

**THE
POLY
POST**

MEDIA KIT
2018 - 2019



National

(909) 869-3528 OR (909) 869-3533
3801 WEST TEMPLE AVENUE • BUILDING 1, ROOM 208 • POMONA, CA 91768
ADVERTISE@THEPOLYPOST.COM • THEPOLYPOST.COM

OUR STORY

First published in 1945, The Poly Post is the official independent student publication of California State Polytechnic University, Pomona. With over 75 years of award-winning journalistic coverage of Cal Poly Pomona and the surrounding community, The Poly Post is the best medium to reach more than 26,000 students and staff members. The Poly Post distributes 7,000 free copies of the newspaper every **TUESDAY** at over 60 various locations both on and off campus. These copies are free and frequently passed between classmates and friends. About 75% of the campus community reads the paper moderately to frequently, according to a research survey. The Poly Post is a student-run publication, which provides employment for numerous students in a professional and educational environment. The Poly Post also publishes online 24/7 @ www.thepolypost.com. The online edition of The Poly Post receives approximately 90,000 impressions per month.

GENERAL AD POLICIES

The signed ad agreement for publication signifies acceptance of the policy and provisions in the media kit. The Poly Post is inclined to run ads for a wide variety of products, services and beliefs that an advertiser thinks will appeal to members of the newspaper's diverse adult reading audience. The decision to run an ad is neither an implicit or explicit endorsement of the product, service or belief being advertised. The Poly Post reserves the right to reject or revise any advertising deemed to adversely affect the integrity, credibility and/or business functions of the newspaper as a source of truthful and accurate information. The advertiser and/or agency agree to assume full responsibility and liability for the content of any ads placed in The Poly Post.

DEADLINES

Ad insertion and payment arrangements must be completed **by 12pm on the Friday prior to publication date**, except on weeks that may contain a holiday. If ad materials are not received by the deadline, payment is still required and ad space shall be forfeited. Please contact the advertising office for deadline extensions.

RATES & CONTRACTS

Rates are net (non-commissionable). A contract/insertion order must be signed with The Poly Post. All contracts that are not completed by the term of the contract will be charged for the remainder of unused space.

SUBMISSIONS & TECHNICAL SPECIFICATIONS

Email materials in PDF format to: **advertise@thepolypost.com by 12 PM on the Friday prior to the publication date**. Required PDF Export preset is PDF/X-1a:2001. Artwork must be properly sized and have the correct aspect ratio. Resolution should be 300 dpi. The Poly Post uses open type fonts (OTF) or Mac compatible fonts. Please embed and list all of the fonts utilized in the artwork. Other fonts should be vectorized (convert text to outlines in illustrator). The Poly Post reserves the right to substitute corrupt font files. The Poly Post is printed using cyan, magenta, yellow and black in CMYK. Please design your ads accordingly. Because of the inherent limitations of newspaper printing, The Poly Post recommends that text in process color ads be 100% K black (C=0, M=0, Y=0, K=100). Rich black should never be used because the text will appear fuzzy and may not be legible. Black and white ads should be gray-scaled. RGB colors (created by combining red, green and blue), even those that appear gray on screen, will not separate into four colors and may also not be legible. The Poly Post will not be held responsible for advertisements that do not follow these guidelines.

PLACEMENTS

Advertisement placement in any given publication is at the discretion of those employed at The Poly Post. Page position can be sold for an additional 15% to original cost for the back page for ads that are half or full page. Every effort is made to honor other special placement requests when possible, subject to availability, but not guaranteed.

