



THE
Echo

California Lutheran University's award-winning student newspaper

**Media Kit
2019-2020**

About The Echo

California Lutheran University's weekly student news outlet, The Echo, has two primary purposes: to publish news, features and editorials as a vehicle of information and opinion by students for the university community and to provide the best educational experience possible in preparation for employment in professional journalism.

Based at California Lutheran University's main campus in Thousand Oaks, California, we distribute 700 issues to almost 20 locations across campus every Tuesday.

CLU serves more than 4,300 students including over 3,000 undergraduate students from nearly every state in the U.S. and 49 countries.

The Echo is award-winning:

- 2019 California College Media Award **First Place**, Best Breaking News Story
- 2019 California College Media Award **First Place**, Best Non-Breaking News Story
- 2019 California College Media Award **First Place**, Best Headline Portfolio
- 2018 California College Media Award **First Place**, News Series
- 2018 California College Media Award **First Place**, Arts & Entertainment Writing
- 2018 California College Media Award Honorable Mention, Multimedia

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www.cluecho.com



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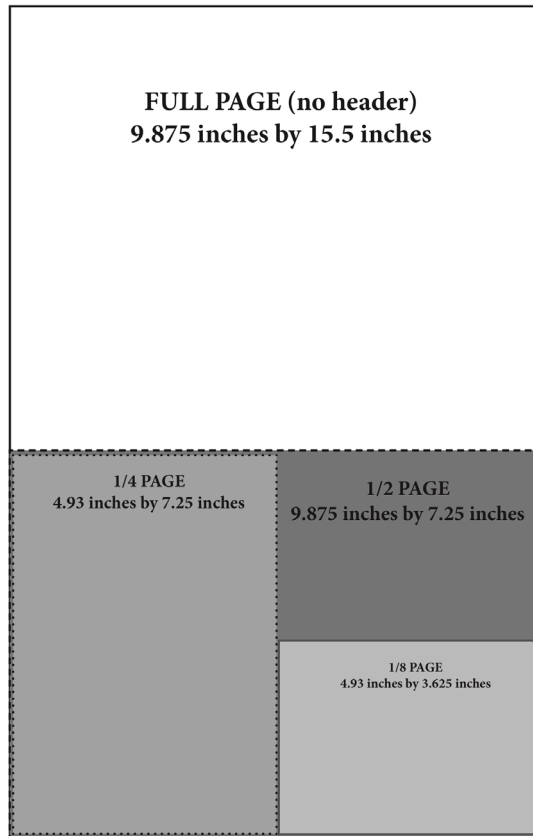
[@cluecho](https://www.instagram.com/cluecho)

Why advertise with us

- College students accounted for more than \$200 billion in discretionary spending in 2017
(re:fuel, College Explorer Survey)
- Nearly 70% of CLU students report reading The Echo
(Echo Readership Survey)
- 80% of CLU students prefer the print edition
(Echo Readership Survey)
- Each copy of the paper is typically read more than three times
(Alloy Media + Marketing)

Now accepting credit card payments through our website:
www.cluecho.com/advertising/

Advertising Rates



Visit the Echo online at CLUEcho.com

Advertise online!



Contact us for more information about online advertisements.

National Rates:

\$9.50/column inch Black & White

\$10.50/column inch Color

| | Black & White | COLOR |
|---|--------------------------|--------------|
| Full page ad • 15.5 inches x 5 cols • 77.5 column inches | \$736 | \$813 |
| Half page ad • 7.25 inches x 5 cols • 36.25 column inches | \$344 | \$380 |
| Quarter page ad • 7.25 inches x 2.5 cols • 18.125 column inches | \$172 | \$190 |
| 1/8 page ad • 3.625 inches x 2.5 cols • 9 column inches | \$85 | \$94 |

Local Rates:

\$7.50/column inch Black & White

\$8.50/column inch Color

| | Black & White | COLOR |
|---|--------------------------|--------------|
| Full page ad • 15.5 inches x 5 cols • 77.5 column inches | \$581 | \$658 |
| Half page ad • 7.25 inches x 5 cols • 36.25 column inches | \$271 | \$308 |
| Quarter page ad • 7.25 inches x 2.5 cols • 18.125 column inches | \$135 | \$154 |
| 1/8 page ad • 3.625 inches x 2.5 cols • 9 column inches | \$67 | \$76 |

