



DAILY SUNDIAL

Advertising Rates & Information



Market Profile

About the Daily Sundial

The Daily Sundial has been California State University, Northridge's campus newspaper since 1957. The Sundial, with a daily print distribution of 6,000, is the best and most cost-effective way to reach our community of more than 39,000 people. The Sundial is distributed at over 35 sites on campus. Our website, www.dailysundial.com and mobile application, Sundial Mobile, offer additional multimedia content for readers.

The Daily Sundial is equipped to assist you with all your advertising needs. Our account 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*

Population

29,880 Undergrads
5,392 Graduates
3,503 Faculty/Staff

38,775 Total

Gender

56% Female
44% Male

Age

Average student age **23**
21% are over 25

30% of new freshmen live on campus

Residency

91% live off-campus
9% live in student housing

About our readers

91% of CSUN students read the Sundial at least once a week.

88% of students eat off-campus at least once a week.

91% go out for entertainment several times a month.

Print Display Advertising Rates

Sundial Rates (per column inch)

Open Rate.....	\$14.00
National Rate (net).....	\$12.60
Local Rate (Northridge & environs)	\$7.00
Campus Rate.....	\$6.00

New Customer Discount

Buy 2 ads, get 1 free*

Color

Spot color - \$150 each

Full Color - \$300

Inserts

8.5 x 11 inches - \$390

11 x 17 inches - \$700

Multi-page booklet rates upon request

Insertion is done off site by our printer. Client is responsible for production and delivery of material to be inserted. Contact your Sundial account executive for delivery address. Please deliver inserts to the printer no later than one week prior to insertion date. The Sundial must approve inserts in advance.

Print Display Deadline Schedule

Date of Publication

Monday

Tuesday

Wednesday

Thursday

Space & Copy Deadline

4 p.m. Wednesday

4 p.m. Thursday

4 p.m. Friday

4 p.m. Monday

* Color not included. All ads must be the same size.

Mechanical Specs

Tabloid Page
Image Space

6 columns x 16 inches
6 columns x 15.5 inches

	Inch Width	Pica Width
1 column	1.625	9.5
2 column	3.375	20
3 column	5.125	30.5
4 column	6.875	41
5 column	8.625	51
6 column	10.375	62

Sundial Ad Sizes/Prices*

Full Page

6 col. x 16 in.
96 col. in.

\$672

Quarter Page

3 col. x 8 in.
24 col. in.

\$168

Eighth Page

3 col. x 4 in.
12 col. in.

\$84

Half Page

6 col. x 8 in.
48 col. in.

\$336

*For \$7 Local Rate (Northridge & environs).

Ad Submission Guidelines

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:

Adobe InDesign (CS2 - CS5) - Include all fonts and placed images
(File: Package)

Adobe Illustrator - Convert all fonts to paths

Macromedia Freehand - Convert all fonts to paths

Photoshop - Minimum resolution 200 dpi

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

.pub (Microsoft Publisher) - however, Publisher files can be converted to pdf files. See your user manual 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.

Ads can be animated.

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.

Online Advertising

www.dailysundial.com

The popularity of our award-winning website is growing, garnering nearly 1 million page views last year. Page views to the site grew over 130% in the past year.

Premium ads*

Cost in CPM**	Campus & Local	National
Leaderboard (728 x 90 pixels)	\$8	\$12
Rectangle (300 x 250 pixels)	\$8	\$12
Below the fold Rectangle	\$6	\$9

Minimum 25,000 impression purchase required.

Leaderboard

The screenshot shows the homepage of the Daily Sundial website. Several ad placements are highlighted with boxes and labels:

- Leaderboard:** A banner at the top for "Grand Opening Specials" with a "Click here for coupon!" link.
- Rectangle:** A box on the right side of the page, partially overlapping the main content area.
- Recommended Sites:** A box at the bottom right of the page, listing various local businesses.
- Below the fold Rectangle:** A box at the bottom left of the page, below the main content area.

Bulk Discount

Purchase 100,000+ impressions and receive a 10% discount

Print + Online Package

• Add any premium online ad to your print advertising purchase at a 50% discount (excludes classifieds).