ERRORS & ADJUSTMENTS

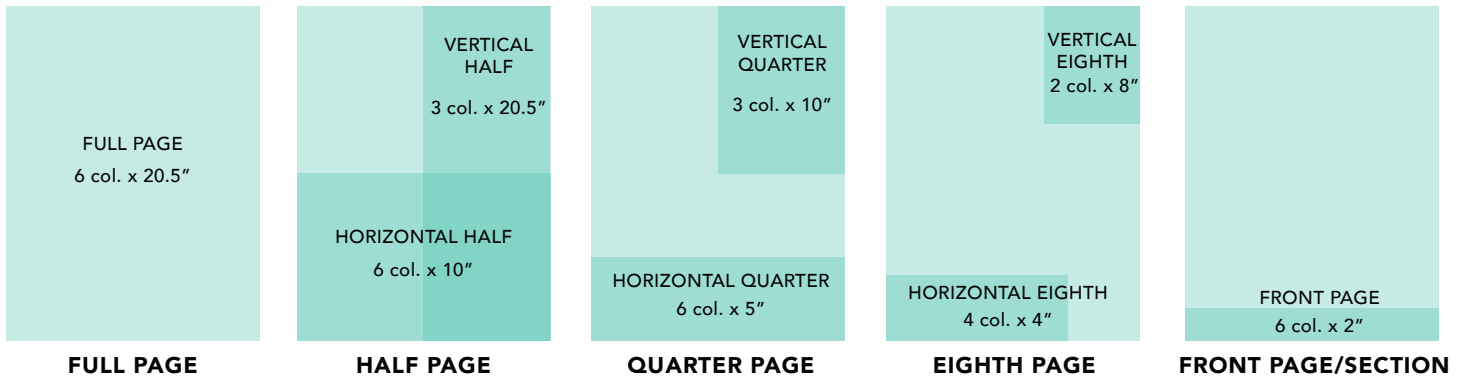
Liability for errors is limited to the cost of the space or time purchased and is limited to the first insertion of such error. Claim for allowance must be made within 10 business days. Credit will be given for the first incorrect insertion only. The original copy and instructions must be clear and legible. The Poly Post is not responsible for incorrect copies submitted by the client and is not liable for damage caused by content of paid advertisement or by poor production quality due to printing laws. It is the advertiser's responsibility to proofread display ads for accuracy and errors. The Poly Post is not liable for typographical errors.

PAYMENT TERMS

Payment in advance is required unless credit has been established. Accepted forms of payment are cash, check, major cards, purchase orders and IDT. Billing terms are net amount due and payable in 30 days from invoice date.

DISPLAY ADS

The Poly Post publishes a broadsheet newspaper with the printable dimensions of 9.89" wide by 21" tall. The paper is broken into six columns with 1/9" gutters. Advertisements are measured in terms of column inches expressed in the number of columns multiplied by the number of inches tall.



AD SIZES & RATES

AD SIZES	COLUMNS X IN.	AD DIMENSIONS	BLACK & WHITE	COLOR
Standard rate per col. inch	1 col.	1.56" x 1"	\$8.50	\$11.00
4 col. (business card)	2 col. x 2"	3.22" x 2"	\$34.00	\$44.00
6 col.	2 col. x 3"	3.22" x 3"	\$51.00	\$66.00
8 col.	2 col. x 4"	3.22" x 4"	\$68.00	\$88.00
10 col.	2 col. x 5"	3.22" x 5"	\$85.00	\$110.00
12 col.	2 col. x 6"	3.22" x 6"	\$102.00	\$132.00
20 col.	4 col. x 5"	6.56" x 5"	\$170.00	\$220.00
1/8 Page Horizontal	4 col. x 4"	6.56" x 4"	\$136.00	\$176.00
1/8 Page Vertical	2 col. x 8"	3.22" x 8"	\$136.00	\$176.00
1/4 Page Horizontal	6 col. x 5"	9.89" x 5"	\$255.00	\$330.00
1/4 Page Vertical	3 col. x 10"	4.89" x 10"	\$255.00	\$330.00
1/2 Page Horizontal	6 col. x 10"	9.89" x 10"	\$510.00	\$660.00
1/2 Page Vertical	3 col. x 20"	4.89" x 20.5"	\$510.00	\$660.00
1/8 Page	6 col. x 15"	9.89" x 15"	\$765.00	\$990.00
Full Page	6 col. x 20.5"	9.89" x 20.5"	\$1,020.00	\$1,320.00
Double Truck	12 col. x 20.5"	20.89" x 20.5"	\$2,040.00	\$2,640.00
Cover Front Page Strip	6 col. x 2"	9.89" x 2"	\$375.00	\$375.00
Section Front Page Strip	6 col. x 2"	9.89" x 2"	\$200.00	\$200.00

