



# Media Kit 2021-2022

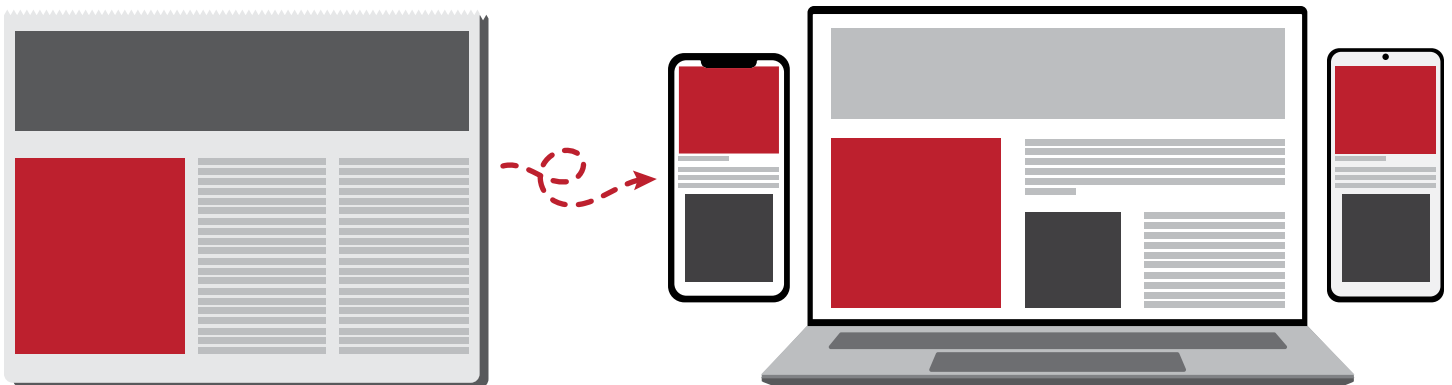
# Hello.

## We are The CI View

Our purpose is to provide the student body of CI with precise and accurate news about what is happening on campus and in the community. It is run by students, for students and provides a platform for student voices. The CI View endeavors to be student-centered by giving students opportunities to become involved and learn about the dynamic field of journalism.

## For 2021-2022

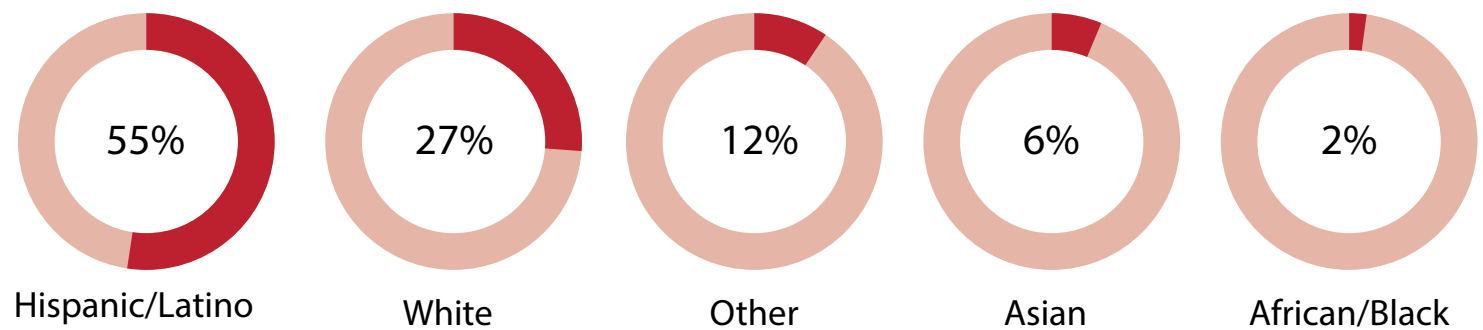
The CI View will continue with the weekly email newsletter, "The CI View Weekly" and offer three printed papers this academic year. This will allow advertisers a myriad of choices in regards to ad space to reach their desired demographic - through the "The CI View Weekly," social media posts and our newspaper.



