THE SUNDIAL
ADVERTISING RATES & INFORMATION
CALIFORNIA STATE UNIVERSITY NORTHRIDGE

2017-2018
ABOUT THE SUNDIAL

The Sundial has been California State University Northridge’s campus newspaper since 1957. The Sundial, with a daily print distribution of 10,000, is the best and most cost-effective way to reach our community of over 42,000 people. The Sundial is distributed at over 35 sites on campus. Our website, sundial.csun.edu and mobile app, Sundial Mobile, offer additional multimedia content for readers.

The Sundial is equipped to assist you with all your advertising needs. Our sales representatives are trained to work with you on everything from planning your marketing strategy to creating your ad. Our rates are structured to accommodate any budget or program need, and our full-service production department is available to you at no charge.

ABOUT THE CSUN COMMUNITY*

<table>
<thead>
<tr>
<th>Population</th>
<th>Gender</th>
<th>Age</th>
</tr>
</thead>
<tbody>
<tr>
<td>33,398 Undergrads</td>
<td>56%</td>
<td>23.6</td>
</tr>
<tr>
<td>4,912 Graduates</td>
<td>Female</td>
<td>20%</td>
</tr>
<tr>
<td>3,708 Faculty/Staff</td>
<td>44%</td>
<td>Over 25</td>
</tr>
<tr>
<td><strong>42,018 Total</strong></td>
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<td></td>
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RESIDENCY

8% of all undergraduates live in student housing
30% of new freshmen live in campus-based housing or residence halls

ABOUT OUR READERS

47% of CSUN students read the Sundial in print or digital form at least once a week.

Our students’ favorite activities are watching movies and outdoor activities.

The Sundial issue they most look forward to is Best of CSUN.

* 2013 Statistics, Office of Institutional Research
**PRINT RATES**

**SUNDIAL AD SIZES & PRICING FOR CAMPUS**

<table>
<thead>
<tr>
<th>Size Description</th>
<th>Dimensions</th>
<th>Pricing</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Full Page</strong></td>
<td>6 col. x 16 in. 10.25&quot;w x 15.5&quot;h</td>
<td>$680</td>
</tr>
<tr>
<td><strong>Quarter Page</strong></td>
<td>3 col. x 8 in. 5.08&quot; x 8&quot;</td>
<td>$340</td>
</tr>
<tr>
<td><strong>Eighth Page</strong></td>
<td>3 col. x 4 in. 5.08&quot; x 4&quot;</td>
<td>$85</td>
</tr>
<tr>
<td><strong>Half Page</strong></td>
<td>6 col. x 8 in. 10.25&quot; x 8&quot;</td>
<td>$170</td>
</tr>
</tbody>
</table>

**EXTRAS**

- **Color**
  - Spot color - $150 per color, per issue
  - Full Color - $300 per issue

- **Front Page Corner Promo Box**
  - Tease your ad on the Sundial’s front page for an additional $100.

- **Inserts***
  - up to 10 x 14 inches - $440 per issue
  - up to 11 x 17 inches - $750 per issue
  - Multi-page booklet rates upon request

**FREQUENCY DISCOUNTS**

- 5-10 issues: 5%
- 11+ issues: 10%

**POSITIONING**

- **Guaranteed Position**
  - Secure a specific page or section for an additional 10% per issue (excluding front and back pages)

- **Back Page** (half or full page only)
  - Additional +25%

- **Front Page Strip** (6 col x 1.5” strip at bottom)
  - $400 (includes free color)

**PRINT DISPLAY DEADLINE SCHEDULE**

- **Space Deadline:** One week prior to issue date, 5 p.m.
- **Material Deadline:** Three business days prior to issue date, 5 p.m.

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*The Sundial must approve inserts in advance. Insertion is done off site by our printer. Advertiser is responsible for production and delivery of material to be inserted. Contact your Sundial sales representative for delivery address. Please deliver inserts to the printer no later than three days prior to insertion date.
HTTP://SUNDIAL.CSUN.EDU

The popularity of our award-winning website is growing, garnering over 1 million page views last year. Our website offers three premium placements to reach our large online readership.

PREMIUM ADS*

Campus, Local & Non-Local: $8 CPM**  National: $12 CPM**
Minimum 25,000 impression purchase required.

Sponsored Links (text only)

- Monthly - $150  
- Semester rate - $500  
- Full year - $1100

Reach our readers wherever they read the Sundial with a Print and Digital package! See Advertising Packages page for details.

* All premium online ads are in a rotation.
** Cost Per 1,000 impressions (ad views).
MOBILE APP

Reach readers anytime, anywhere via the Sundial Mobile app. The Sundial app is a free download that brings the latest news to iOS and Android devices. Banner ads appear in a rotation at the bottom of each screen.

Banner
320 pixels w x 50px h
Appears at the bottom of each screen.

$50/week
$150/month

SPONSORED SOCIAL MEDIA CONTENT

Twitter
$30 per tweet with picture
Reach thousands of potential clients with a Sundial sponsored tweet! Tweets are posted to our advertising Twitter account, @dailysundialads and retweeted to our main account, @dailysundial. Available tweet times are 9am, 12pm or 3pm.

Instagram
$25 per post
Like Twitter, Instagram is an excellent way to reach thousands of our readers for one low cost. Posts are regrammed from our advertising Instagram account, @csunsundialads, to our main account, @thesundial. Available post times are 9am, 12pm or 3pm.
TIER PACKAGES
Our packages combine print, web, and mobile advertising to reach readers across all of our media platforms in one affordable bundle.

