

# MUSTANG DAILY

2010—2011 MEDIA KIT

## CONTACT MUSTANG DAILY

**TELEPHONE** 805.756.1143

**FAX** 805.756.6784

### ACCOUNT EXECUTIVES

[mustangdailyadvertising@gmail.com](mailto:mustangdailyadvertising@gmail.com)

### ACCOUNT INQUIRIES

[mustangdailybusiness@gmail.com](mailto:mustangdailybusiness@gmail.com)

### AD DESIGN

[mustangdailyads@gmail.com](mailto:mustangdailyads@gmail.com)

### CLASSIFIED

[mustangdailyclassifieds@gmail.com](mailto:mustangdailyclassifieds@gmail.com)

### ADDRESS

Cal Poly State University  
Building 26, Room 226  
San Luis Obispo, CA 93407



## MAKE YOUR MARK

Join in on the celebration! The Mustang Daily turns 95!





The Mustang Daily was established in 1916 and we are proud of our history and age!

We are Cal Poly's #1 news, sports, and entertainment resource that serves students, faculty, staff, alumni, and the San Luis Obispo community. The Mustang Daily has a unique student audience that spends more than \$172 million annually. The Mustang Daily has consistently produced award-winning editorial and advertising content and recently won three prestigious awards for newspapers with a circulation under 30,000:

- 2009–2010 College Newspaper of the Year
- Nation's Best Media Kit/Rate Card
- Best Group Promotion for Pub & Grub

Our staff is dedicated to producing quality work that brings your business results.

CNBAM ACCOMPLISHMENTS

- 2009–2010 College Newspaper Business & Advertising Managers Awards
- 1ST PLACE**
- Best Classified Promotion
  - Best Sales Increase for Special Section
  - Best Sales Incentive Program
- 2ND PLACE**
- Best Special Section
  - Best Training Program
- 3RD PLACE**
- Best Marketing Program

MEET THE  
MUSTANG DAILY

ADVERTISING RATES

OPEN RATES

	PRICE PER COLUMN INCH
<b>LOCAL RATE</b> Businesses in San Luis Obispo County	\$9.50
<b>CAMPUS RATE</b> Other discounts do not apply	\$8.50
<b>NON-LOCAL RATE</b> Businesses outside of San Luis Obispo County	\$10.50
<b>NON-PROFIT RATE</b> Other discounts do not apply	\$8.50
<b>POLITICAL RATE</b> Mandatory pre-payment	\$10.50
<b>NATIONAL RATE</b> Other discounts do not apply	\$12.00

COLOR RATES

 24" AD OR SMALLER	\$100
 25" AD OR LARGER	\$200

CALCULATING AD COSTS

(Rate x Total Column Inches) + Color Option  
= TOTAL COST

94% of Cal Poly students read the Mustang Daily at least once week



# ADVERTISING RATES

# CLASSIFIEDS



TOP OF MIND AWARENESS

PRICE PER COLUMN INCH

5 T.O.M.A. AD RATE\$9.25

Same Ad = 5 times per quarter = 4" minimum

10 T.O.M.A AD RATE\$9.00

Same Ad = 10 times per quarter = 4" minimum

PREPAY DISCOUNT

A 5% discount is given for advertisements paid for in advance of publishing

GUARANTEED PLACEMENT

Available for an additional 25% over the cost of the ad space, exceptions do exist

PRE-PRINTED INSERTS

1,000 INSERTS\$65.00

Showcase your business with a free-standing insert

Minimum order is 3,000 pieces.

Maximum order is 6,000 pieces.

Minimum size 4" x 6" ■ Maximum size 11" x 17"

Inserts should be delivered to University Graphic Systems, and arrive 3 days prior to publication to:

California Polytechnic State University

Building 26, Room 212A

San Luis Obispo, California 93407

Attn: Vince Uhler

FRONT PAGE ADVERTISING

OPEN RATE\$500.00

10x\$350.00

5 column x 1"

Rate includes full color

THE CLASSIFIEDS

comics & games

MUSTANG DAILY

TO PLACE A CLASSIFIED AD:

Order online: www.MUSTANGDAILY.net

Call: 805-756-1143 a day prior by noon

CLASSIFIED ADS ARE FREE FOR STUDENTS.

Stop into the MUSTANG DAILY to find out how to place your ad.

MISCELLANEOUS

A clean desk is a sign of a cluttered desk drawer.

Unwanted roommate for sale:

Dave Renfrew.

