

THE RUNNER

California State University, Bakersfield Advertising Media Kit 2017-2018

The Runner is CSU Bakersfield's student newspaper, distributing 1,000 copies biweekly across the Bakersfield and Antelope Valley campuses, as well as around the Bakersfield community.

Advertising opportunities for 2017-2018 include 16 issues, website and app advertising, and special interest directories.

General Information

Frequency: Biweekly
Day(s) Published: Wednesday
Circulation: 1,000
Website Monthly Views: 9,000
School Location: Bakersfield, CA
School Enrollment: 10,545
Faculty and Staff: 1,210
Format: 6 column broadsheet
Full Page Size: 6 col (11.5")W x 21.0" H

Demographics

School Type: 4 Year, Public
Highest Degree: Master's
2017-18 In-State Tuition & Fees: \$7,146
Undergrad/Post-Graduate Ratio: 87% / 13%
Female/Male Ratio: 62% / 38%
Full-Time/Part-Time Ratio: 88% / 12%
Under 24/24+ Undergrad Ratio: 81% / 19%
Ethnic Ratio: 55% Hisp./ 20% White
 7% Black/ 7% Asian/PI

Advertising Rates

Display Sizes and Rates (Black & White)

Description	Size (W x H)	Rate
Full Page	6 col (13") x 21.0"	\$800.00
Half Page (horizontal)	6 col (13") x 10.5"	\$400.00
Quarter Page	3 col (6.4") x 10.5"	\$200.00
One-Eighth Page	2 col (4.2") x 9.0"	\$100.00
One-Sixteenth Page	2 col (4.2") x 4.5"	\$50.00
Directory/Guide	Business card (4" x 3")	\$30.00
Color Charge	Half page or smaller	\$200.00
Premium Full Page Color	Full back page	\$1,600.00

Discounts

Frequency Discounts

Insertions	% Discount
2-3	5%
4-5	10%
6-7	15%
8-9	20%
10+	25%

*No discount on Directory/Guide

Premium Space

Back Page, Color 8+ 50%

Digital Advertising

App Title Launching in March Size: Varies Rate: \$500/year

Publish Dates

Fall 2017

August 28- Back to School*
 September 13, 27
 October 11, 25
 November 8, 22
 December 6

Spring 2018

January 22
 February 7, 21
 March 7, 21
 April 4, 18
 May 2- Graduation* *Special Issues

Deadline & Contact Information

The deadline for advertising is the Wednesday before the run date. For example, if your ad is running on Wednesday, September 7, your material and space reservation is due by Wednesday, August 31. **Send orders to runner@csub.edu.** You will receive a tearsheet and a bill after your ad runs.

The Runner staff can design your ad free of charge. Supply at least one image (such as a logo) and desired text. If you are using your own print-ready ad, it must be a JPG or PDF with all fonts embedded, 200-300 dpi, and grayscale for black-and-white, or CMYK for color.

The Runner is located in Modular East 3. Our Phone Number is 661-654-2165. For additional information, please contact:

Jennifer Burger, Adviser to The Runner
 jburger1@csub.edu

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