

#cuestonian advertising

Demographics

The Cuestonian is an independent, student-run newspaper at Cuesta College in San Luis Obispo, Calif. and provides students' perspectives on news, sports, and features. It is a free publication with distribution to on-campus locations in San Luis Obispo and the north county Paso Robles campus. Copies are also distributed to high schools in San Luis Obispo, Arroyo Grande, Pismo Beach, Morro Bay, Atascadero, Paso Robles, and Templeton.

Current Circulation 3,000 copies

**13,504 cougars enrolled
spring 2010 semester**



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

55% female – 45% male

Advertising Policies

Position is not guaranteed. Layout and typesetting services are available at \$30 per hour. Two tear sheets will be mailed upon publication. Every effort to print advertising as ordered will be made. However, should an error occur, The Cuestonian cannot be held liable for more than the cost of the ad. Reverse ads are not accepted. The Cuestonian reserves the right to reject all or any portion of an ad that conflicts with its integrity. Advertising copy is subject to approval.

Terms of Payment

For new advertisers, payment is required by the copy deadline prior to publication. Once credit has been approved by the publications manager, payment is due thirty days net.

Fall 2011 Deadline & Publication Dates

Copy Deadline	Publication
August 26	September 13
September 23	October 11
October 21	November 8
November 11	December 6

Please reserve space early. Although dates are subject to change, The Cuestonian will publish once each month only four times during the semester.

Net Rates & Dimensions

Size	Width & Height	Cost
2 col x 1.50"	3.83" wide x 1.50" high	\$25.98
2 col x 3.75"	3.83" wide x 3.65" high	\$64.95
2 col x 7.50"	3.83" wide x 7.50" high	\$129.90
3 col x 3.75"	5.88" wide x 3.75" high	\$97.43
3 col x 7.50"	5.88" wide x 7.50" high	\$194.85
5 col x 7.50"	10" wide x 7.50" high	\$324.75

Open rate is \$8.66 per column inch net. Rates quoted are for black and white ads only. Full-color ads are available for an additional 30% total cost of the ad.

Camera-ready Ad Format:

Press-ready (high resolution) PDF file

Images:

Color images should be CMYK, all others gray scale, 300 dpi resolution at actual size, flattened TIFF

Send PDF file to bejaeblake@hotmail.com

Questions about advertising?

Please contact:

BeJae Blake, Publications Manager

bejaeblake@hotmail.com • voicemail: 805-543-3462

1351 Royal Way #27 • San Luis Obispo, CA 93405

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; see publication dates

Your ad size and rate

Signature

Please enclose contract & your check made out to The Cuestonian.

THE CUESTONIAN

Patrick Howe, Adviser – BeJae Blake, Publications Manager

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www.cuestonian.com