Tells lame jokes.

Drinks lots of milk.

Can fix toasters.

If interested, please contact Krista

ANNOUNCEMENT

Unlimited yoga classes \$90 / 90 days.

The Happy Yoga Studio

805.123.4567

www.happyyoga.com

LOST Prescription glasses!

Black rims with clear purple strips. Please return if you don't want me driving without them!

AUTOS

2008 JEEP WRANGLER Sahara 4X4, Automatic, Low miles, Price: 10,000

Call 805.321.7654

HELP WANTED

Do you want to earn extra money, set your own hours while owning your OWN business? Sign up and get started for only \$29.

FOR RENT

Condo For Rent

Near downtown, 2 bdrms, 2 baths, No pets, \$1600/month

propertiesforrent.com

FOR SALE

84 inch wide screen TV for sale

Kitchen table for sale

Chairs for sale

Computer for sale

Desk for sale

Books for sale

Selling it all for cheap

Need money to gallivant in Europe.

Please Help!

The New York Times Crossword

Edited by Will Shortz No. 0617

Across

1. Five years, with a dash

4. A fish

10. Common name for a type of fish

14. Common name for a type of fish

15. With 26 Across, an Irving Berlin song

17. Blue

18. One State has a forest in every tree

19. "Rings" (Shirley Jones)

20. Common for an Arab wife

24. Part of a group of 100

25. See 18 Across

26. Scuffling

27. Part of the house

28. Hebrew name for Moses

29. Part of a group of 100

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# SPECIAL DIRECTORIES

## DIRECTORY RATES

PRICE PER COLUMN INCH

OPEN RATE	\$9.50
QUARTER COMMITMENT	\$8.50
YEAR COMMITMENT	\$7.00

Applies to all directories unless otherwise noted

### MONDAY

#### PUB & GRUB [FOOD & DRINK DIRECTORY]



Highlights local restaurants and bar specials in a full page, full color tear out ad. It's a perfect "go to" spot for students to see what's happening.

Top Spot [1.5" wide x 4" tall]	\$60.00
Bottom Spot Listing	\$70.00

#### GO GREEK [GREEK DIRECTORY]



Reach all 38 Greek organizations on Cal Poly's campus with Go Greek, which is ideal for banquet halls, rental supply stores, screen printing businesses, catering companies and shuttle bus providers.

### TUESDAY

#### PAR PERFECTION [GOLF DIRECTORY]



The perfect place to reach the golf lovers and inform them about greens fees, cart rentals, range usage and everything else related to shooting par.

#### BODY & SOUL [WELLNESS DIRECTORY]



Your one-stop spot for all health and nutrition needs, such as gyms and workout facilities, massage therapists, doctors, dance studios and health food stores.

### WEDNESDAY

#### PIT STOP [AUTOMOTIVE DIRECTORY]



The location for everything automotive, such as oil change shops, tire stores, collision centers, tuneup venues and smog checks.

#### GLAM GUIDE [FASHION DIRECTORY]



Focuses on everything related to beauty and fashion, such as make-up, hair and nail salons and clothing stores.

### THURSDAY

#### LAUGHS & LEISURE [ACTIVITY DIRECTORY]



Spotlights locations for all things active, which ranges from music lessons, bowling alleys, sky diving locations, hobby shops, and other special interest groups.

#### THRIFTY THURSDAYS [COUPON DIRECTORY]



Features 5" x 3" coupons only, which are perfect for tracking results. All coupons appear on [www.mustangdaily.net](http://www.mustangdaily.net) for 7 days.

Open Rate	\$75 per ad
Quarter [10 weeks]	\$65 per ad
Yearly [30 weeks]	\$50 per ad

#### WHERE TO WORSHIP [RELIGIOUS DIRECTORY]



Maintain awareness with this local guide for all religious services.

\$6.50 per column inch



# POPULAR SIZES

## COLUMN CONVERSIONS

1 COLUMN	2"
2 COLUMNS	4.125"
3 COLUMNS	6.25"
4 COLUMNS	8.375"
5 COLUMNS	10.5"

The Mustang Daily is printed on a web offset press located on campus in the Cal Poly's Graphic Communication Building.

## AD/ARTWORK GUIDELINES

- Send your ad or artwork at 300 dpi. No artwork from the Web.
- Color ads must be in CMYK format.
- We accept JPEG, PSD, AI, TIFF and PDF file formats.
- If artwork is created in Illustrator, fonts must be converted to outlines.
- Camera-ready artwork must be submitted by 12 noon day of deadline.

