

FRESNO STATE

Discovery. Diversity. Distinction.



Help us help you expand your reaches through Advertisement

Why Advertise With the Collegian?

- Award-winning
- 95 years of excellence
- Terrific way in reaching the Y-Generation crowd



The Award-Winning Collegian Print Edition



California College Media Association CCMA

- (CCMA) 2016
 - **Best Black and White Ad, 1st Place**
 - Best Headline Portfolio, 2nd Place
 - Best Editorial, 3rd Place
 - Best Column Writing, 3rd Place
 - Best A&E Writing, 3rd Place
 - Best Newspaper Page Design, 3rd Place
 - Best Headline Portfolio 3rd Place
 - Best Website 3rd Place
 - Best News Video, 3rd Place
 - Best B&W Advertisement, 3rd Place
 - **Best Color Advertisement, 3rd Place**
 - **Best Sales Materials, 3rd Place**
 - **Best Use of Social Media**



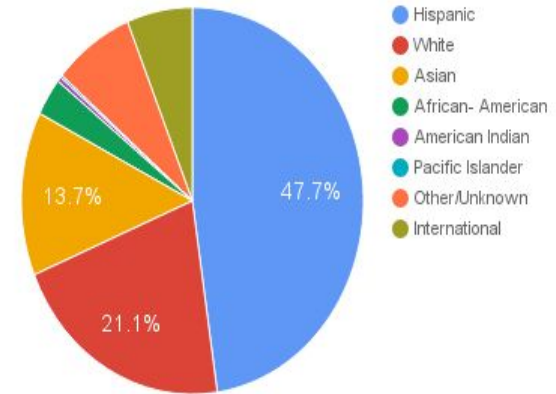
California College Media Association (CCMA), 2015 Print

- Best Website, 1st Place
- **Best B&W Ad, 1st place**
- Best Headline Portfolio, 2nd Place
- Best Editorial, 3rd Place
- Best Column Writing, 3rd Place
- Best A&E Writing, 3rd Place
- Best Newspaper Page Design, 3rd Place
- Best Infographic, 3rd Place
- Best Use of Social Media, 3rd Place
- Best News Video, 3rd Place
- **Best Color Advertisement, 3rd Place**
- **Best Sales Materials, 3rd Place**

Demographics

- Who are you trying to reach?
- Gen-Y's
- Male (42% of population)
- Female (58% of population)
- African American
- Hispanic
- International Students
- Native American

Demographics



Population

- **Current Student Enrollment**
- **More than 24,600 students**
- **Staff and Faculty**
- **2,400**



Source: Institution Research,
Assessment and Planning at Fresno
State, Fall 2016

Generation Y



- Ages from 10 to 28
- Big Spenders
- Very tech savvy: spend 1/3 of life Online
- Fresno State has the most Gen Y's together at one time

Do Gen-Y have Money?

- 75% of students have jobs
- Gen Y'ers have \$170 million of their own & their parent's money



Source: Institution Research, Assessment and Planning at California State University, Fresno

