



Media Kit 2020-2021



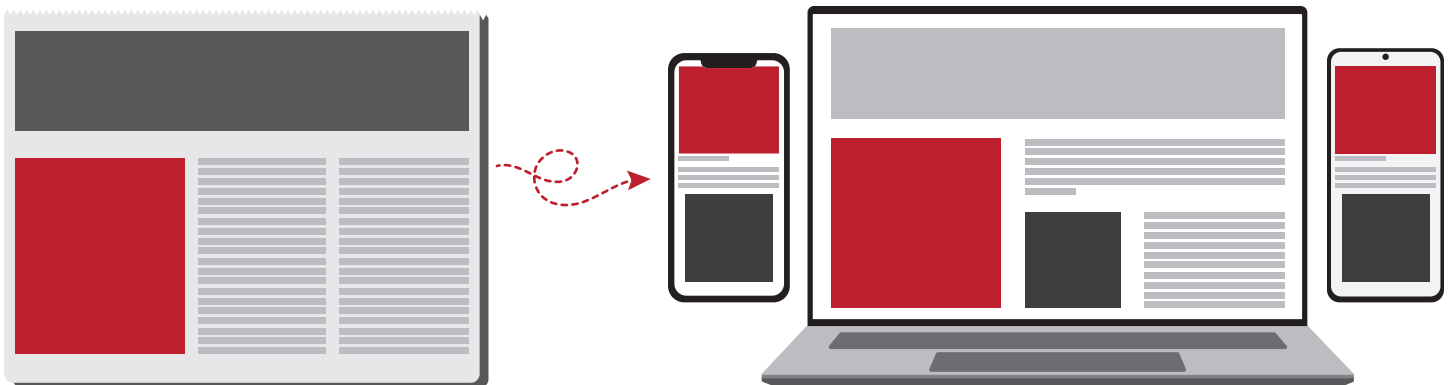
Hello.

We're The CI View

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

For 2020-2021

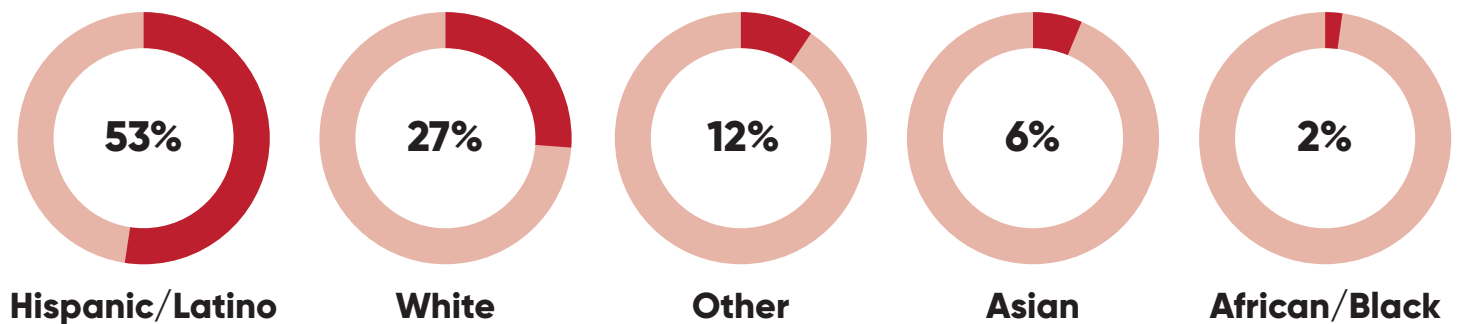
Due to the ongoing pandemic, The CI View has made the switch from print to digital and will be providing news through a weekly email. The change to digital media provides advertisers a myriad of choices in regards to ad space to reach their desired demographic - through the weekly email, social media posts and our website.



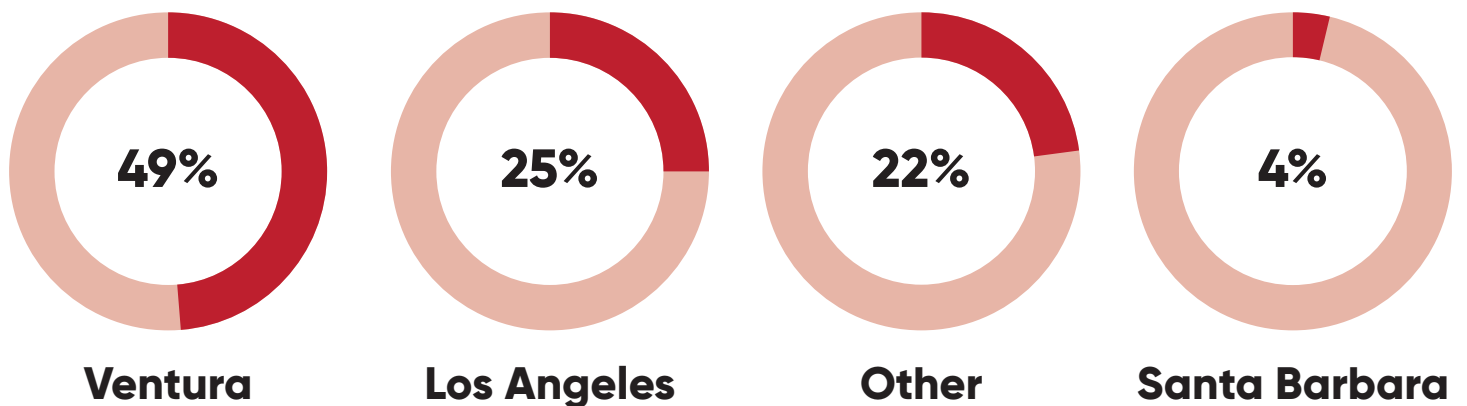
Our audience.

