the cost of the ad. No refunds are permitted. The Bulletin is not responsible for errors in advertising copy accepted after the deadline, or when advertisers or their representatives have approved ad containing those errors. All classified ads must be either faxed or emailed. Phone orders are not accepted. Display ads must be sent camera ready.

Ad Size

All ads sent to the CSUDH Bulletin must be proportional to the ad size requested. If not, then advertiser will be billed for the size of the ad measured by column inched used.

DEADLINES

CAMERA-READY ART MUST BE RECEIVED A MINIMUM OF ONE WEEK BEFORE THE PAPER IS PRINTED