California State University, Fullerton plays a prominent role in one of the most vibrant regional economies in the United States.

What you get when you advertise...

**Market Composition**
- 33,413 students
- 3,727 faculty & staff
- 37,140 total
- 61% female, 39% male

**The CSUF Market**
- Of all newspapers, 50% read only the Daily Titan
- 80% notice display ads
- 85% read classified ads

**Student Body**
- **Age**
  - Average 24.7
  - 65.2% 14-24
  - 34.8% 25+
- **Employment**
  - 78% work
  - 27.5 hours per week
- **Income**
  - In total, CSUF students have an effective buying power of over $302.7 million per year
  - Average student income over $12,000+
Welcome to the Daily Titan!

Publications

The Daily Titan: Daily, Monday - Thursday; 12,000 readership
The Buzz: A Weekly Guide To Entertainment; tabloid insert, published Thursday
Summer Titan: Published weekly (10 issues) during summer (see separate rate card)
Friday Titan: Special themed issues (see separate schedule)
Titan Online: www.dailytitan.com (see separate rate card)

Measurements

A full page in the Daily Titan measures 12.5 X 21 real inches. But for advertising purposes, we use column inches. Not familiar with a column inch? One column inch measures 2.028” wide by 1” tall. We use column inches because every page of the Daily Titan measures 6 columns across, each column being 2.028” wide. In column inches, a full page measures 126” (6 col. x 21”).

Deadlines

Insertion: (Space reservation) by noon, 3 business days prior.
  Monday Edition…previous Wednesday, 12 pm
  Tuesday Edition…previous Thursday, 12 pm
  Wednesday Edition…previous Friday, 12 pm
  Thursday Edition…previous Monday, 12 pm
  Friday Edition…previous Tuesday, 12 pm
Ad text: 10 am, 2 business days prior to publication.
Payment: 10 am, 1 business day prior to publication

Discounts

• Frequency Contract: By signing a contract and advertising just two times a month for four months, we can give you a frequency discount. On a quarter-page ad, that saves your business at least $210.
### Display Rates

All rate figures are per column inch

<table>
<thead>
<tr>
<th>Display:</th>
<th>Billed</th>
<th>Prepaid</th>
</tr>
</thead>
<tbody>
<tr>
<td>Open Rate*</td>
<td>$8.25</td>
<td>$7.84</td>
</tr>
<tr>
<td>National / Agency Rate*</td>
<td>$9.75</td>
<td>N/A</td>
</tr>
</tbody>
</table>

* All rates are net and not commissionable

<table>
<thead>
<tr>
<th>Size:</th>
<th>1 col. = 2.028&quot;</th>
</tr>
</thead>
<tbody>
<tr>
<td>4&quot;</td>
<td>2 col. x 2&quot;</td>
</tr>
<tr>
<td></td>
<td>$33.00</td>
</tr>
<tr>
<td></td>
<td>$31.35</td>
</tr>
<tr>
<td>6&quot;</td>
<td>2 col. x 3&quot;</td>
</tr>
<tr>
<td></td>
<td>$49.50</td>
</tr>
<tr>
<td></td>
<td>$47.03</td>
</tr>
<tr>
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<td>2 col. x 4&quot;</td>
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<td></td>
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<tr>
<td></td>
<td>$62.70</td>
</tr>
<tr>
<td>10&quot;</td>
<td>2 col. x 5&quot;</td>
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<tr>
<td></td>
<td>$82.50</td>
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<tr>
<td></td>
<td>$78.38</td>
</tr>
<tr>
<td>12&quot;</td>
<td>2 col. x 6&quot;</td>
</tr>
<tr>
<td></td>
<td>$99.00</td>
</tr>
<tr>
<td></td>
<td>$94.05</td>
</tr>
<tr>
<td>20&quot;</td>
<td>4 col. x 5&quot;</td>
</tr>
<tr>
<td></td>
<td>$165.00</td>
</tr>
<tr>
<td></td>
<td>$156.75</td>
</tr>
</tbody>
</table>