### EIGHTH PAGE

3 COL X 4 INCHES



### QUARTER PG

3 COL X 8 INCHES



### HALF PAGE

5 COL X 8 INCHES



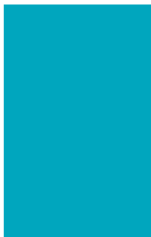
### JUNIOR PAGE

4 COL X 12 INCHES



### FULL PAGE

5 COL X 16 INCHES



# DEADLINE SCHEDULE

## MONDAY

- 2 PM Ad size deadline for Wednesday's paper
- 5 PM Ads in Tuesday's paper must be ready to print

## TUESDAY

- 2 PM Ad size deadline for Thursday's paper
- 5 PM Ads in Wednesday's paper must be ready to print

## WEDNESDAY

- 5 PM Ads in Thursday's paper must be ready to print

## THURSDAY

- 2 PM Ad size deadline for Monday's paper

## FRIDAY

- 2 PM Ad size deadline for Tuesday's paper
- 5 PM Ads in Monday's paper must be ready to print

70% of Cal Poly students say they've been motivated to take action after seeing an advertisement in the Mustang Daily





# RADIO PACKAGES

KCPR 91.3 FM  
Cal Poly's Non-Profit Volunteer Run Radio Station

**GREEN PACKAGE \$200.00**  
Sponsorship of 1 KCPR show for a quarter  
10 Weeks  
Air 14 radio ads a week  
2 times a day for 10 weeks  
Receive a \$8 per column inch rate on ads in the Mustang Daily  
Must run at least 5 ads at 8" or larger to qualify for the discount rate

**GOLD PACKAGE \$300.00**  
Sponsorship of 1 KCPR show for a quarter  
10 Weeks  
Air 21 radio ads a week  
3 times a day for 10 weeks  
Receive a \$7 per column inch rate on ads in the Mustang Daily  
Must run at least 5 ads at 8" or larger to qualify for the discount rate

**DEADLINES**  
Final script for underwriting announcements must be received and approved two full business days prior to broadcast.

**UNDERWRITING**  
Underwriting differs from advertising with commercial radio stations. Licensed through Cal Poly, KCPR adheres to underwriting rules and regulations set by the FCC (Federal Communications Commission). KCPR promotes slogans, locations, describes business with value-neutral descriptions and identifies facilities, services, products or product lines.



# ONLINE ADVERTISING

60,500 IMPRESSIONS A MONTH

20,500 UNIQUE VISITORS A MONTH



Mustangdaily.net was awarded the California College Media Association's 2009 General Excellence award and has been a three-time winner of Associated Collegiate Press Pacemaker award for the best collegiate newspaper website



## ONLINE EVERYDAY

Mustangdaily.net features a virtual Mustang Daily, community generated event calendars, blogs, videos and photos, breaking news and of course plenty of articles.

## ONLINE RATES

	PRICE PER MONTH
<b>MICRO TILE AD</b> 45 x 125 pixels	\$75.00
<b>MINI TILE AD</b> 125 x 125 pixels	\$100.00
<b>SIDE TILE AD</b> 300 x 276 pixels	\$300.00
<b>BANNER AD</b> 468 x 60 pixels	\$300.00
<b>PEEL BACK AD</b> 500 x 500 x 250 pixels	\$350.00

Ads can be sold on a per week, per month, per semester or per year basis

## PRINT & ONLINE PACKAGES

	PRICE PER MONTH
<b>BANNER AD PACKAGE</b> With 4 or more 5" or larger print ads	\$175.00
<b>SIDE TILE AD PACKAGE</b> With 4 or more 5" or larger print ads	\$150.00
<b>MINI PACKAGE</b> Receive an Online Mini Tile Ad and a Mustang Mini	\$250.00

Copy for online advertisements is due 1 week prior to date scheduled to go live  
Up to 3 advertisers can rotate per space and advertisements are run of site



# DEMOGRAPHICS

94% STUDENT READERSHIP

15,000 DAILY READERS

6,000 DAILY CIRCULATION



## SPENDING STATISTICS

\$32.4	MILLION ON AUTOMOTIVE SERVICES spent annually by Cal Poly students
\$21.6	MILLION ON RETAIL spent annually by Cal Poly students
\$18.9	MILLION ON SCHOOL SUPPLIES spent annually by Cal Poly students
\$20.6	MILLION AT RESTAURANTS spent annually by Cal Poly students
\$20.0	MILLION ON GROCERIES spent annually by Cal Poly students
\$10.8	MILLION ON BEAUTY SUPPLIES spent annually by Cal Poly students
\$6.4	MILLION ON ENTERTAINMENT spent annually by Cal Poly students
\$2.0	MILLION ON RECREATION spent annually by Cal Poly students

