THE SUNDIAL

ADVERTISING RATES & INFORMATION

CALIFORNIA STATE UNIVERSITY NORTHRIDGE
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 Average age</td>
</tr>
<tr>
<td>4,912 Graduates</td>
<td>Female</td>
<td>20% Over 25</td>
</tr>
<tr>
<td>3,708 Faculty/Staff</td>
<td>Male</td>
<td></td>
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<tr>
<td></td>
<td>44%</td>
<td></td>
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<tr>
<td><strong>42,018 Total</strong></td>
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</tbody>
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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 LOCAL RATE AD SIZES & PRICING
Clients located within Los Angeles and Ventura counties

<table>
<thead>
<tr>
<th>Ad Size</th>
<th>Description</th>
<th>Print Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>6 col. x 16 in. 10.25”w x 15.5”h</td>
<td>$760</td>
</tr>
<tr>
<td>Quarter Page</td>
<td>3 col. x 8 in. 5.08”x 8”</td>
<td>$190</td>
</tr>
<tr>
<td>Eighth Page</td>
<td>3 col. x 4 in. 5.08”x 4”</td>
<td>$95</td>
</tr>
<tr>
<td>Half Page</td>
<td>6 col. x 8 in. 10.25”x 8”</td>
<td>$380</td>
</tr>
</tbody>
</table>

EXTRAS

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

Front Page Corner Promo Box
Add a full-color teaser on the Sundial’s front page for an additional $100.

Inserts*
up to 10 x 14 inches - $44/1,000
up to 11 x 17 inches - $75/1,000
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)
$500 (includes full 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.

*Minimum 5,000 purchase. 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 printer. 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.

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

**RECOMMENDED SITES**
- 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.

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.

**Banner**

320 x 50 pixels

Appears at the bottom of each screen.

$50/week

$150/month
TIER PACKAGES

Our packages combine print, web, and mobile advertising to reach readers across all of our publishing 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 our website

STANDARD / SAVE 23%
- 8 print ads
- A banner ad on the Sundial Mobile app for 3 months
- 25,000 impressions of a premium ad of your choice on our website

PLUS / SAVE 27%
- 12 print ads
- A banner ad on the Sundial Mobile app for 5 months
- 50,000 impressions of a premium ad of your choice on our website

PREMIUM / SAVE 33%
- 16 print ads
- A banner ad on the Sundial Mobile app for one school year
- A premium ad of your choice on our website for one school year

SOCIAL MEDIA PACKAGES

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

Option 1 / Save 5%
1 Tweet + 1 Instagram Post

Option 2 / Save 15%
3 Tweets + 3 Instagram Posts

Option 3 / Save 10%
3 Instagram Posts

Option 4 / Save 10%
5 Tweets

Option 5 / Save 20%
5 Tweets + 5 Instagram Posts
THE NEIGHBORHOOD

The Neighborhood is an 8” x11” magazine featuring happenings in and around the CSUN community. It is given out at New Student Orientation, and is an excellent opportunity to make a lasting connection with our newest Matadors. The Neighborhood is also distributed in our on-campus racks in limited quantities.

INTERIOR PAGES
Printed in full color on brite newsprint. 
Full Page (7.7” w x 10”h): $575 • Half Page (7.7” x 4.75”): $400

COVER PAGES
Printed in full color on gloss paper stock. Only available in full page size. 
Full page: $675 • Back Page: $775

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Finding fresh air on campus
There are several places to see nature and unwind on campus.

Botanic Garden - Originally dedicated in 1959, the garden is rich in biodiversity as it is home to over 1,200 species of plants.

Duck pond and Orange Grove - The orange trees that encompass the grove stand as a reminder of the San Fernando Valley’s agricultural history. Wildlife such as ducks and turtles can be found in and around the pond nestled within the grove.

Urban Forest Tour - This tour around campus highlights the various species of trees on campus and exemplifies CSUN’s prestigious position as “Tree Campus USA.”

Man-made rainforest - This thick and colorful 13,000 square foot forest is filled with subtropical plants. Located just east of the Botanic Garden off Lindley Ave.

Stop and smell the roses - Rose bushes along Jacaranda Walk and outside Sierra Hall provide the opportunity for students to take a moment to appreciate the plant life around campus before going into class.

How to stay active when you aren’t on campus
Many people who have participated in sports or other extracurricular competitive activities understand that winning is not just a goal, but a lifestyle as well.

CSUN has sports clubs ranging from baseball to the unique archery club, along with karate and rugby. During the summer, however, most of these clubs are not available for people to join.

Fortunately, there are still sports surrounding the community of CSUN that are easy to come by.

If you are not looking for a competitive sport, but still want to exercise to keep fit, there is the New Basin Blues Running Club predominately in the San Fernando Valley that is free. There is no need to sign in advance, and people can walk, as well as run, new trails such as: Griffith Park, Balboa Park, Townley Canyon, along with others. More information about times and locations can be found on the club’s website.

If walking and running do not sound exciting, paintball at Critical Paintball can be another way to satisfy that competitive edge. Not only does this paintball store help you purchase the necessary items to participate in an official paintball match, but it also provides private matches for you and your friends. You will have your own private referee for the day and can book events for birthdays, bachelor parties and fun-draisers. Critical Paintball is located nearby on 19450 Business Center Dr., Northridge, CA 91324.

For more those craving an intense strength training and martial arts workout, there is the UFC Gym located on Reseda right next to the CSUN campus. The gym offers boxing conditioning, Brazilian jiu-jitsu, and more mixed martial arts classes. These classes are great stress relievers from the life of a college student. The UFC Gym can be found at 9150 Reseda Blvd, Northridge, CA 91325.

An alternative form of exercise and physical fitness that has proved to be transformative is Yoga. LoveTree Yoga offers yoga classes to students of all levels of experience. They offer several different price packages but if you want to try it out, just one single class is $15. Lovetree Yoga is located at 19301 Halsted St. Northridge, CA 91324.
Best of CSUN is a full-color magazine inserted into the Sundial newspaper in late March/early April.

Every year, we invite the campus to vote for their favorite local food, goods and services. The results are published during spring semester in the Best of CSUN. This issue is consistently mentioned as a reader favorite!
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
.epd - 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.
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.