

# Publication Calendar

● — Lutrinae published  
● — Ads due to Lutrinae a week before

## August

Mon	Tues	Wed	Thur	Fri	Sun/Sat
20	21	22	23	24	25/26
27	28	29	30	31	

## September

Mon	Tues	Wed	Thur	Fri	Sun/Sat
					1/2
3	4	5	6	7	8/9
10	11	12	13	14	15/16
17	18	19	20	21	22/23
24	25	26	27	28	29/30

## October

Mon	Tues	Wed	Thur	Fri	Sun/Sat
1	2	3	4	5	6/7
8	9	10	11	12	13/14
15	16	17	18	19	20/21
22	23	24	25	26	27/28
29	30	31			

## November

Mon	Tues	Wed	Thur	Fri	Sun/Sat
			1	2	3/4
5	6	7	8	9	10/11
12	13	14	15	16	17/18
19	20	21	22	23	24/25
26	27	28	29	30	

\*Ads for Nov. 29<sup>th</sup> are due by Nov. 19<sup>th</sup>

## December

Mon	Tues	Wed	Thur	Fri	Sun/Sat
					1/2
3	4	5	6	7	8/9
10	11	12	13	14	15/16

\*Ads for the last two weeks are due by Nov. 28<sup>th</sup>



# the Lutrinae Media Kit




California State University, Monterey Bay's Student-Run Newspaper

# Fall '18

Since opening its doors in 1994, California State University, Monterey Bay has continued to build upon its foundation of creativity, dedication, and passion toward education. These efforts have helped create an optimal environment for students to showcase their abilities by producing efforts of maximum quality. *The Lutrinae* is one of these successful products. *The Lutrinae* is a collection of hard news stories, feature stories, creative columns, sports updates, and various sources of entertainment from CSUMB's most ambitious writers and designers.

thelutrinae.com 🏠  
 www.facebook.com/thelutrinae 📘  
 @the\_lutrinae 🐦  
 @thelutrinae 📷  
 advertising@thelutrinae.com ✉️

thelutrinae@csumb.edu | thelutrinae.com

# About the Lutrinae

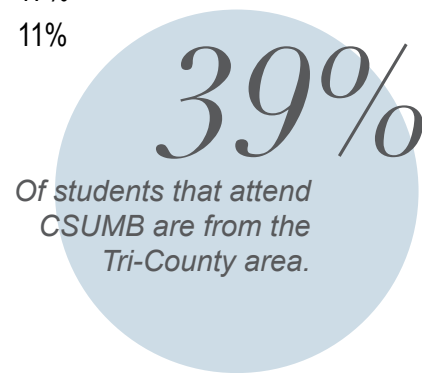
Formerly known as The Otter Realm, *The Lutrinae* (scientific classification for the otter family) is CSUMB's student-operated newspaper. This change brings modern designs, integration with social media and online tools, and ultimately, a newspaper that is made for students, by students. *The Lutrinae* is a fun, unique, and modern way to show our Otter Pride and effectively communicate with the entire campus community.



## STUDENTS

### 8,000+ students

Female	63%	Age 18 - 20	32%
Male	37%	Age 21 - 24	40%
White	29%	Age 25 - 30	17%
Hispanic/Latino	40%	31+	11%
African American	5%		
Other/ N/A	16%		
Asian American	8%		
Pacific Islander	1%		
Native American	1%		



## DISTRIBUTION

1,000 Copies

*The Lutrinae* is distributed throughout CSUMB's main campus and the surrounding community. On campus there are stands where students, faculty, and administration pick up copies every week. Copies of the newspaper are brought directly to the residence halls, library, East Campus Housing, CSUMB Alumni and Visitor Center, and more.

Throughout the community, copies of *The Lutrinae* can be found in various coffee shops, off campus administration centers, and grocery stores.