Student Body

7,093 Enrolled Students



County of Origin



Gender

Female

Male



Our rates.

Weekly Email

The CI View sends out a weekly email directly to over 8,000 subscribers, which features the week's top stories. The weekly email 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.



First page ad: **\$25/week**

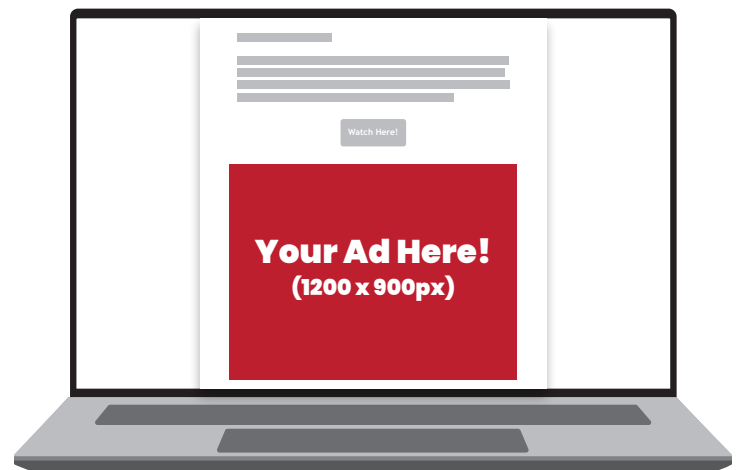
384 x 384 **pixels**
(4" x 4" **inches**)

Located underneath the lead article, granting the ad space great visibility at an affordable price.

Second page ad: **\$45/week**

1200 x 900 **pixels**
(12" x 9.375" **inches**)

Found underneath the final article, it's the last visual readers see, and offers the largest ad space currently allowable in the weekly email.



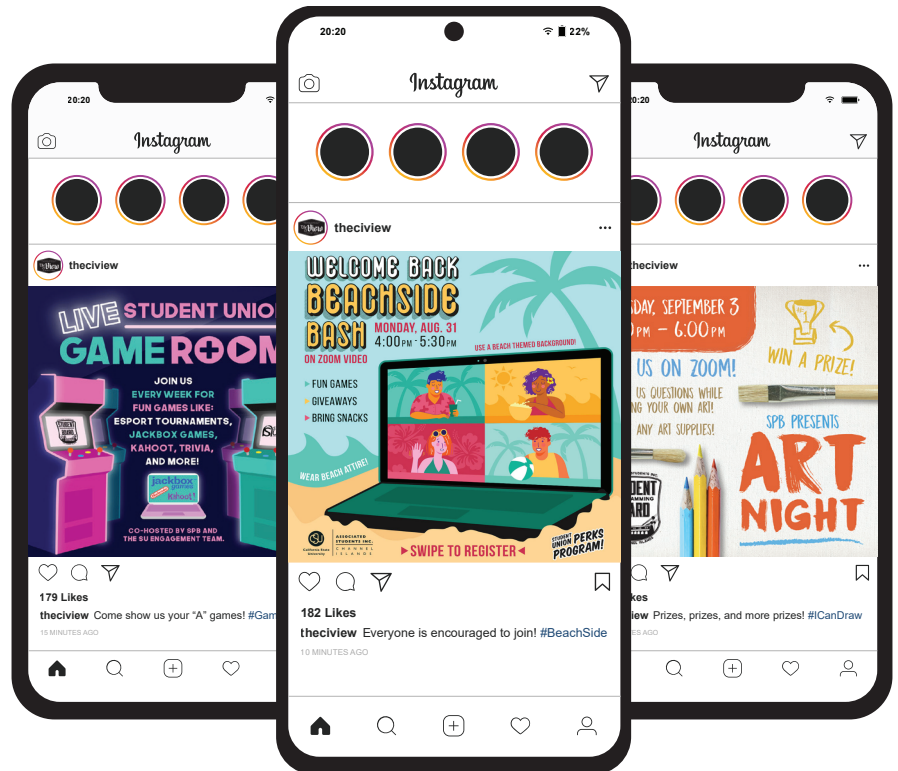
Social Media

With thousands of actively engaged subscribers across Facebook, Instagram, Twitter and our website, sponsored social media posts and web ads are the perfect and affordable way to get your advertisement across to a large range of viewers.

Twitter:
\$10/day

Facebook:
\$10/day

Instagram:
\$20/day



Coming Soon:
Web Ads!

Side bar:
\$20/day

Top of page:
\$35/day



*Web Ads are a work in progress. The above graphic is not representative of actual ad space dimensions. Web ad placements are not final and are subject to change. 2020-2021 Media kit will be updated with correct visuals and dimensions once web ads are finalized.

Publication.

Publication Schedule

The CI View publishes a weekly email on Fridays, and 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
-  *Weekly email advertisement deadline
-  Holiday/Break, no publication

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

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 DPI resolution



RGB, the standard color space for digital screens



Fonts outlined & ungrouped

Formats We Do Not Accept:



Excel



PowerPoint



Word



CorelDRAW (.cdr)

As a Reminder: **The Deadline!**



Weekly email 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.

Interested?

Connect With Us!



Call us:

(805) 437 - 2753

Email us:

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.

