

# the **questonian** Online advertising



**12,000 cougars enrolled  
spring 2013 semester**

AGE	PERCENT
Up to 20	43%
21-25	25%
26-35	12%
36 & over	20%

**55% female – 45% male**

**Cuestionian.com is the award-winning website of The Cuestionian at Cuesta College, San Luis Obispo, Calif.**

It provides students' perspectives on news, entertainment, features and sports. It sees about 300 unique visitors per day and more than 20,000 total impressions per month.

Reach a broader audience with dynamic advertising online. Advertisers can update their ads during the month, which gives them the opportunity to advertise time-sensitive information such as sales, events and deals.

These rates are monthly, applying to the Fall 2013 semester, starting the first of September and ending December 31, the end of the Fall semester.

Cuestionian.com will not be updated during the winter break, between December 15 and January 15, 2014. Online advertising also cannot be updated during this period.

## Terms of Payment

For new advertisers, payment is required before images go live on the web site. Once credit has been approved by the publications manager, payment is due thirty days net.

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## Insertion Order/Contract

\_\_\_\_\_  
Name of business

\_\_\_\_\_  
Print your name

\_\_\_\_\_  
Address

\_\_\_\_\_  
City, State, Zip Code

\_\_\_\_\_  
Phone

\_\_\_\_\_  
E-mail

\_\_\_\_\_  
Date you would like your ad to appear online.

## **cuestionian.com** Fall 2013 Online Rate Sheet

**Sponsorship**  
468 x 60 \$150.00

**Mid-page Banner**  
728 x 90  
\$175 per month

**Side Footer**  
300 x 250  
\$75 per month

This image is not to scale. To see how your ad would appear, visit [cuestionian.com](http://cuestionian.com)

Online ads run for 30 days and are billed the first of the month; text can be updated during the month if necessary.

## Images:

Images should be 72 ppi resolution at actual size.

Send jpeg file to [bejaeblake@hotmail.com](mailto:bejaeblake@hotmail.com)

## Questions about advertising?

Please contact:

**BeJae Blake, Publications Manager**

[bejaeblake@hotmail.com](mailto:bejaeblake@hotmail.com) • 805-704-8202

\_\_\_\_\_  
Your ad rate and pixel size

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Please enclose contract & your check made out to The Cuestionian.

## **THE CUESTONIAN**

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