85% of Cal Poly students pick up the Mustang Daily from newsstands

# NEWSSTAND LOCATIONS



OFF CAMPUS LOCATIONS

MARSH STREET  
HIGH STREET  
MONTEREY STREET  
HIGUERA STREET  
FOOTHILL BOULEVARD  
ALBERTSON'S CENTER

MAP KEY

● NEWSSTAND  
🐎 MUSTANG DAILY OFFICE  
Building 26, Suite 226



# SPECIAL EDITIONS

## WEEK OF WELCOME [WOW]

PRICE PER COLUMN INCH  
**OPEN RATE** \$12.50

Before the new fall quarter, Cal Poly's incoming freshmen enjoy the thrills of Welcome Week. During this week, parents and students have an opportunity to attend events and shop for their first year at Cal Poly. This is a great time to let them know about your business and what you have to offer. Week of Welcome is the largest edition of the year.

PUBLISHES SEPTEMBER 13, 2010

## BACK TO SCHOOL

PRICE PER COLUMN INCH  
**OPEN RATE** \$12.50

When students return to school after breaks, their impact has a major effect on local businesses. Cal Poly students spend millions of dollars annually with the community. The Back to School editions, which publish each quarter, allow businesses to reach this valuable market immediately upon student's arrival.

PUBLISHES SEPTEMBER 18, 2010,  
JANUARY 3, 2011 & MARCH 28, 2011

## BEST FOR CAL CAL POLY

PRICE PER COLUMN INCH  
**OPEN RATE** \$10.50

Cal Poly has a great impact on the San Luis Obispo economy. The Best For Cal Poly edition give voices to Cal Poly students and showcases their favorite local businesses. Also, this edition allows businesses to thank the students for their continued support. Best for Cal Poly is the most anticipated edition of the entire year.

PUBLISHES FEBRUARY 18, 2011



## HOUSING

PRICE PER COLUMN INCH  
**OPEN RATE** \$10.50

The Housing edition provides insight and advice on issues that arise in the search for the perfect place to live. Local businesses that help students with housing matters, from rentals to plumbing, benefit greatly from this special edition. The Housing edition is also in conjunction with the Housing Fair, where the editions are passed out to attendees.

PUBLISHES MARCH 10, 2011

## OPEN HOUSE

PRICE PER COLUMN INCH  
**OPEN RATE** \$10.50

Once a year, in the spring, Cal Poly hosts "Open House" where thousands of prospective students and their families tour the Cal Poly campus and the San Luis Obispo community. During this weekend, more than \$4 million dollars are spent within the community.

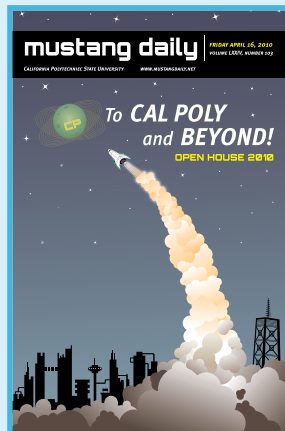
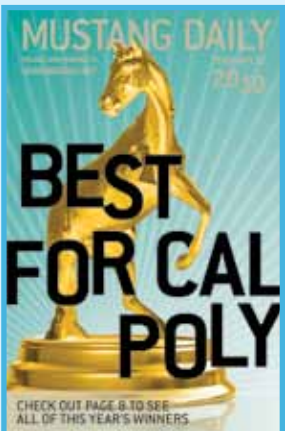
PUBLISHES APRIL 15, 2011

## GRADUATION

PRICE PER COLUMN INCH  
**OPEN RATE** \$10.50

Cal Poly has two commencement ceremonies each year. Combined, they account for more than 30,000 visitors and more than \$3.5 millions dollars are spent. The special graduation editions enable businesses to thank Cal Poly graduates for their years of support and advertise specials for all students and visitors to the area. Both editions are circulated the Monday prior to commencement weekend.

PUBLISHES DECEMBER 6, 2010 &  
JUNE 6, 2011






# DESIGN TIPS



## COMPLIMENTARY ARTWORK

 Work with our award-winning design team to develop an effective ad campaign catered to your business, at no additional cost to you.