TOP 3

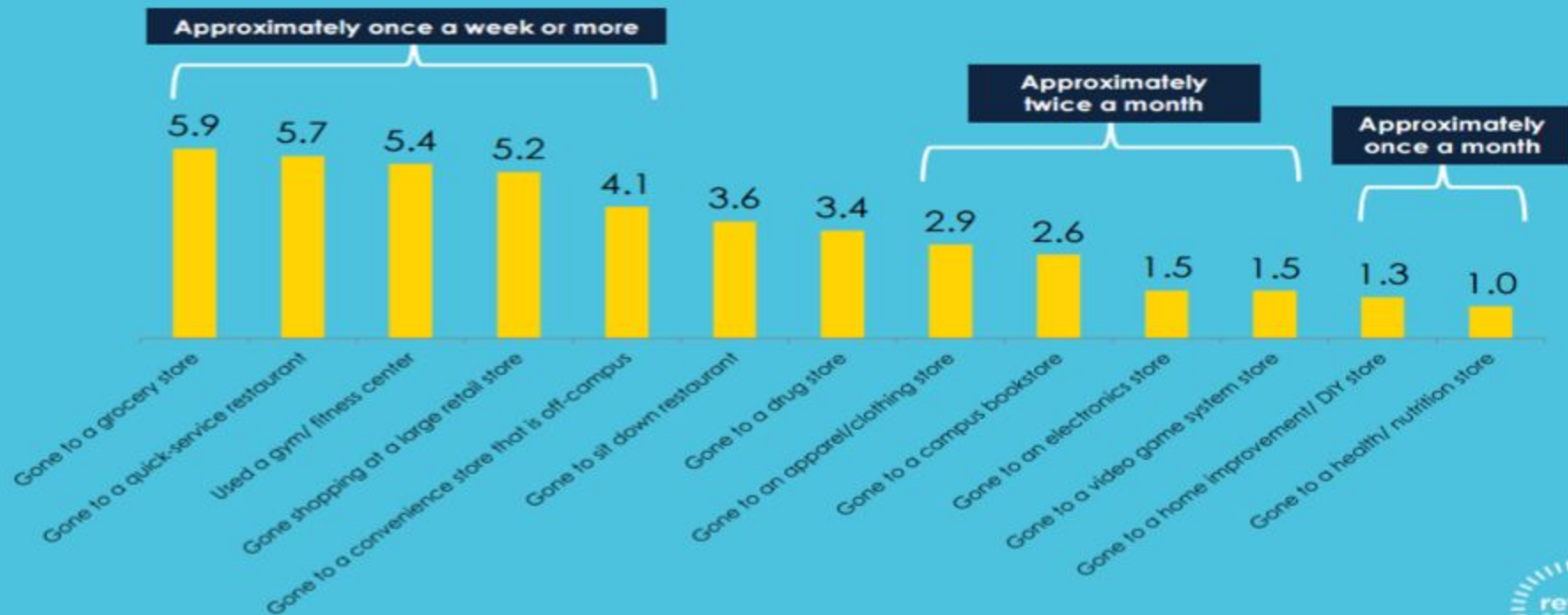
- Food
- Auto
- Clothing



Students Are Active Shoppers On & Off Campus

#NoSpendingLimits

During a typical month in the school year, about how many times have you ...?



Will they see my Ad?

- 53% of students read 3 or more of the last 5 issues of their campus newspapers.
- Students spend an average of 13 minutes reading each their newspaper issues.
- Nearly 75% of students read the ads in their school newspapers.

The logo for "NOTICED" is displayed in a bold, orange, sans-serif font. The letters "N", "T", "I", "C", and "D" are solid orange. The letter "O" is replaced by a white circle with a thin orange border, and the word "GET" is written in orange capital letters inside this circle. The entire logo is set against a white background within a rectangular frame.

NOTICED

Will my Business Benefit?

- 70% of students have been motivated to take some sort of action by reading an article or advertisement.
- 78% of all students use coupons or promo codes.



Source: Re:fuel Media Marketing, January 2015

The 3 Platforms

- Newspaper (Print)
- Online
- Social Media



Online Online Online

- The Collegian Online is Nationally recognized for its excellence
- Advertise with The Collegian Online and connect to a widely diverse population
- Gen-Y is the majority of Fresno State and they are connected 24/7

THE COLLEGIAN
The student-run newspaper for Fresno State

UNIVERSITY
VILLAGE

Spaces filling fast for
Fall 2017!

APPLY NOW 

NEWS - SPORTS - ARTS & ENTERTAINMENT - OPINION - BLOGS - VIDEO - ARCHIVE - ADVERTISE - ABOUT US - DONATE

University performing arts center on the horizon

Francisco J. De León Jan 25, 2017 0 Comments



When proposing the performing arts center, at the State of the University address on Tuesday, campus officials did not only have the estimated 2,000 arts and humanities students in mind, but the Central Valley as a whole. An undisclosed number ...

[Read More >](#)

 Tweet

 Like 1

 G+ 0

 Pin it

Students seek inspiration for a Bold New U

University Information Fresno State 2017

SOCIAL



 2,770
Followers

 1,751
Fans

 229
Subscribers

 367
Followers

IN OPINION:

 To have a seat or not to have a seat
Jan 24, 2017

 Remembering Benjamin Amirkhanian, 1915-2016
Jan 24, 2017

 He's hired: now what?
Jan 22, 2017

 Obama's greatest hits

Chevron is Recruiting at Your Campus
Bring your talent to a team with the technology to take on big challenges, the integrity to do it responsibly, and the drive to keep the world moving forward.
[Meet our recruiters.](#)

[LEARN MORE >>](#)

JOIN THE CHALLENGE

Human Energy

Social Media



Twitter:

- Engagement rate: During this 7 day period, we earned 7.9k impressions per day
- Total Impressions: during this 7 day period, we earned 55.2k impressions
 - Instagram:
- Impressions: 5,865 impressions this week. +4,350 from last week



THE COLLEGIAN



https://blackboard.learn.fresnostate.edu/bbcswebdav/pid-1584183-dt-content-rid-9541533_1/courses/MCJ143-01-32305-2173/SMM%201%2017%20-%2023%2017.pdf