BASIC / SAVE 20%
• 4 print ads
• A banner ad on the Sundial Mobile app for 1 month
• 25,000 impressions of a premium ad of your choice on dailysundial.com

STANDARD / SAVE 23%
• 8 print ads including 2 special issues: CSUN Sports Preview & Best of CSUN
• A banner ad on the Sundial Mobile app for 3 months
• 25,000 impressions of a premium ad of your choice on dailysundial.com

PLUS / SAVE 27%
• 12 print ads, including CSUN Sports Preview, Best of CSUN and your choice of one additional special issue
• A banner ad on the Sundial Mobile app for 5 months
• 50,000 impressions of a premium ad of your choice on dailysundial.com

PREMIUM / SAVE 33%
• 16 print ads, including CSUN Sports Preview, Best of CSUN and your choice of two additional special issues
• A banner ad on the Sundial Mobile app for one school year
• A premium ad of your choice on dailysundial.com for one school year

SOCIAL MEDIA PACKAGES
Reach our readers instantly anywhere, anytime with one of our Twitter and/or Instagram packages.

Option 1: 1 Tweet + 1 Instagram Post • $45
Option 2: 3 Tweets + 3 Instagrams • $135
Option 3: 5 Instagrams • $100
Option 4: 5 Tweets • $120
Option 5: 5 Tweets + 5 Instagrams • $210
PRINT ADVERTISING
The preferred file format for submitting print ads is a pdf.

General guidelines for pdf files:
When creating pdfs, make sure:
1) all fonts are embedded
2) no compression or downsampling on color or grayscale images
3) no color conversion.

We are able to accept native files providing the ads were produced using one of the following applications and followed these guidelines:
- InDesign - All fonts and placed images included
- Photoshop - Minimum resolution 200 dpi
- Illustrator - Convert all fonts to paths

Other Accepted File Types
- .eps - Convert all fonts to outlines, paths or curves depending on application used to create ad.
- .tif/.tiff - Minimum resolution 200 dpi
- .jpg/.jpeg - Minimum resolution 200 dpi

We Do Not Accept
- Microsoft Publisher (.pub) - however, Publisher files can be converted to pdf files. Consult your Help Guide for more information.
- .gif, .bmp, .pict and images picked from Web sites - these files generally do not reproduce well because of low resolution.

ONLINE AND MOBILE ADS
Online/Mobile ads may be submitted as a psd, jpg or gif file, with a resolution of 72 dpi.
Online ads can be animated gifs.
We do not accept pre-roll video ads at this time.
See the Online and/or Mobile Advertising sections for ad dimensions.

AD SUBMISSION
You may send your ad via e-mail to ads@csun.edu. We also accept CDs, DVDs and flash drives.
Payment
• All advertisements must be paid in advance unless otherwise specified by the Sundial.
• All invoice payments are due net thirty (30) days after invoicing. Should payment be past due, the advertiser shall be charged a collection fee of 5% of the total advertising cost.
• Visa, Mastercard and American Express are accepted.
• Prepayment Checks or Money Orders should be made payable to the Sundial.

Make-Good Policy
Advertisements that will be considered for a make-good adjustment are those in which the phone number, price of item advertised, date, time, or place of event are incorrect, providing the error is the sole fault of the Sundial. In order for an advertisement to be considered for any amount of make good, the Sundial must be notified within 5 working days after the date of publication in which the error occurs. The liability of the Sundial shall not exceed the original cost of the advertisement. The Sundial will not be responsible for any copy changes received by telephone. Minor typographical errors do not qualify for make-good adjustments.
ADVERTISING POLICY

The Sundial has the responsibility of serving the university community within the guidelines established by the Department of Journalism. The paper is not a personal organization of anyone. Any controversy or issue should be fairly presented in the news, editorial and/or advertising columns.

The Sundial attempts to give advertisers extreme latitude regarding content of advertisements, subject to the following reservations:

• The Sundial has the right to deny space to any advertiser.

• The Sundial will not accept advertising that is indecent, obscene, libelous or an invasion of privacy.

• The Sundial will not accept advertising that contains attacks or slurs of a racial, ethnic, sexist or religious nature.

• The Sundial does not accept advertising submitted in the expectation of receiving publicity in news or editorial columns.

• The Sundial will not accept advertising that might destroy the confidence of the readers or advertisers. This includes advertising that is misleading, deceptive or fraudulent, or grossly exaggerates or makes unwarranted complaints. One criterion to be used to evaluate advertisements is rulings of local, state and federal agencies.

• The Sundial will not accept advertising that evades or attempts to encourage the evasion or violation of any law, regulation or ordinance-municipal, state, federal or university. (This paragraph should not be misconstrued to mean that advertisements lawfully opposing, criticizing, deploring or denouncing any law, regulation or ordinance are discouraged.)

• The Sundial’s view on opinion advertisements is to keep the advertising columns open to those who wish to express a particular point of view, no matter how widely divergent it may be from the opinions of the journalism faculty and students — so long as such advertisements do not advocate the illegal overthrow of the government and do not violate other principles set forth in this policy. Full identification of the sponsors of an opinion advertisement is required. At the Sundial’s request, the names of two or more of the officers of the sponsoring organization must appear in the advertisement as well as the address of the advertiser. If the names of other people, groups or organizations are to appear in the advertisement (such as a political endorsement), the advertiser must furnish evidence that all such people, groups or organizations have given permission for the use of their names.

• All advertising in the Sundial must be presented in a form that clearly distinguishes it from the news content.

• The Sundial will not accept advertisements during the remainder of any academic year for a product or a corporation if the corporation or its officers have been convicted of a crime related to that product.

• If an advertisement run in the Sundial is later found to violate any one of these standards, the advertisement will be pulled and a statement may be run in the Sundial to advise the readers that the advertisement was run in error and that the advertisement did violate Sundial policy.