

The Runner

California State University Bakersfield

Modular East I, Room 103 - 46 MOD

9001 Stockdale Highway

Bakersfield, CA 93311

Fax: 661-654-6905

runner@csub.edu



Advertising Rate Sheet

| | |
|----------------------|-------------------------|
| Retail Rates | Display |
| No. of Issues | Column-Inch Rate |
| 1-4 | \$15.00 |
| 5 or more | \$10.00 |

- Column width is 1.778 inches with 0.167 inches between columns. Page width is 11.5 inches (6 columns). Page depth is 21 inches. One column inch equals 1.778 inches wide by 1 inch deep.

Special Rates

| | |
|--|----------|
| Eighth Page, Vert. (2 col.x 7.875 inches) | \$120.00 |
| Eighth Page, Horz. (3 col.x 5.25 inches) | \$120.00 |
| Quarter Page (3 col.x 10.5 inches) | \$240.00 |
| Half Page Vertical (3 col.x 21 inches) | \$400.00 |
| Half Page Horizontal (6 col.x 10.5 inches) | \$400.00 |
| Full Page (6 col.X 21 inches) | \$600.00 |
| Classified (1 col.x 4 lines) (Classifieds must be paid in advance,) | \$4.00 |

Typesetting charges are waived, since students are encouraged to use their graphic illustration skills in preparing ads. Ads may be delivered via e-mail as PDF, EPS, QuarkXpress or Word files. For other file types, contact *The Runner* staff.

Readership Information

California State University Bakersfield has 7,700¹ students on two campuses. The paper is distributed at the CSUB campus in Bakersfield and the campus in Antelope Valley.

1: CSUB Institutional Research and Planning, 2007-2008

Political Rates

Standard retail rates apply. Full payment is required with order. Advertisement must identified with the committee chair-person's name or name of individual responsible for ad.

Color

Process color, \$50. Special-order spot color, \$90 per color.

Inserts

The Runner does not accept inserts.

Terms and Conditions

1. The Runner will not be liable for any error in any advertisement published unless the error is the fault of the newspaper. In that event, the newspaper's liability shall not exceed the charge for the space actually occupied by the advertisement in which the error is made, nor for more than one insertion of the advertisement in which the error occurs.
2. The Runner reserves the right to edit or reject any advertisement submitted for publication.
3. Advertisements must be paid within 15 days of the date of billing. Delinquent bills will be charged a finance charge of 20% on second billing. Payment in advance is required on all accounts not having already established a business history with *The Runner*. A signed contract is required before advertising space can be committed.
4. The Runner does not accept tobacco-related advertising.

FALL Quarter 2009

| Publication Date | Ads Due (noon) |
|-------------------------|-----------------------|
| Sept. 23 | Sept. 21 |
| Sept. 30 | Sept. 28 |
| Oct. 7 | Oct. 5 |
| Oct. 14 | Oct. 12 |
| Oct. 21 | Oct. 19 |
| Nov. 4 | Nov. 2 |
| Nov. 11 | Nov. 9 |
| Nov. 18 | Nov. 16 |