### Modular Size:

- 1/8 page H 4 col. x 4"  $132.00  $125.40
- 1/8 page V 2 col. x 8"  $132.00  $125.40
- 1/4 page H 6 col. x 5.25" $259.88  $246.88
- 1/4 page V 3 col. x 10.5" $259.88  $246.88
- 1/2 page H 6 col. x 10.5" $519.75  $493.76
- 1/2 page V 3 col. x 21"  $519.75  $493.76
- 3/4 page 6 col. x 16"  $792.00  $752.40
- Full page 6 col. x 21"  $1,039.50 $987.52

### Semester Frequency Contracts:

- 2-3 placements per semester Less: 5%
- 4-6 placements per semester Less: 7%
- 7-10 placements per semester Less: 10%
- 11+ placements per semester Less: 15%

Additional 5% discount for prepaid

### Color:

Each spot color (in addition to black) is $150 and process color (4-color) costs $600 (plus cost of film separations).

### Inserts:

- 4,000 minimum $200.00
- 1-4 page units $200.00
- 5-8 page units $300.00

For larger units call your account executive

A copy of pre-printed inserts must be submitted to the Advertising Sales Manager for approval two weeks prior to publication. Once approved, pre-printed inserts must be shipped directly to the printer no later than one week prior to publication.

### Classified Line

- One insertion, up to 20 words $5.50
- ...each additional word $0.39
- 12pt. headline $1.75

### 16pt. Headline

- $2.50
- Border $5.50

### Weekly:

- 4 insertions, up to 20 words $18.70
- ...each additional word $1.00
- 12pt. headline $5.95
- 16pt. headline $8.50
- Border $14.30

### Monthly:

- 16 insertions, up to 20 words $60.00
- ...each additional word $2.60
- 12pt. headline $20.25
- 16pt. headline $30.00
- Border $37.20

### Ad Specifications:

All ads must run on successive days
No tearsheets provided for classified ads
No refunds for partial cancellations

### Payment:

All classified ads must be prepaid. Please make checks payable to: The Daily Titan. Classified ads can be placed over the phone with Visa and MasterCard credit cards. Allow 5 working days for mail payments.

### Deadlines:

- Monday Edition ...Wednesday, 12 pm
- Tuesday Edition ...Thursday, 12 pm
- Wednesday Edition ...Friday, 12 pm
- Thursday Edition ...Monday, 12 pm
- Friday Edition ...Tuesday, 12 pm

### Classified Display:

See Display Rates

Phone 714.278.3373 • Fax 714.278.2702
College Park Building • 2600 E. Nutwood Ave. • Suite 660 • Fullerton, CA 92831-3110
Email: ads@dailytitan.com • Website: http://www.dailytitan.com

Revised: 6/19/06
ONLINE ADVERTISING 2006 • 2007

CALIFORNIA STATE UNIVERSITY FULLERTON

Why Advertise Online?

You’ve invested time and money creating a web site for your business. Your biggest challenge remains attracting people to find and visit your site. That’s where we come in. The thousands of readers who visit our web site each day can see your message and jump to your web site when you place an inexpensive online ad on the dailytitan.com

Dailytitan.com — The Daily Titan’s home on the Internet — provides readers the same great campus and local news coverage as the print edition, plus a lot more. With virtually 100% of CSUF students connected to the Internet, dailytitan.com provides the full editorial content of each day’s newspaper. There are more than 3 years worth of articles archived in an easily searchable format, searchable classified ads, breaking news updates, and reader feedback & commentary on every article.

Each month, online readers view more than 40,000 pages on dailytitan.com

Advertising Opportunities

• About Online Ads: Online ads link to your Web site’s address. Ads consist of your logo and/or graphics, and a line or two of text, which may be stationary or animated. Online ads are measured in “pixels,” with 72 pixels per inch. Ads are automatically rotated among all pages on the Web site.

• Top Banner: At the top of each page, a horizontal ad, 468 x 60 pixels (about 6.5” wide x .83” tall).

• Side Half Skyscraper: On the right side of each page, a vertical ad 120 x 300 pixels (about 1.75” wide x 4” tall).

• Side Button: On the same right-side location as the skyscraper, in a smaller square 125 x 125 pixel size (1.75” wide x 1.75” tall).

