# Introduction

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San Jose State University is the oldest public Institution of higher education on the West Coast. As the founding campus of the California State University system, it enrolls 31,000 students annually. The 19-block campus offers over 130 bachelor’s and master’s degree programs, has one of the most ethnically diverse student bases in the United States, and is the nation’s leader in graduating minority students.

SJSU is well known for its undergraduate programs in business, engineering, visual and performing arts, nursing, psychology, justice studies, biology, kinesiology, journalism and computer science. Popular fields of study for graduate students at SJSU are engineering, library and information science, education and social work.

San Jose State provides Silicon Valley firms with more engineering, computer science and business graduates than any other school in the area. Most graduates of SJSU live and work in the surrounding environment, creating a network of professionals who come from the school. It also boasts one of the highest levels of philanthropic support of the CSU system.
SJSU Statistics

- 30% Asian
- 4% African-American
- 8% Foreign National
- 17% Hispanic
- 29% White
- 12% Other

- 24% | 19 or younger
- 57% | 20 - 24 years old
- 8% | 25 - 29 years old
- 11% | 30 or older

Did You Know?

- 66% of a college student’s time is spent on campus.
- 83% of students have tried a product or store after seeing it advertised.
- Students spend $24.6 billion annually on food and drinks alone.
- 57% of students say they spend the most on personal care services.

Classification

- 9% Freshmen
- 11% Sophomores
- 23% Juniors
- 32% Seniors
- 23% Graduates
- 3% 2nd Bachelors/Post bac.
Established at SJSU in 1934 and has become a legacy of excellence in strong journalism.

Highlighting Facts

- Spartan Daily was established at SJSU in 1934
- With 45 different locations of distribution around campus
- The Daily is read by over 25,000 students and faculty
- Spartan Daily is a distinguished asset in the school’s prestigious Journalism and Mass Communications program. It strives to uphold traditional print journalism as well as merge into the rising popularity of electronic media.

Recent Awards & Recognition

1st Place | Printed Rate Card Media Kit | March 31, 2012 | Media Kit Fall 2011
1st Place | Best Display Ad | Color | April 2, 2011 | CNBAM 2011
1st Place | Best Newspaper Promo Ad | Black/White | April 2, 2011 | CNBAM 2011
2nd Place | Ad Campaign | October 29, 2011 | Associated Collegiate Press 2011
45 sites of distribution on campus
By advertising in Spartan Daily, you will reach over 25,000 students and faculty.

College students are away from the shelter of the home and family, providing prime opportunity for hundreds of first time, independent buying decisions.

Highly influences their preferences and purchasing habits for decades to come.

According to ReFuel Media + Marketing, 96% of college students read their college newspaper on a regular basis, making it the most effective way to reach the college student market.

Front Page Advertising

Front Page Banner ads stand out and are the first print ads readers see when they pick up our paper.

Sticky Notes ads offer prime exposure are great for coupons because they can be easily removed.
About Spartan Daily Classified
With over 4,500 impressions a day, your ad can link through to your website or microsite. Spartan Daily Classified ad orders may be placed online or in person, and will appear in print and online.

Dwight Bentel Hall 209i
Mon-Thurs, 1:30PM to 4:00PM

Deadline: Classified ads must be submitted by 10:00 A.M., two weekdays prior to the publication date.

Classifications
Announcements
Roommate Wanted
Opportunities For Rent
For Sale Events
Wanted Volunteers
Employment Services

For online classifieds: http://spartandaily.campusave.com
Display Rates
Open Rate (net) $10.25/column inch
Pre-Paid (net) $9.25/column inch
Campus Rate $9.00/column inch
National Rate $8.72/column inch
Bulk Rates (per contract)
100-200 inches $9.64/column inch
201-300 inches $9.10/column inch
301 inches and up $8.61/column inch

Single Run
Full page (123”) $1185.72
Half page (60”) $615.00
Quarter Page (30”) $307.50
Eighth page (15.375”) $153.75

Front Page Banners
(6 columns x 1.5 in.)
Full Color $600
Black and White $300

Campus Depts./Orgs. receive
$50 discount on front page banners.

