Media Kit
2022–2023
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 2022-2023

The CI View will continue with the weekly email newsletter, “The CI View Weekly.” This will allow advertisers a myriad of choices in regards to ad space to reach their desired demographic - through the “The CI View Weekly” and social media posts.
Our audience.

Student Body

5,987 Enrolled Students

Hispanic/Latino: 56.6%
White: 23.9%
Other: 11.4%
Asian: 6.2%
African/Black: 1.9%

County of Origin

Ventura: 53.5%
Los Angeles: 22.5%
Other: 18.8%
Santa Barbara: 5.1%

Gender

Female: 65.6%
Nonbinary: 0.1%
Male: 34.3%

Data pulled from Spring 2022 data on CI Enrollment Dashboard
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:**

$45/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:**

$35/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.
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:
$15/day

Facebook:
$15/day

Instagram:
$15/day for one day plus $5/added day

Large Box Ad:
$50/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.
Publication Schedule

The CI View publishes The CI View Weekly on Fridays after which the articles are uploaded to our website for maximum availability.

**First & Last weekly email of Fall Semester**

**First & Last weekly email of Spring Semester**

**Weekly email publication**

***Weekly email advertisement deadline**

**Holiday/Break, no publication**

**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 (and eventually The CI View website) can still be placed any weekday for any duration.

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

Interested?

Connect With Us!

Call us:

(805) 437 - 2753

Email us:
TheCIViewBusiness@csuci.edu

Business Manager:

Kyle Richards
Policies

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