Placing an ad online

To place an online ad: submit artwork (GIF or JPEG format only; animation is acceptable, but no audio) either on disk or via e-mail (to ads@dailytitan.com) — or provide an online address where the art is available. Also, provide the URL of the page you want linked to your ad.

Online Advertising Rates

• Banner Ads: Online banner ads link to your Web site’s address. Ads consist of stationary or animated graphics and/or limited text. Ads are automatically rotated among all pages on Dailytitan.com.

• Sizes & Locations: There are three ad sizes and locations available:

  • Top Banner

  468 x 60 pixels (about 6.5” wide x .83” tall)

  • Side Button

  125 x 125 pixels (about 1.75” wide x 1.75” tall)

  • Side Half Skyscraper

  468 x 60 pixels (about 1.75” wide x 4” tall)

• Rates: Ads are priced by impressions - the number of times each ad is displayed online. Ads are sold in blocks of 10,000 impressions. Ads may be scheduled to run over any time period.

<table>
<thead>
<tr>
<th>Type</th>
<th>Rate Per 10,000 Impressions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Of Banner Ad</td>
<td></td>
</tr>
<tr>
<td>Top Banner ($11/M)</td>
<td>$110.00</td>
</tr>
<tr>
<td>Side Button ($8/M)</td>
<td>$80.00</td>
</tr>
<tr>
<td>Side Half Skyscraper ($9/M)</td>
<td>$90.00</td>
</tr>
</tbody>
</table>

Frequency Discount

For every 50,000 impressions purchased, 10,000 impressions are added free

Revised: 6/19/06
Modular Ad Sizes (Broadsheet)

Full Page
126 column inches total
6 col. x 21”
(12.5” x 21”)

3/4 Page
96 column inches total
6 col. x 16”
(12.5” x 16”)

1/2 Page
(Horizontal)
63 column inches total
6 col. x 10.5”
(12.5” x 10.5”)

1/2 Page
(Vertical)
63 column inches total
3 col. x 21”
(6.167” x 21”)

1/4 Page
31.5 column inches total
3 col. x 10.5”
(6.167” x 10.5”)

1/8 Page
16 column inches total
2 col. x 8”
(4.056” x 8”)

3 col. x 5.25”
(12.3” x 5.25”)
31.5 column inches total

4 col. x 4”
(8.278” x 4”)
16 column inches total

Phone 714.278.3373 • Fax 714.278.2702
College Park Building • 2600 E. Nutwood Ave. • Suite 660 • Fullerton, CA 92831-3110
Email: ads@dailytitan.com • Website: http://www.dailytitan.com

Revised: 6/19/06
The Buzz is the award-winning Thursday arts, entertainment and features magazine section of The Daily Titan. It prepares readers for the weekend with the latest music, film, theater and restaurant reviews, as well as captivating them with in-depth feature stories and humor.

Every week, The Buzz provides the opportunity to reach 37,000 students, staff and faculty just before they make their weekend plans.

As an added bonus, your print ad will also appear free online at www.dailytitan.com.
Modular Ad Sizes (11.25 x 13.5 Tabloid Size Special Sections and Entertainment Guide)
There’s more to being a CSUF student than just hitting the books! The vast majority of students are employed and have disposable incomes of a $1,052 per month. Over 37,000 students are enrolled at CSUF, which includes all age groups and nationalities.

**Personal**

- **Age**
  - The average age of CSUF students is 24.7 years.
  - Median undergraduate age is 23.12 years, and median graduate student age is 32.3.

- **Gender**
  - Male 39%
  - Female 61%

- **Commute**
  - CSUF students travel an average of 17.31 miles one way to campus. This is the approximate distance between CSUF and Huntington Beach, Chino, Downey or Covina.
  - The typical length of commute is 30 minutes.