## STAND OUT

What makes your business unique? Draw on the exceptional qualities of your business and highlight them in your ad.

## KEEP IT SIMPLE

A good ad is a memorable one. You should be able to glance at your ad for one second, close your eyes, and be able to recall the sales message.

## WHITE SPACE

Give your ad room to breathe with white space. White space helps to focus attention on the important elements of your ad.

## COLOR

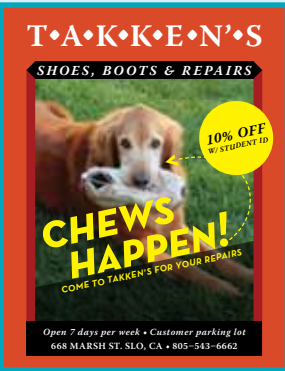
Color ads get noticed 60% more of the time than black and white ads. Use color in your designs to help create depth and evoke emotion.

## THE IMAGE SAYS IT ALL

Visual culture and images are instant communication. A striking image has the power to attract viewers and draw them in to find out more.

## CALL TO ACTION

Give readers a reason or excuse to come and visit your business. This will greatly increase the return you see from your advertising dollars.



# POLICIES



## GENERAL POLICIES

The Mustang Daily reserves the right to refuse or revise any advertising deemed to adversely affect the integrity and credibility of the newspaper as a source of truthful and accurate information, or be in conflict with the educational mission of the university community served. The Mustang Daily reserves the right to institute such other general policies as may be deemed appropriate at any time. Sole responsibility for the content of an ad lies with the advertiser who unconditionally agree to hold the Mustang Daily faultless should claim arise, and to pay for any and all expenses incurred as a result of the publication of such ad. Should an ad not be published as ordered, the Mustang Daily's liability is limited to the amount paid for the portion of the ad containing the error.

## AGENCY COMMISSION

All rates listed are non-commissionable (net) rates.

## CREDIT

All advertising is payable in advance, unless the advertiser has completed a credit application and credit has been approved. The Mustang Daily has the right to withdraw or restrict credit.

## BILLING

After credit has been approved, the monthly billing cycle will close on the last working day of the month. Accounts not paid within 30 days of the invoice date are subject to a finance charge of 1.5% per month (18% annually). If payment is not received within 60 days, credit is withdrawn.

## PAYMENT

Payment in full must be received by the last business day of the month following the receipt of your statement. Mustang Daily accepts cash or check, and please make checks payable to Mustang Daily. We offer a 5% discount for prepaid display advertising. Political ads must be prepaid without any discount option.

## CLASSIFIED POLICIES

In addition to the general advertising policies, classified advertising is also subject to the following: No refunds on classified ads. The advertiser allows the Mustang Daily to make his/her name available upon request. The Mustang Daily is not responsible for more than one incorrect insertion of any ad. If the mistake is the fault of the Mustang Daily, the Mustang Daily must be notified before the second appearance of ad. Ads must be pre-paid by check or credit card on [www.mustangdaily.net/classifieds](http://www.mustangdaily.net/classifieds)





# PUBLICATION DATES

## SPECIAL EDITIONS

WEEK OF WELCOME	Sept 13, 2010
BACK TO SCHOOL [FALL]	Sept 18, 2010
JOB FAIR [FALL]	Oct 12, 2010
HOMECOMING	Oct 28, 2010
BUCKET LIST OF SLO	Nov 5, 2010
GRADUATION & HOLIDAY	Dec 6, 2010
BACK TO SCHOOL [WINTER]	Jan 3, 2011
JOB FAIR [WINTER]	Jan 18, 2011
BEST FOR CAL POLY	Feb 18, 2011
HOUSING FAIR	March 11, 2011
BACK TO SCHOOL [SPRING]	March 28, 2011
OPEN HOUSE	April 15, 2011
JOB FAIR [SPRING]	April 20, 2011
EARTH DAY	April 21, 2011
ALCOHOL AWARENESS	May 12, 2011
GRADUATION	June 6, 2011

## SEPTEMBER

S	M	T	W	R	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	

## OCTOBER

S	M	T	W	R	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

## NOVEMBER

S	M	T	W	R	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	R	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	

2011

## JANUARY

S	M	T	W	R	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	R	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	R	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	R	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

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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

S	M	T	W	R	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	

## PUBLICATION KEY

- REGULAR EDITION
- SPECIAL EDITION