Recommended Sites

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

Online ads can be submitted as psd, jpg or gif files, resolution 72 dpi. Ads can also be animated. Please include the URL of the page you want linked to your ad (if applicable).

- * All premium online ads are in a rotation. To view the ad, refresh the screen.
- ** Cost Per 1,000 impressions (ad views).

Payment and Credit Policies

Payment

- All advertisements must be paid in advance unless otherwise specified by the Daily Sundial.
- Visa, Mastercard and American Express are accepted.
- Checks or Money Orders should be made payable to the Daily 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 Daily Sundial. In order for an advertisement to be considered for any amount of make good, the Daily Sundial must be notified within 5 working days after the date of publication in which the error occurs. The liability of the Daily Sundial shall not exceed the original cost of the advertisement. The Daily 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 Daily 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 Daily Sundial attempts to give advertisers extreme latitude regarding content of advertisements, subject to the following reservations:

- The Daily Sundial has the right to deny space to any advertiser. The advertiser may appeal any decision.
 - The Daily Sundial will not accept advertising that is indecent, obscene, libelous or an invasion of privacy.
 - The Daily Sundial will not accept advertising that contains attacks or slurs of a racial, ethnic, sexist or religious nature.
 - The Daily Sundial does not accept advertising submitted in the expectation of receiving publicity in news or editorial columns.
 - The Daily 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 Daily 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 Daily 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 Daily 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 Daily Sundial must be presented in a form that clearly distinguishes it from the news content.
 - The Daily 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 Daily Sundial is later found to violate any one of these standards, the advertisement will be pulled and a statement may be run in the Daily Sundial to advise the readers that the advertisement was run in error and that the advertisement did violate Daily Sundial policy.

Advertising Extras

In addition to our regular advertising packages, the Daily Sundial offers several extras to give your business a boost.

Positioning

Guaranteed Position: for an extra 10%, we guarantee placement of your ad in the position of your choosing (excluding front and back pages)

Front Page Advertising (6 col x 1.5" strip at bottom) - based on frequency:

		Campus	Local	National
Number	1-5	\$300	\$400	\$500
of	6-10	\$275	\$375	\$475
Issues	11-14	\$250	\$350	\$450
	15+	\$200	\$300	\$400

Back Page Advertising* (half or full page only) - based on frequency:

		Campus	Local	National
Number	1-5	\$200	\$300	\$400
of	6-10	\$175	\$275	\$375
Issues	11-14	\$150	\$250	\$350
	15+	\$100	\$200	\$300

* Prices are *in addition* to cost of ad space.

Coupon Strips

For \$80, you receive a 6 col x 2" strip that is half advertisement and half coupon (see sample ad below).

Bulk Discount: Buy the whole semester and receive a 10% discount

Carla's Café

Serving CSUN since 1982

9050 Reseda Blvd

Northridge, CA

(818) 555-1212



Carla's Café

Buy one Large Coffee
and get a FREE pastry!

Expires 12/31.

Must present coupon at time of purchase.

Sample Print Coupon (not actual size)

Publication Calendar

Fall 2011

August

8
29 30 31

September

1
6 7 8
12 13 14 15
19 20 21 22
26 27 28 29

October

3 4 5 6
10 11 12 13
17 18 19 20
24 25 26 27
31

November

1 2 3
7 8 9 10
14 15 16 17
21 22 23
28 29 30

December

1
5 6 7 8
12

Spring 2012

January

23 24 25 26
30 31

February

1 2
6 7 8 9
13 14 15 16
20 21 22 23
27 28 29

March

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

April

9 10 11 12
16 17 18 19
23 24 25 26
30

May

1 2 3
7 8 9 10
14

Special Issues

August 8: Orientation
August 29: Back to School
September 29: Restaurant Guide
November 10: Basketball Preview
December 12: Exam Survival

January 23: Back to School
March 22: Best of CSUN
April 19: Going Green
May 3: Housing Guide
May 14: Graduation/ Exam Survival



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