- **Computers**
  - 83% have access to a computer at home.
  - 94% use the Internet

- **Ethnicity of CSUF students**
  - White 36%
  - Asian/Pacific Islander 22%
  - Hispanic 23%
  - African American 3%
  - American Indian 1%
  - Unknown 11%

**Response to Advertising**

- On average four-color ads receive 38% higher advertising readership over black and white advertisements
- Full page ads receive 71% higher advertising readership than fractional ads
- 50% read only school publications for their news and entertainment
- 80% notice display ads
- 50% respond to at least one ad daily
- 80% notice repeat ads

**Buying Power**

- In total, CSUF students have an effective buying income of over $302.7 million a year:
  - Average expenditure per student $12,634

- **Shelter, Utilities & Other Housing Expenditures** $3,221 (25.5%)
- **Books** $730 (5.7%)
- **Other Goods & Services** $1,884 (14.9%)
- **Annualized Student Fees** $1,787 (14.2%)
- **Transportation Expenses** $1,825 (14.5%)
- **Groceries** $1,060 (8.4%)
- **Dining Out & Entertainment** $2,127 (16.8%)

**Attendance & Work**

- 63% of students attend full time
- CSUF students work an average of 21 hours per week
- But, 22% of students do not work.
- The 78% who do work average 27.5 hours a week.
Ad Placement

Advertising may be placed at the Daily Titan offices at the College Park Building, 2600 E. Nutwood Ave., Suite 660, Fullerton, CA 92831-3110. Ads may be placed by mail by forwarding the ad and proper payment to this address. Advertising materials may be sent by fax (714) 278-2702 (instructions, text or rough layouts only; fax quality does not allow logos, photos or layouts to be used in an ad). Ad information may be e-mailed to: ads@dailytitan.com.

No advertising materials will be returned unless accompanied by specific instructions.

All advertising is subject to acceptance by the Daily Titan, which reserves the right to reject copy at its sole discretion at any time prior to publication. The Daily Titan will not knowingly publish advertisements, which discriminate on the basis of race, color, sex, sexual orientation, religion, national origin, ancestry, or physical or mental handicap.

The Daily Titan will make all reasonable effort to see that advertising is published as accepted, and that pre-printed inserts are distributed as ordered. However, the Daily Titan will not be responsible for any consequential damages resulting from failure to do so.

The advertiser and/or agency agrees to assume full and complete responsibility and liability for the content (including text representations, illustrations, and copyrights) of any advertisements placed in the Daily Titan.

Specific placement is neither sold nor guaranteed, but may be requested.

Rates & Contracts

All rates are net and not commissionable. Advertisers without contract will be charged the open rate. A contract must be signed with the Daily Titan to receive frequency or other special discounts. A frequency contract shall become effective only upon the approval of the Business Manager. If an advertiser fails to order instructions and furnish copy for space as agreed in the contract, the advertiser will be billed a “short rate” equal to the difference between the contract rate and the appropriate earned rate for the ads actually run.

Errors & Adjustments

The advertiser must notify the account executive of any error or omission within 7 working days of the advertiser’s ad publication to be eligible for a makegood. The Daily Titan’s liability, if any, will not exceed the original cost of the incorrect advertisement. Credit will be given for the first incorrect insertion only. The original copy and instructions must be clear and legible. The Daily Titan is not responsible for incorrect copy submitted by the client. Adjustments will be based on the percentage of the error detracts from the effectiveness of the total advertising message, as determined by the Advertising Sales Manager or Business Manager. Our liability does not extend to advertisements, which do not appear, or for errors in ads submitted after deadline or after proof has been approved.

Deadlines and Cancellations

Display/Classified Display: Ad insertion and payment must be completed by noon, three working days prior to the publication date. All advertising cancelled after deadline for publication is subject to a service charge up to 2/3 the cost of the ad.

Classified Line: Ad text, insertion and payment must be completed by noon two working days prior to publication. All ad changes and cancellations must be made before the advertising deadlines. No refunds will be offered after the first insertion deadline.

The Daily Titan is responsible for the first incorrect ad insertion only. It is the advertiser’s responsibility to proofread the ad on the first day of publication. If an error should appear in the ad, the advertiser must notify the Daily Titan by noon of that day in order to receive a one-day ad extension with the correction made. Minor typographical errors do not qualify for a refund.

Payment Terms

All advertising rates for the CSUF Daily Titan quoted herein are net 10 days; no commissions are allowed. Payment in advance is required from all advertisers until credit has been established. Advertisers with approved credit will be invoiced upon publication.

