



California Lutheran University's award-winning student newspaper

**Media Kit
2022-2023**

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 1,000 issues to almost 20 locations across campus every other Tuesday. We also offer a weekly e-newsletter and a biweekly podcast.

CLU serves nearly 4,000 students including more than 2,500 undergraduate students from nearly every state in the U.S. and 59 countries.

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 30 CCMA's since 2014, including:

- **Second Place**, Best COVID Coverage (2022)
- **First Place**, Best Sports Photo (2022)
- **Third Place**, Best Podcast (2022)
- **Third Place**, Best Website (2021)
- **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)

The Echo was also awarded a second place national College Media Association Pinnacle award for best special section in 2021 and was an Associated Collegiate Press Online Pacemaker finalist in 2020.

Find us online at:
www.cluecho.com

Why advertise with us

- College students accounted for more than \$130 billion in discretionary spending in 2019
(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)



facebook.com/cluecho

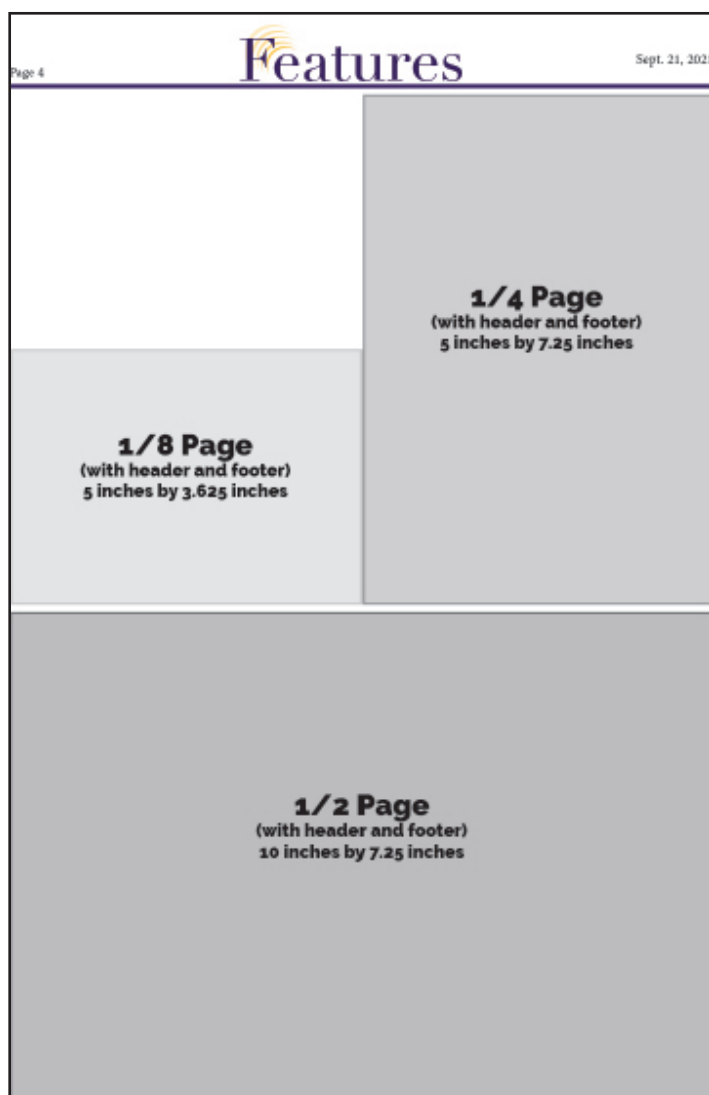


[@CLUEchoNews](https://twitter.com/CLUEchoNews)



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

Print Advertising



A full-page ad runs without the header and footer and is 10 inches by 16 inches



**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

National Rates:

\$9.50/column inch Black & White

\$10.50/column inch Color

	Black & White	COLOR
Full page ad • 16 inches x 5 cols • 80 column inches	\$760	\$840
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 • 16 inches x 5 cols • 80 column inches	\$600	\$680
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 • 16 inches x 5 cols • 80 column inches	\$360	\$440
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.

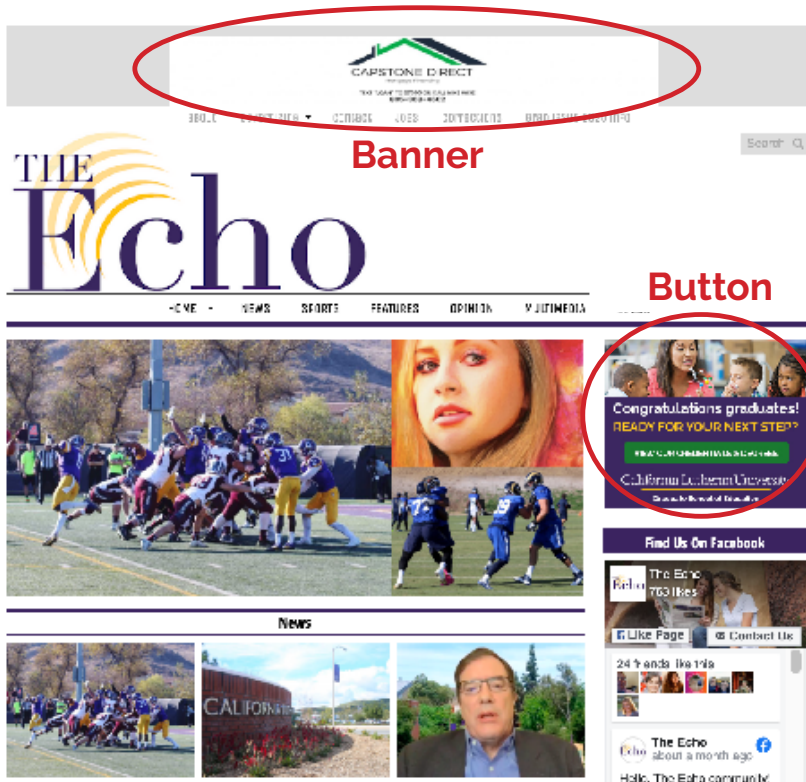
* Campus organizations are limited to one free ad per semester.