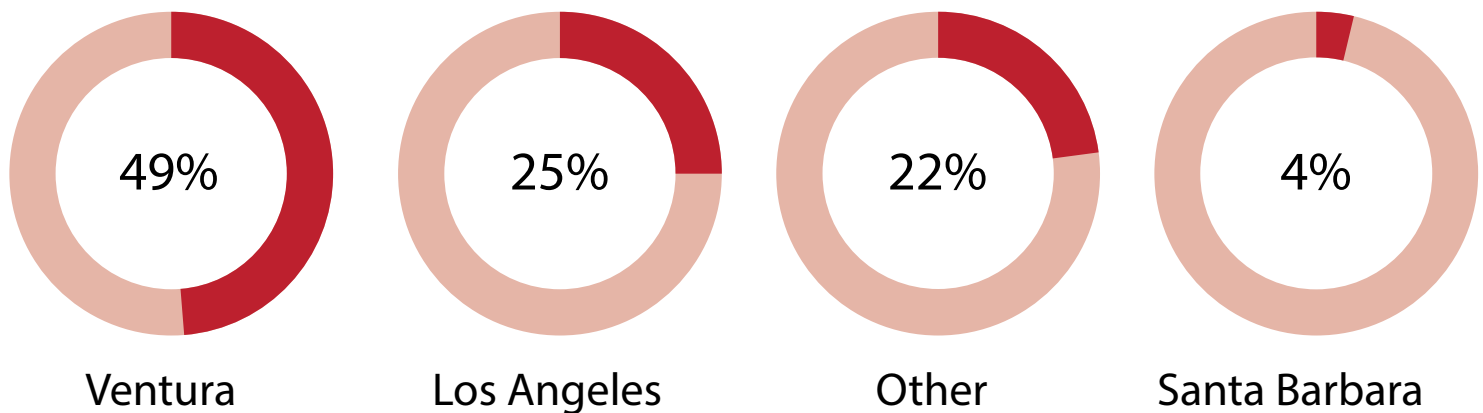
# Our audience.

## Student Body

6,522 Enrolled Students



## County of Origin



## Gender



# Our Rates.

## The CI View Weekly

The CI View sends out a weekly email called “The CI View Weekly”! It is sent out directly to about 10,000 subscribers, which features the week’s top stories. The Weekly is The CI View’s main method of relaying news and makes for a great opportunity for advertisers to reach an audience in the thousands.

### Top Banner: \$40/week

800 x 400 **pixels**

or

8” x 4” **inches**

The first thing readers see when they open the newsletter, the top banner ad space is the best option for making an immediate impression and offers the most visibility.



### Square Ad: \$30/week

384 x 384 **pixels**

or

4” x 4” **inches**

This ad is located underneath the lead article, granting the ad space great visibility at an affordable price. We take up to four square ads a week.

## Large Box Ad: \$45/week

1920 x 1080 **pixels**  
or  
16" x 9" **inches**



Found underneath the final article, it's the last visual readers see and offers the largest ad space currently allowable in The CI View Weekly.

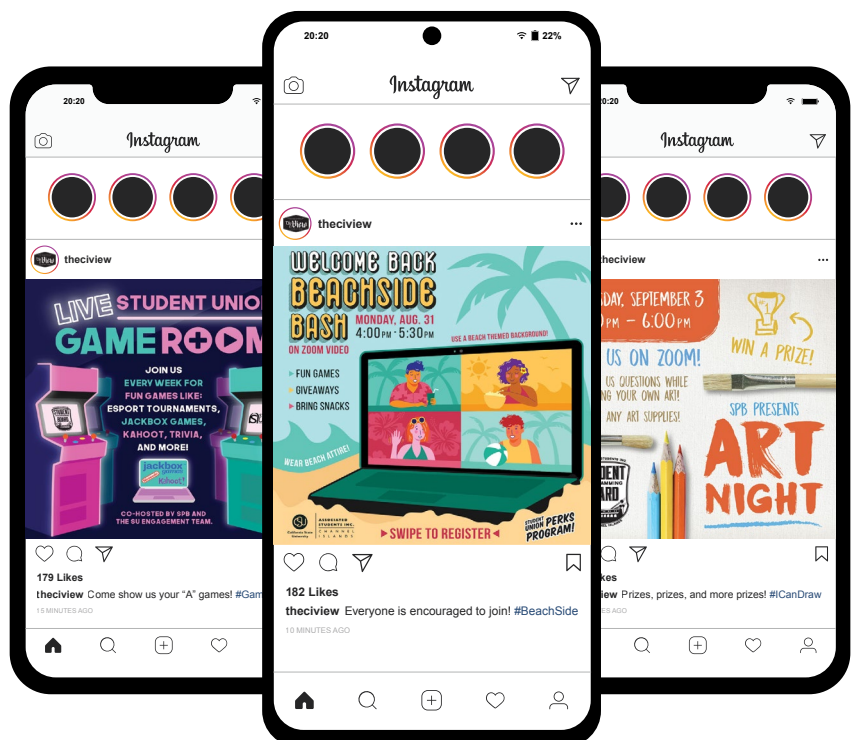
## Social Media

The CI View has thousands of actively engaged subscribers across Facebook, Instagram and Twitter. Sponsored social media posts are the perfect and affordable way to get your advertisement across to a large range of viewers. This option allows you to advertise to over 1,000 followers on Instagram, over 650 followers on Facebook, and more than 300 followers on Twitter! It should be noted that the ads are archived after the set paid days of the campaign end.