Campus Rates:

\$4.50/column inch Black & White

\$5.50/column inch Color

| | Black & White | COLOR |
|---|--------------------------|--------------|
| Full page ad • 15.5 inches x 5 cols • 77.5 column inches | \$348 | \$426 |
| Half page ad • 7.25 inches x 5 cols • 36.25 column inches | \$163 | \$199 |
| Quarter page ad • 7.25 inches x 2.5 cols • 18.125 column inches | \$81 | \$99 |
| 1/8 page ad • 3.625 inches x 2.5 cols • 9 column inches | FREE | \$49 |

* If requesting back page placement, advertisers must pay for color

* Free ads are only run space permitting. They are not guaranteed.

* Campus organizations are limited to one free ad per semester.

Publication Schedule

Fall 2019

| SEPTEMBER | | | | | | | OCTOBER | | | | | | |
|-----------|----|----|----|----|----|----|---------|----|----|----|----|----|----|
| S | M | T | W | T | F | S | S | M | T | W | T | F | S |
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | | | 1 | 2 | 3 | 4 | 5 |
| 8 | 9 | 10 | 11 | 12 | 13 | 14 | 6 | 7 | 8 | 9 | 10 | 11 | 12 |
| 15 | 16 | 17 | 18 | 19 | 20 | 21 | 13 | 14 | 15 | 16 | 17 | 18 | 19 |
| 22 | 23 | 24 | 25 | 26 | 27 | 28 | 20 | 21 | 22 | 23 | 24 | 25 | 26 |
| 29 | 30 | | | | | | 27 | 28 | 29 | 30 | 31 | | |
| | | | | | | | | | | | | | |

| NOVEMBER | | | | | | | DECEMBER | | | | | | |
|----------|----|----|----|----|----|----|----------|----|----|----|----|----|----|
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| 3 | 4 | 5 | 6 | 7 | 8 | 9 | 8 | 9 | 10 | 11 | 12 | 13 | 14 |
| 10 | 11 | 12 | 13 | 14 | 15 | 16 | 15 | 16 | 17 | 18 | 19 | 20 | 21 |
| 17 | 18 | 19 | 20 | 21 | 22 | 23 | 22 | 23 | 24 | 25 | 26 | 27 | 28 |
| 24 | 25 | 26 | 27 | 28 | 29 | 30 | 29 | 30 | 31 | | | | |
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All checks should be made out to:

California Lutheran University

Advertising Phone:

(805) 493-3865

Newsroom Phone:

(805) 493-3465

Email:

echo@callutheran.edu

Visit www.cluecho.com/advertising/
 for our advertising policies

Spring 2020

| FEBRUARY | | | | | | | MARCH | | | | | | |
|----------|----|----|----|----|----|----|-------|----|----|----|----|----|----|
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| 9 | 10 | 11 | 12 | 13 | 14 | 15 | 15 | 16 | 17 | 18 | 19 | 20 | 21 |
| 16 | 17 | 18 | 19 | 20 | 21 | 22 | 22 | 23 | 24 | 25 | 26 | 27 | 28 |
| 23 | 24 | 25 | 26 | 27 | 28 | 29 | 29 | 30 | 31 | | | | |
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| APRIL | | | | | | | MAY | | | | | | |
|-------|----|----|----|----|----|----|-----|----|----|----|----|----|----|
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| 5 | 6 | 7 | 8 | 9 | 10 | 11 | 3 | 4 | 5 | 6 | 7 | 8 | 9 |
| 12 | 13 | 14 | 15 | 16 | 17 | 18 | 10 | 11 | 12 | 13 | 14 | 15 | 16 |
| 19 | 20 | 21 | 22 | 23 | 24 | 25 | 17 | 18 | 19 | 20 | 21 | 22 | 23 |
| 26 | 27 | 28 | 29 | 30 | | | 24 | 25 | 26 | 27 | 28 | 29 | 30 |
| | | | | | | | 31 | | | | | | |

 Special Commencement Issue