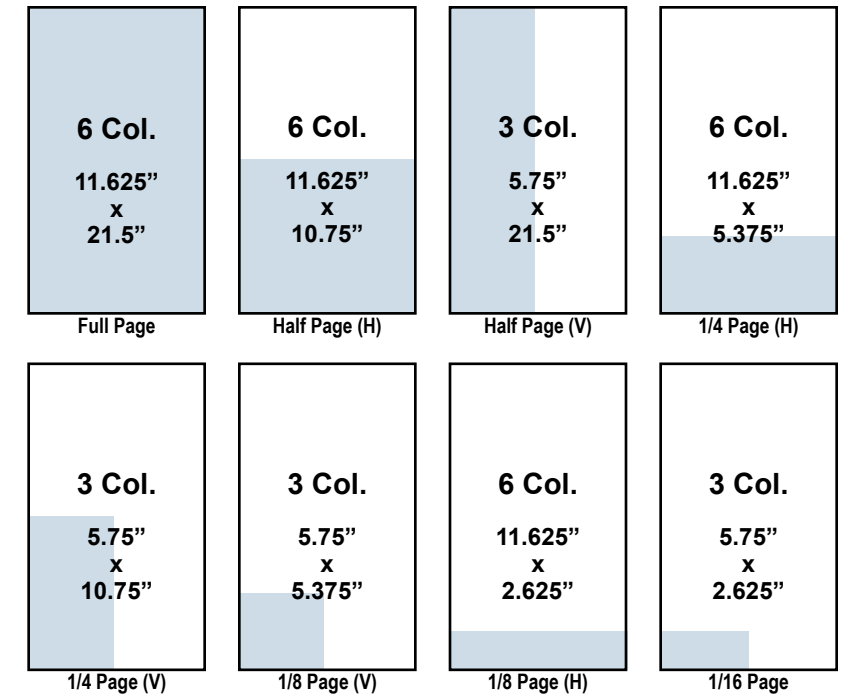
## Print Ads

*The Lutrinae* uses a 6 column structure format for print advertisement.

Print ads must be submitted **seven** days before distribution via email in the following formats:

- .tif/tiff:** Minimum DPI of 300
- PDF:** All fonts are embedded
- Illustrator:** Fonts embedded
- Photoshop:** minimum DPI of 300
- .jpg/.jpeg:** Minimum DPI of 300
- InDesign:** Images in CMYK, file is packaged

\*We do **not** accept images embedded in microsoft word documents, .gif and .bmp.



## Column Structure

- 1 Column: 1.833"
- 2 Column: 3.7917"
- 3 Column: 5.75"
- 4 Column: 7.708"
- 5 Column: 9.66"
- 6 Column: 11.625"

\*The structure of *The Lutrinae* is adaptable.  
\*Ad design available for an additional fee.  
\*Ad placement is not guaranteed unless it is a full page on the back of paper.

## PRICING

Payments must be made **seven** days before the date of distribution, along with the submission of the advertisement. Payments not received may result in the ad being pulled from the production of the upcoming issue. Once ready to commit to doing an ad, you will receive a Google Doc form to fill out. Once submitted, you will have an invoice sent to you. You have 30 days after the invoice to pay.

Price per column inch: **\$5.00**

Discounts	Full Page	1/2 Page	1/4 Page	1/8 Page	1/16 Page
1 Ad Run	\$441 (30%)	\$236.25 (25%)	\$126 (20%)	\$67 (15%)	\$35 (10%)
2 Ad Run	\$410 (35%)	\$220.50 (30%)	\$94.50 (25%)	\$53.60 (20%)	\$29.75 (15%)
3 Ad Run	\$378 (40%)	\$204.75 (35%)	\$88.20 (30%)	\$50.25 (25%)	\$28 (20%)
4 Ad Run	\$346.5 (45%)	\$189 (40%)	\$81.90 (35%)	\$46.90 (30%)	\$26.25 (25%)
5 Ad Run	\$315 (50%)	\$173.25 (45%)	\$75.60 (40%)	\$43.55 (35%)	\$24.50 (30%)
6 Ad Run	FREE	\$157.50 (50%)	\$69.30 (45%)	\$40.20 (40%)	\$22.75 (35%)

25% discount for non-profit and campus organizations.

## ADVERTISEMENT POLICY

Though *The Lutrinae* is a creative outlet, we hold the right to modify/remove ads under the following circumstances: use of excessive vulgarity, offensive material against race, religion, sexual orientation, etc. timeliness of ad (offer expired, not updated with new information) or declined payment.