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

Full-Width Newsletter Ad

Approximately
564 pixels by 338 pixels
\$100 per week

Half-Width Newsletter Ad

Approximately
264 pixels by 158 pixels
\$75 per week

*Not shown to scale

First launched in fall 2019, our **newsletter** of the year goes to students, full-time faculty, and members of the community.

Using the Mailchimp platform, The Echo newsletter highlights our biggest stories.

We offer two sizes of advertisements.

As of fall 2021, our **podcast** goes out biweekly 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.

Features

Sponsored Content

GRADUATING SENIORS OFFERED \$2,500 INCENTIVE TO CONTINUE EDUCATION AT CLU

Mikayla Galaviz, Reporter
May 4, 2021

Graduating seniors at California Lutheran University can automatically receive a \$2,500 *Graduate Incentive Grant* if they choose to

Congratulations to the Class of 2021

\$2,500 FOR 2021 GRADUATES!

Start stronger with a graduate degree

Enroll in one of our graduate or credential programs within 9 months of graduating to automatically receive the Graduate Incentive Grant. For more information, visit [CalLutheran.edu/incentive](http://Cal Lutheran.edu/incentive)

School of Management <ul style="list-style-type: none">MBAExecutive MBAMBA or EMBA Practitioner Learning	Graduate School of Education <ul style="list-style-type: none">Counselors and Behavioral TherapistsSingle SubjectsPhD in Education	Graduate School of Psychology <ul style="list-style-type: none">MEd in Counseling Psychology, Health and Family TherapyMEd in Education	Pacific Lutheran Theological Seminary <ul style="list-style-type: none">Master of DivinityMaster of Arts in Ministry of ArtsMaster of Arts in Leadership of Ministry
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Sponsored Content (\$150)

Sponsored Content + Social Media (\$175)

Advertise in Spanish

Did you know that The Echo publishes in Spanish? Each semester The Echo partners with a Spanish 301 "Conversation & Composition" class to produce El Eco. El Eco is an insert that offers unique Spanish-language content. **El Eco was recognized as the third place, best special section** by the California College Media Association in 2020. Contact our advertising manager for information about advertising in El Eco!







facebook.com/cluecho @CLUEchoNews @cluecho

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El Proyecto Acabado continuará en Oxnard

Nota del editor

Este boletín informativo contiene una sección especial que fue escrita en español. The Echo colaboró semestralmente con la clase de SPAN 301- Conversación y Composición dirigida por la Professor Laverne Seales. Los estudiantes tuvieron la oportunidad de producir contenido de varios diferentes tópicos y trabajaron en estos artículos durante el semestre. Los siguientes artículos fueron escritos por estos estudiantes para nuestra publicación en español, El Eco. Para más contenido en español, visita <http://cluecho.com>.



Para Rosete, no estaría tomando su educación seriamente si no fuera por los recursos del proyecto Acabado como ayuda a solicitudes de pasantías, cartas de recomendación y otras cosas para prepararlo para graduarse. "Cuando estás solo y no tienes nadie esos achievements se sienten pequeños, pero cuando estás en este programa hay personas que te dicen que estás alegrados porque estás acá," dijo Rosete.

El programa en el colegio de Oxnard ha ayudado a muchos estudiantes de primera generación y de bajos recursos a graduarse del colegio de Oxnard, transferir a otras universidades y trabajar con

Comunidad y cultura: Aunque el proyecto Acabado no sigue en el colegio de Oxnard para ayudar a los estudiantes.

gratis de matemáticas y ciencias, útiles escolares, impresoras 3D, becas y mucho más, según su sitio web.

Adicionalmente, los estudiantes del colegio de Oxnard, que están en una buena posición académica, tienen la oportunidad de ser un Illumineer. Los Illumineers son los tutores estudiantiles para el proyecto Acabado.

Cristian Rosete, un Illumineer de matemáticas en el colegio de Oxnard, dijo que el proyecto Acabado lo ha ayudado mucho con enfocarse en sus estudios.

Rosete vive solo y, antes de ser Illumineer, necesitaba trabajar afuera de la escuela para poder pagar el alquiler y

personas vienen y preguntan por ayuda en las matemáticas y solamente reforzó lo que aprendí," dijo Rosete.

Según el sitio web de Lutheran, cuando Cal Lutheran estaba trabajando con el colegio de Oxnard, los estudiantes Cal Lutheran eran algunos de los Illumineers.

Jennifer Lugo, coordinadora del proyecto Acabado por parte de Lutheran, dijo que a los estudiantes no les gusta el programa cuando el proyecto estaba en colaboración con Lutheran.

"No fue un programa de muchas [estudiantes de Lutheran] querían estar interesados. No tenía ni



Publication Schedule

Fall 2022*

SEPTEMBER							OCTOBER						
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					

NOVEMBER							DECEMBER						
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

* The Echo publishes throughout the week on its website www.cluecho.com. Our print publication is produced biweekly. We also offer a weekly e-newsletter and a biweekly podcast.

Spring 2023

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

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

 Special Commencement Issue

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