



California Lutheran University's award-winning student newspaper

Media Kit
2020-2021

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, in fall 2020, we will publish content online most days during the regular semester.

CLU serves more than 4,400 students including over 3,000 undergraduate students from nearly every state in the U.S. and 49 countries.

*In light of COVID-19, The Echo will focus exclusively on our website and online platforms in fall 2020. Our spring print schedule is subject to change.

The Echo is award-winning:

In 2020 The Echo was recognized as the Second Place, Best Newspaper in our division by the California College Media Association!

The Echo has won 28 CCMA's since 2014, including:

- **Third Place**, Best Special Section "El Eco" (2020)
- **Second Place**, Best Sports Photograph (2020)
- **Third Place**, Best News Series (2020)
- **First Place**, Best Breaking News Story (2019)
- **First Place**, Best Non-Breaking News Story (2019)
- **First Place**, Best Headline Portfolio (2019)
- **Second Place**, Best News Photograph (2019)
- **First Place**, Best News Series (2018)
- **First Place**, Best Arts & Entertainment Story (2018)
- **First Place**, Best Editorial (2017)

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Why advertise with us

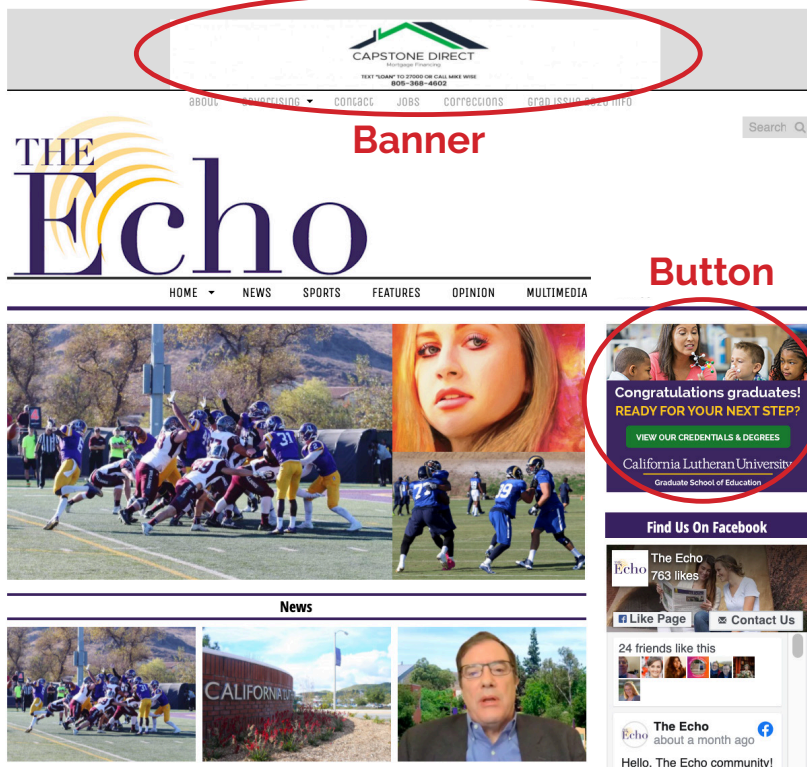
- College students accounted for more than \$200 billion in discretionary spending in 2017
(re:fuel, College Explorer Survey)
- Nearly 70% of CLU students report reading The Echo
(Echo Readership Survey)
- 80% of CLU students prefer the print edition
(Echo Readership Survey)
- Each copy of the paper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

Online Advertising

The Echo now offers online advertisements!
We offer banner and button ads that link to your website.

Online Banner Ad

728 pixels by 90 pixels



Online Button Ad

300 pixels by 250 pixels

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

Online Advertisement Options:

\$125/week	Homepage, top of screen banner ad
\$100/week	Homepage, bottom of screen banner ad
\$100/week	Homepage, button ad
\$75/week	Article page, button ad



Placing more than one ad? Discounts are available!

- Purchase **THREE** ads on any platform at one time and get 10% off
- Purchase **FIVE** or more ads on any platform at one time and get 15% off

Newsletter & Podcast

LARGE Newsletter Ad

900 pixels by 600 pixels
\$100 per week

Logo Ad

\$50 per week

MEDIUM

Newsletter Ad

300 pixels by 250 pixels
\$75 per week

First launched in fall 2019, our first **newsletter** of the year goes to all enrolled students, both undergraduate and graduate. The Echo newsletter highlights our biggest stories of the week. We offer three sizes of advertisements.

New to fall 2020, our **podcast** goes out each week with the newsletter. Sponsor the podcast to get audio recognition at the start and end of each podcast.

\$50 per week

Sponsored Content

Are you a local business that would like to highlight your story? Consider "sponsored content"! An Echo reporter will meet with you, interview you, and tell your story with a 200-300 word article and photos. The article will be published at **www.cluecho.com**. Boost your reach by adding social media—we'll promote the article on Facebook, Twitter or Instagram.

Sponsored Content

THOUSAND OAKS' FIRST MICROBREWERY

Gabrielle Renteria, Reporter
September 6, 2020



The classic beer and pizza combo has become more accessible than ever here in Thousand Oaks, with the opening of the area's new establishment Tarantula Hill Brewing Company.

On July 16, Tarantula Hill's website stated they were "officially in soft opening." This brewery has



**Sponsored Content
(\$150)**

**Sponsored Content
+ Social Media
(\$175)**

Publication Schedule

Fall 2020*

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

NOVEMBER							DECEMBER						
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		

* In light of COVID-19, and hybrid/remote teaching, The Echo will focus on our online products. The highlighted dates indicate days that our e-newsletter will be distributed. The spring semester print schedule is subject to change.

Spring 2021

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

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

 Special Commencement Issue

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