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the Lutrinae Media Kit

**CSUMB's Student Run
Newspaper**

Reaching the Next Generation of Monterey

Age	%
18-20	42%
21-24	40%
25-30	11%
31+	7%

7,313

Undergrads enrolled

3,000+

Monthly Website Visitors

2,200

Instagram Followers

About Us

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.

the
Lutrinae

Student Demographics

Race	%
Latinx	47%
White	28%
Asian American	8%
African American	4%
Native American	1%
Pacific Islander	1%
Other	12%

Gender	%
Woman	59%
Man	39%
Other	2%



Featured Print Placements

Placement	Description	Rate
Back Cover	Highest visibility placement on the outside back cover of the magazine	\$450
Inside Front Cover	First advertising space readers see when opening the magazine	\$375
Inside Back Cover	Premium placement near the end of the magazine	\$325

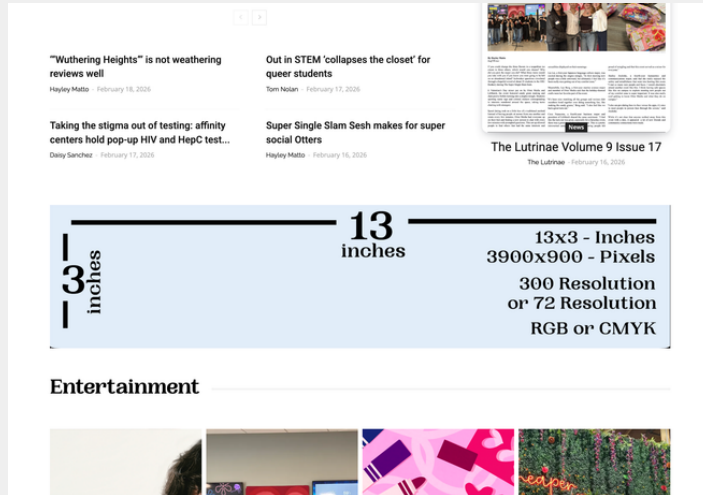
Standard Print Placements

Full Page	8.5" x 11"	\$350
Half Page	8.5" x 5.5"	\$200
Quarter Page	4.25" x 5.5"	\$120
Eighth Page	4.25" x 2.75"	\$75
Sixteenth Page	2.215" x 2.75"	\$45

Discounts | 2 issue run - 10% | 3 issue run - 15% | 4 issue run - 20%

Digital Advertising

Website Banner Ad



Duration	Rate
1 Week	\$40
2 Weeks	\$70
1 Month	\$120

Standard Website Ad

- 4.5 x 3 inches
 - 1350x 900 pixels
 - RGB or CMYK
 - 300 DPI
- Recommended**

Duration	Rate
1 Week	\$25
2 Weeks	\$40
1 Month	\$75

Social Media Advertising

Placement	Rate
Instagram Post	\$45
Instagram Story	\$25
Post + Story Bundle	\$60

Reach students directly through the Lutrinae Instagram

Ad Policies

All advertisements must be submitted 7 days before publication, along with payment confirmation.

The Lutrinae reserves the right to modify or decline advertisements that contain offensive material, excessive vulgarity, misleading information, expired promotions, or unpaid placements.

File Requirements

Print

- PDF (fonts embedded)
- TIFF / JPEG (300 DPI minimum)
- Illustrator / Photoshop files
- InDesign packaged files
- CMYK color recommended

Digital

- PNG or JPG
- RGB format
- High-resolution graphics

Need a graphic? We'd be happy to help!



Lindsey Ruiz
Production & Business Manager
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thelutrinae.com | Instagram: @thelutrinae

Let's Work Together

We'd love to help you connect with CSUMB students. Whether you're looking to promote an event, build brand awareness, or support student journalism, we're happy to tailor a package that fits your goals and budget.