Pick-up Offer
Advertisements purchased at full price
may run again within 7 calendar days for
half-price. (Offer limited to 3+ column inch
ads.)

Inserts (per 1,000)
1-4 pages $78
6-8 pages $88
10-12 pages $104
14-24 pages $126

Client is responsible for producing and
printing inserts. Inserts must be pre-
approved and shipped two weeks in advance
of publication.

Maximum size is 11” x 17”.
Publication run is 5,000 on print days.

Sticky Note Program
Spot Color (single) $600 full run
Process Color (4-color) $750 full run

Sticky Notes are printed on white or
yellow stock only, sized 3”x3”. Artwork is
due 10 business days prior to publication.
Minimum order is 10,000.

Color Rates
Spot Color (single) $200
Process Color (4-color) $400

Mechanical Measurements
1 column 1.528”
2 columns 3.222”
3 columns 4.916”
4 columns 6.611”
5 columns 8.306”
6 columns 10.000”

Contact us:
408-924-3270(t)
408-924-3282(f)
spartandailyadvertis-
ing@gmail.com
Dwight Bentel Hall
San Jose State Uni-
versity
San Jose, CA
95192-0149
spartandaily.com
Creative Services Spring 2016 Print Dates

Spartan Daily’s Advertising department offers clients creative layouts for new ads, graphic art services and clip art, free of charge. Please contact Spartan Daily for additional information.

Spartan Daily will gladly convert any pre-printed insert into a Run-of-Paper (ROP) ad. Charges are at the earned column inch rate plus any color charges.

Deadlines

Ad materials are due by 2:00 p.m., two business days prior to the publication date, unless otherwise noted. For advertisements that are to be created by our creative staff, all logos, copy and/or art to be included in the ad must be received by 2:00 p.m., four business days prior to publication date.

Formatting

All materials and advertisements should be provided in PDF format (unless otherwise noted) and must be (200+)dpi and emailed to: spartandailyadvertising@gmail.com

SPRING 2016 PRINT DATES

January

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**Digital Ads**

**Advertise Online**
(unit of measure pixels)

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<tr>
<th>Ad Type</th>
<th>Size</th>
<th>Cost</th>
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<tbody>
<tr>
<td>Skyscraper (Front Page - 160x600)</td>
<td>$130</td>
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<tr>
<td>Skyscraper (Second Page - 160x600)</td>
<td>$110</td>
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<tr>
<td>Banner (728x90)</td>
<td>$130</td>
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<td>Small Banner (468x60)</td>
<td>$75</td>
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<td>Small Rectangle (200x90)</td>
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<td>Button (120x90)</td>
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<td>Headline Banner (960x30)</td>
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*The Spartan Daily's website receives over 4,500 impressions per day.*
*Each ad receives over 3,000 impressions per day.*

**Why Online?**

- Web advertising is vibrant, colorful, and visually stimulating - interactive ads entice engagement
- Ads run 24 hours a day, 7 days a week. Effectiveness of ads can be measured and calculated
- Highly targeted - viewers provide information in exchange for interaction
Mobile Rates

(measure by tiles = pixels)

1 tile $100
2 tiles $200
3 tiles $300

(424x404 pixels) (424x404 pixels) (424x404 pixels)

(all three tiles combined = 1272x404 pixels)
**Social Media**

**Rates:**

*(mix 'n match both Facebook and Twitter)*

- 4 posts (Facebook/Twitter): $150
- 6 posts (Facebook/Twitter): $200
- 8 posts (Facebook/Twitter): $250
- 10 posts (Facebook/Twitter): $300
- 12 posts (Facebook/Twitter): $350
- 14 posts (Facebook/Twitter): $400

**Facebook & Twitter**

The answer for your advertising needs might not always be found in print and online ads. For this, we have created various social media packages to strategically promote your brand and/or services on our social media platforms.