One teesheet per ad insertion will be sent with invoice. Payment is due upon receipt of the invoice. A monthly 1.5% service charge will be added to accounts 30 days delinquent. Accepted forms of payment are cash, check and Visa and MasterCard credit cards. There is a $10.00 charge for returned checks.

Classified ads placed through the mail should be addressed to “Classified.” Please include ad copy and payment in check or money order. Allow 5 additional days for campus mail delay.

Production and Creative Services

The Daily Titan ad production department can do it all! From logo design, effective copy, clean and professional art to complete ad campaigns: creative services are easily accessible and complimentary. If you would like to benefit from these services, please inquire with your account executive.

The Daily Titan production department provides basic ad typesetting, layout and design at no extra charge. In cases where advertisements require excessive work, the client may be charged additional production charges. Proofs will be furnished upon request. Please allow three working days for receipt of your proof.

Mechanics & Camera Charges

• The Daily Titan is a standard (broadsheet) newspaper and is printed by the offset process.
• For screens and halftones, a 70-line screen is preferred. 85-line screen is acceptable.
• Reproduction proofs must be un-mounted.
• Any extra cost incurred in the reproduction of advertising materials will be charged to the client (e.g., printouts from disc, black & white and color - $4.00 each).
• Each spot color (in addition to black) $150
• Process color (4-color) costs $600 (plus the cost of film separations).
• Negatives must be right reading, emulsion side down.
• Column width is 2.028” (11p8 picas).
• Column height is 21” (plus 1/2” for folio).
• Full page: 6 columns x 21” equivalent to 126 column inches. 3/4 page: 96 column inches. 1/2 page: 63 column inches. 1/4 page: 31.5 column inches. 1/8 page: 16 column inches.
• All advertisements 18” or more in height will be charged for the full 21” height.
• The minimum size for display ads is 4 column inches and for classifieds is 1 column inch.
• Ads must be supplied through one of the following formats:
  • PDF files are preferred (no changes can be made)
  • EPS, TIFF files are acceptable
  • Apple Macintosh Formats
    1. CDs.
    2. QuarkXPress (4.0 or less), Adobe Illustrator (CS or less). Adobe InDesign (CS or less), or Adobe Photoshop (CS or less).
    3. ALL fonts, artwork, and related items MUST be included.
• Ads submitted by e-mail must be compressed as a Stuffit, or Zip.
<table>
<thead>
<tr>
<th>Units (up to X Pages)</th>
<th>CPM</th>
<th>Total Cost</th>
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<tr>
<td>4</td>
<td>$55.00</td>
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<td>52</td>
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</tr>
<tr>
<td>56</td>
<td>$440.00</td>
<td>$1,760.00</td>
</tr>
</tbody>
</table>
Rates are Effective Summer, 2007
All terms and conditions are subject to the 2006 - 2007 rate card.

SUMMER HOURS
Monday - Friday  9am - 5pm

GENERAL PHONE NUMBERS
Main Phone Number  714-278-3373
Advertising Fax   714-278-2702
Newsroom Fax   714-278-4473

MECHANICS
The Summer Issue of The Daily Titan will be printed in a tabloid format, with each page being 5 columns by 16”.
1 column = 1.9”
2 columns = 3.9875
3 columns = 6.075”

DISPLAY ADVERTISING
Summer Circulation: 4,000 published weekly on Tuesdays and Thursdays.
All rate figures are per column inch.

Display:
<table>
<thead>
<tr>
<th></th>
<th>Billed</th>
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</table>

* All rates are net and not commissionable.

Contract Rates (12 summer issues):
If you advertise in all 12 issues, you will receive the following discounts:
Full Page (80 column inches) ...... 20% Discount
Half Page (40 column inches) ..... 15% Discount
Quarter Page (20 column inches)  10% Discount
Eighth Page (10 column inches) ..  5% Discount

Color: Each spot color (in addition to black) is $150 and process color (4-color) costs $600 (plus cost of film separations).

CLASSIFIED ADVERTISING
Rates are for each summer issue.
One insertion, up to 20 words .........  $11.00
...each additional word ...................  $0.77
12pt. headline .......................  $3.50
16pt. Headline .......................  $6.00
Border ......................................  $5.50

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Revised: 1/5/07