**Twitter:**  
**\$10/day**

**Facebook:**  
**\$10/day**

**Instagram:**  
**\$20/day**

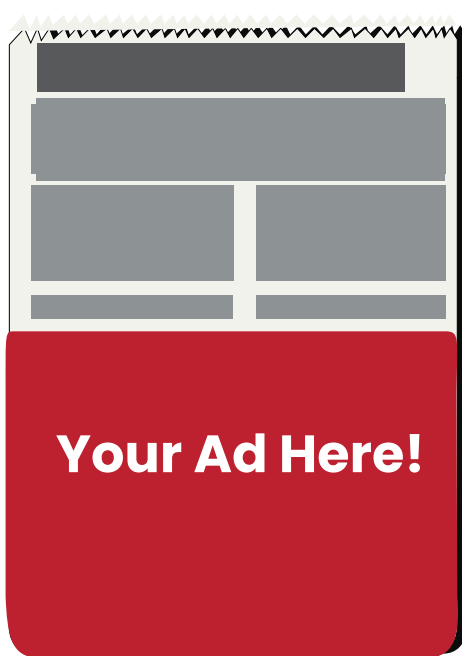


# Newspaper

The CI View will be printing 3 special editions in the 2021-2022 academic year: one in October, January and March. These physical copies are printed in full color and will be in stands located on campus for about three months each. 1,000 printed copies are distributed. Ad space is available for a variety of sizes and price points. This is a great opportunity for longer ad visibility!

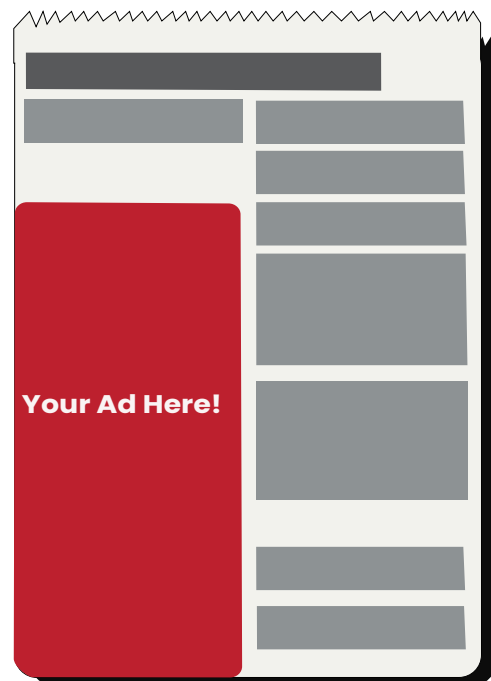
## 1/2 page ad

**Price: \$175**



**Horizontal**

**Print Size:**  
**10.75"w x 7"h**



**Vertical**

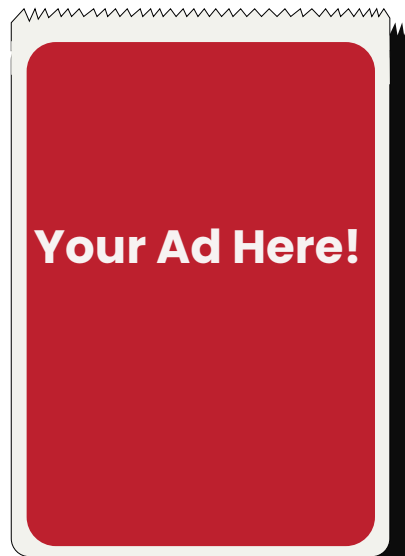
**Print Size:**  
**5.275"w x 14"h**

## Full page ad

**\$250**

**Print Size:**

**10.75" w x 16" h**

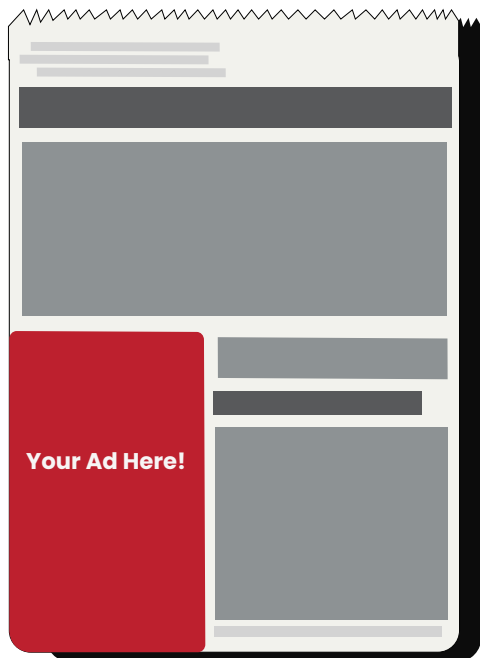


## 1/4 page ad

**\$75**

**Print Size:**

**5.25" w x 7" h**



## Horizontal Banner

**\$65**

**Print Size:**

**10.75" w x 3.5" h**



# Publication.

## Publication Schedule

The CI View publishes The CI View Weekly on Fridays, as well as special print editions distributed on campus. After which the articles are uploaded to our website for maximum availability.