Using the Spartan Daily's Twitter (@spartandaily) and Facebook (Spartan Daily page) accounts, you will be broadcasted to those Spartans who do not read the Daily in print or online.

For best results, ask a sales executive about preparing a Spartan Daily advertising bundle for you and incorporate all of our platforms for your benefit.
About Access

Access Magazine is San Jose State University’s student-run magazine released to the student body once a month during the Fall semester. These magazines are put into each Spartan Daily on the day that they are released and continue to circulate around campus for the remainder of that month.

Special Discounts
Advertise with SHIFT two times and receive 15% off.

Advertise in all three issues and receive a 30% discount off the total price of your order.

Rates
- 1/4 Page: $155
- 1/2 Page: $310
- Full Page: $615

*PRINTS ONLY IN SPRING SEMESTER!
About SHIFT Magazine

**SHIFT** is an energetic, innovative mix of in-depth editorials, topical interviews, rich infographics and stunning photography focused on innovating for the common good. Our mission is to inspire people to contribute time, energy and resources to overcome the challenges that our communities face. Expect to find themes that range from environmental stewardship to corporate philanthropy, from health care to education.

SHIFT explores the two faces of social innovation - those who need help and those who help in innovative ways. The comprehensive articles and compelling photojournalism help connect the paths of the actors to advance sustainable change.

*PRINTS ONCE A SEMESTER!

The magazine is archived by the Journalism and Mass Communications Department, so you will be in a piece of history, if you advertise in SHIFT!

For best results, ask a sales executive about preparing a Spartan Daily advertising bundle for you and incorporate all of our platforms for your benefit.

**Rates**

1/4 Page $155  
1/2 Page $310  
Full Page $615

---

![SHIFT Magazine Cover](image-url)
Rates
Rates apply to advertising space sold to the business operated by the Advertiser. The space contracted shall not be sublet to others, nor used for purposes other than herein named. Publisher reserves the right to revise rates and terms upon 30 days written notice to the current advertiser. Rates are subject to change.

Positioning
All advertising positions are the option of the Publisher. In no event will adjustments, re-runs or refunds be made because of position. Advertising orders directing insertions of advertising to a special position of designated page “or omit” will not be accepted.

Content
Publisher reserves the right to edit, alter or omit an advertisement submitted for publication. Publisher reserves the right to insert the word “Advertisement” at Advertiser’s expense. Publisher reserves the right to reset body type in advertising because of resemblance to type face used in news stories.

Disputes
Credit for errors shall not exceed the cost of the space occupied by such error. On multiple insertions, credit for errors will not be given after the first insertion. Claims for adjustments must be made within seven days of publication. Publisher assumes no financial responsibility for typographical errors or for omission of copy. If there are disputes or discrepancies with published advertising, the customer may deduct only the amount in question from the charge and pay the balance.

Payments
Payment may be required in full for any outstanding balance before accepting copy for publication or require cash payment with copy or both. Some retail advertisers may be temporarily extended a courtesy credit limit of up to $500 providing a completed credit application has been submitted. Spartan Daily reserves the right to restrict the use of this temporary extension.

All accounts are due and payable 15 days from billing date.

Liability
Advertiser and/or advertising agency or agent, assumes all liability for advertisements published (including illustrations, text, claims, etc.) and agrees to assume any and all responsibility. Advertiser agrees that the placement and publication of advertising is governed by the laws of the State of California. Advertiser agrees that the City of San Jose and the County of Santa Clara, in which the Spartan Daily is located, shall be the forum for any legal action relating to advertising placed or published.
Spartan Daily Advertising
One Washington Square
San Jose, CA 95192-0149
(408) 924-3270
DBH 209i
www.spartandaily.com

For Sales Inquiries: spartandailyadvertising@gmail.com
For Artwork: spartandailycreative@gmail.com
Advertising Adviser: Tim Hendrick
Business Manager: Deborah Briese

Media Kit Designed by: Alicia Simpson, Creative Director 2014