PRINTED INSERTS

Freestanding inserts are a flat rate of \$500 for a 1-2 page insert and must be 8.5" x 11" only. Please call for alternate sizes and pages for approval and pricing. Printed insert material must be received at least one week prior to publication date for proper distribution. Publication date and advertiser name must be clearly marked on package and sent to:



COLOR



SPOT COLOR



BLACK & WHITE

SCNG Printing
1771 Lewis St.
Anaheim, CA 92805

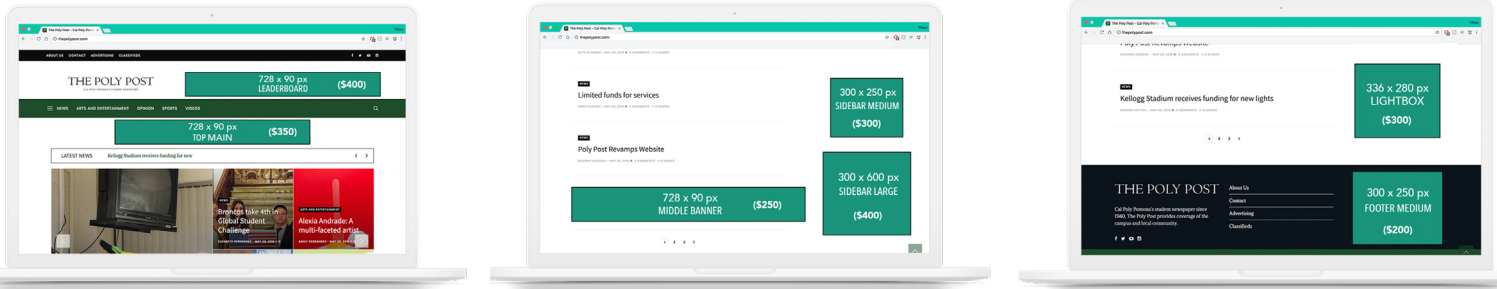
Attention: Jon Merendino
Publication: The Poly Post
Publication Date:
Advertiser Name:

ONLINE AD SUBMISSIONS

To place an online ad, submit your work, graphic or animation to: advertise@thepolypost.com. Please include your contact information and the url of the page you would like to be linked to.

For additional inquiries or to place an advertisement by telephone, please call: (909)869-3528 or (909)869-3533.

ONLINE AD SIZES & RATES



CLASSIFIED ADS

www.thepolypost.com/classified
 \$6.00 one insertion, 3 lines
 (first twenty words)
 \$2.00 each additional line

2018- 2019 PUBLICATION CALENDAR

AUGUST 2018						
S	M	T	W	Th	F	Sa
			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 2018						
S	M	T	W	Th	F	Sa
						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 2018						
S	M	T	W	Th	F	Sa
	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 2017						
S	M	T	W	Th	F	Sa
				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 2018						
S	M	T	W	Th	F	Sa
						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 2019						
S	M	T	W	Th	F	Sa
		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 2019						
S	M	T	W	Th	F	Sa
					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 2019						
S	M	T	W	Th	F	Sa
					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 2019						
S	M	T	W	Th	F	Sa
	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 2019						
S	M	T	W	Th	F	Sa
			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	

JUNE 2019						
S	M	T	W	Th	F	Sa
						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						

The Poly Post publishes every **Tuesday** with the exception of breaks & summer. Submissions are due the Friday prior to the publication date with the exception of holiday weeks.

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INSERTION DATE
 November 27, 2018
 January 22, 2019
 April 9, 2019

SPECIAL DEADLINES
 November 21, 2018
 December 8, 2018
 March 29, 2019

SPECIAL DEADLINES
 May 2019 - August 2019
 (Magazine Format)
 Deadline: April 19, 2019