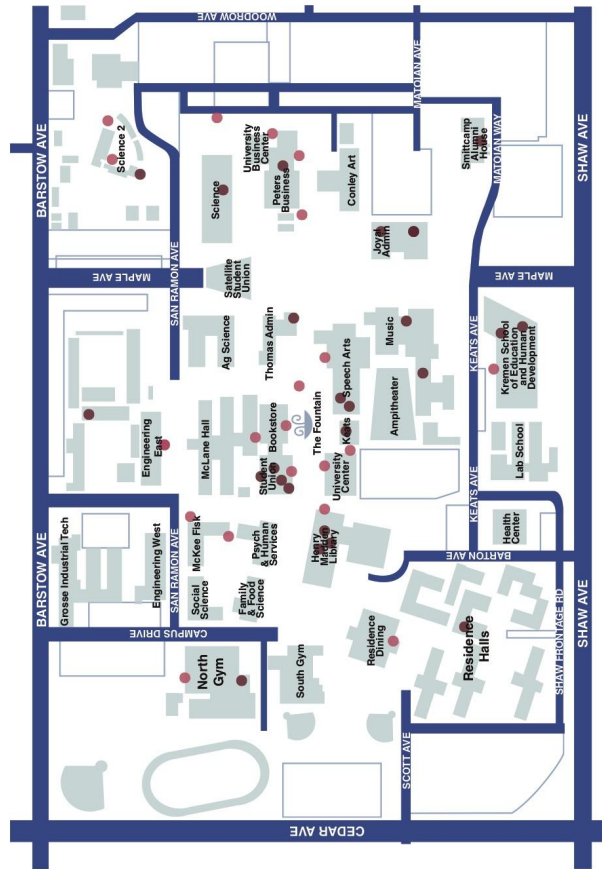
How does the Collegian get Published?

- Publishes two times a week
- The Collegian offers seven (7) different ad sizes
- Prints **3,500** issues on Monday and Wednesday



DISTRIBUTION MAP

Over 50
DISTRIBUTION
POINTS



CONTRACT Frequency Discounts

Insertion:

5-9

10-14

15-19

20+

Discounts:

5%

10%

15%

20%

PRINT RATES

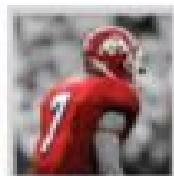
National rate.....	\$11.00
Political Rate.....	\$11.00
Open rate.....	\$9.00
Student rate.....	\$7.00

Color Rates



Full Color

Full
Page.....\$200
Half
Page.....\$100
1/4 Page or smaller.....\$75



Spot Color

All
Sizes.....\$90



Black and White

No Additional Cost

A 2 col X 2"	\$ 36 Base Rate
B 2 col X 3"	\$ 54 Base Rate
C Single Page	\$ 90 Base Rate
D Full Page	\$ 135 Base Rate
E Quarter Page	\$ 180 Base Rate
F Full Page	\$ 656 Base Rate
G Half Page	\$ 336 Base Rate

Online Costs

LEADERBOARD 728 x 90 PIXELS

W
I
D
E
S
K
Y
S
C
R
A
P
E
R

160 x 600
PIXELS

RECTANGLE

300 x 250 PIXELS

1st month full price, 2nd 10% off, 3rd 20% off, 4th 30% off, 5th 40% off, 6 and more 50% off (Excludes Static Ad)

- Rectangle: 300 x 250 pixels (\$150 weekly/\$300 for the month)
- Static Rectangle: 300 x 250 pixels (\$500 for the month)
- Wide Skyscraper: 160 x 600 pixels (\$125 weekly/\$250 for the month)
- Leaderboard: 728 x 90 pixels (\$175 weekly/\$350 for the month)

Special Editions

- Includes, graduations
- Holidays
- Special events such as Vintage Days
- Color is FREE



Big Idea

With all the competition around campus to where students want to eat for lunch, the idea to drive home the thought that Chipotle is fast but it's not fast food. This restaurant is better for you but at the same time it's quick and easy. By doing this we would make a mini campaign on our social media platform of different slogans, and even have ads that portray this.



Spring 2017



Key

Publication Date
Special Issue

Spring 2017

01/23 Back-to-School*
02/13 Valentine's Day*
03/15 St. Patrick's Day*
04/05 Spring Break*
05/10 Graduation*

"Food with Integrity" Package



8- Quarter page insertions BW

\$11.00 Bulk Rate

8x220= \$1,760

Discount %5= \$1,672

Plus 1 week Skyscraper as an added value

Total: \$1672.00

"I Love Chipotle" Package



6- Fifth page insertions in full color

11.00 Bulk Rate

6x165=990

75x6= 450

450+990= \$1,140

Discount %5= \$1,368

Plus 1 week Skyscraper as an added value

Total: \$1,368

"Student Discount" Package



8- Quarter page insertions in full color

11.00 Bulk Rate

8x220=1,760

8x75=600

600+1,760=\$2,360

Discount %5= \$2,242

Plus 1 week rectangle as an added value

Total: 2,242

How to get started

- Flexible Payments (Cash or Check only)
- Multiple run dates
- FREE ad design

2017

JANUARY	FEBRUARY	MARCH	APRIL
1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29
MAY	JUNE	JULY	AUGUST
1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31
SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23

Will you Join us and Reach new Heights?



THE COLLEGIAN
The student-run newspaper for Fresno State

FRESNO 
STATE | Discovery.
Diversity.
Distinction.