### August

S	M	T	W	Th	F	S
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

S	M	T	W	Th	F	S
			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		

### October

S	M	T	W	Th	F	S
					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						

### November

S	M	T	W	Th	F	S
	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				

### December

S	M	T	W	Th	F	S
		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	

### January

S	M	T	W	Th	F	S
						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					

### February

S	M	T	W	Th	F	S
		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					

### March

S	M	T	W	Th	F	S
		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		

### April

S	M	T	W	Th	F	S
					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

### May

S	M	T	W	Th	F	S
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				

### Key

-  First & Last weekly email of Fall Semester
-  First & Last weekly email of Spring Semester
-  Weekly email publication
-  \*The CI View Weekly advertisement deadline
-  Holiday/Break, no publication
-  Special Print Edition Distribution
-  Special Print advertisement deadline

### Flytedesk Ad Shop

**Click/Tap here for our Flytedesk Ad Shop!**

\*Wednesdays are the last day to place an ad for the weekly email (pending any available ad spots). Ads for social media can still be placed any week day for any duration. Deadline for print ads are due two Thursdays before distribution, outlined by the grey dates above.



# Ad Checklist.

## Design Guidelines

### Formats We Accept:



Adobe PDF (.pdf)



Adobe Illustrator (.ai) & SVG (.svg)



High resolution imagery, such as PNG (.png), TIFF (.tif) & JPEG (.jpg)

### Format Settings:



72 PPI resolution for digital  
300 DPI for print ads



RGB, the standard color  
space for digital screens  
CMYK for print



Fonts outlined & ungrouped

### Formats We Do Not Accept:



Excel



PowerPoint



Word



CorelDRAW (.cdr)

### As a Reminder: **The Deadline!**



The CI View Weekly advertisements must be submitted no later than on Wednesdays during a publication week. See our publication schedule for specific dates. If an ad is submitted after the deadline, the ad will be at risk of not being run and advertisers will be held financially responsible for ad space. Deadline for print ads are due two Thursdays before distribution, outlined by the grey dates above.

# Interested?

Connect With Us!



**Call us:**

**(805) 437 – 2753**

**Email us:**

**[TheCIViewBusiness@csuci.edu](mailto:TheCIViewBusiness@csuci.edu)**

**Business Manager:**

**Jakob Katchem**

# Policies.

The CI View strives to provide its viewers with a broad selection of advertisements. We will follow all State and Federal laws and reserve the right to refuse advertising to anyone. We also reserve the right to control the content of the ads in regard to acceptable artwork and verbiage.

The advertising policy is set by the Editor-in-Chief in consultation with The CI View Advisor.

The CI View will not accept ads that are libelous; promote academic dishonesty; violate federal, state or local laws; or encourage discrimination against any individual or group on the basis of race, sex, sexual orientation, age, color, creed, religion, national origin or disability. Providing copy, photos and/or graphics represents that you have permission to use them. We reserve the right to edit or reject any ad copy, photos, graphics or entire ads.

## **All advertisements must:**

- Not be for an unlawful product or service.
- Not be for any smoking or cannabis product.
- Not be deceitful or misleading.
- Not serve primarily to advocate hate speech.
- Not be obscene, as defined by current laws and statutes.
- Not strongly disparage a competitor's product.
- Not be sexually explicit.
- Carry the name of the organization or person who placed the ad if it is of a political nature.
- Clearly indicate the advertiser's name and service, if applicable.

## **Profanity**

- The CI View does not run ads with profanity or profane gestures.

## **Online advertisers**

- All online advertisements must comply with The CI View Advertising Policies. The CI View does not accept online ads from pornographic sites. All links from The CI View's website to the advertiser's website must meet Ad Policy regulations and the ads must link to the business listed on the contract. The advertiser's website content must also comply with the Ad Policy.

## **Banned Advertisers**

- The CI View will maintain a list of banned advertisers, which will be available upon request

## **Cancellation Policy**

- Canceling or rescheduling an ad can be done at no charge when complying with the published deadline. Cancellation of an advertisement after the reservation deadline cannot be guaranteed. Advertisers who cancel after deadline will be financially responsible for the reserved ad space.

## **Payment**

- Advertisers have thirty (30) days to pay their invoice. A late payment penalty shall be added to any invoice not received by The CI View within this time frame. Such penalty shall be an additional \$10 added to the late invoice.

## **Social Media Ads**

- Social Media ads will be showcased on the designated CI View social media account for the purchased amount of days. Once the ad period has been completed, The CI View will archive the ad so that it is no longer visible on the social media site.

