

CALIFORNIA STATE UNIVERSITY

E A S T B A Y



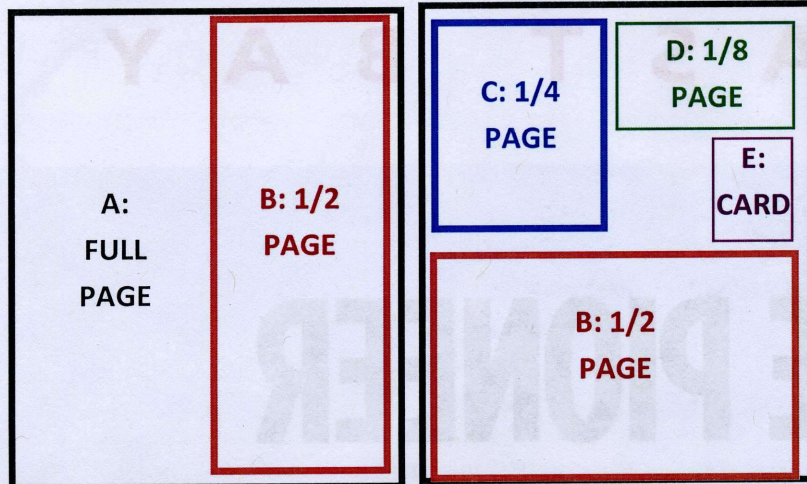
THE PIONEER



Phone: (510) 885-3526 | Fax: (510) 885-2584 | Email: pioneer.advertising@csueastbay.edu



2023—2024 PRINT RATES & SIZES



PAGE SIZE	DIMENSIONS
A: FULL PAGE	80 COLUMNS INS. 10"X16"
B: 1/2 PAGE	40 COLUMNS INS. 5"X16"
C: 1/4 PAGE	20 COLUMNS INS. 5"X8"
D: 1/8 PAGE	10 COLUMNS INS. 4"X5"
E: BUSINESS CARD	4 COLUMNS INS. 4"X2"

PRICES		RETAIL	RETAIL	CAMPUS / NON-PROFIT	CAMPUS / NON-PROFIT
	SIZE	BLACK & WHITE	COLORED	BLACK & WHITE	COLORED
	A: FULL PAGE	\$1,029	\$1,184	\$700	\$854
	B: 1/2 PAGE	\$526	\$655	\$361	\$490
	C: 1/4 PAGE	\$268	\$315	\$186	\$289
	D: 1/8 PAGE	\$134	\$212	\$93	\$170
	E: BUSINESS CARD	\$48	\$89	\$36	\$87

DEADLINES

- **MON @ 12pm, week before run date**
— Reserve Ad Space
— Non-Ready to Print Files submitted
- **TUE @ 12pm, week before run date**
— Ready to Print Files submitted
- **(3) Business Days before Run Date** —
Credit Card (Visa, MasterCard/Discover) may be due on File
- ♦ Send the ad in .pdf, .psd, .jpg, or .indd format to :
pioneer.advertising@csueastbay.edu

Inserts must be shipped to:

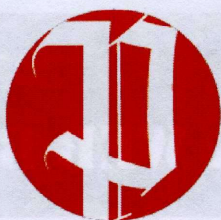
Fricke Parks Press ATTN: Dave Brown
33250 Transit Ave. Union City CA 94587
(510) 489-6543

Preprinted Insert Rates

Type	# of Copies	Price per Thousand	
		Retail	Non-Profit
Single Page (No Fold)	up to 5,000	\$75	\$65
Single Page (No Fold)	5,001 & up	\$70	\$60
Multiple Pages (Pages w/Folds)	up to 5,000	\$85	\$75
Multiple Pages (Pages w/Folds)	5,001 & up	\$80	\$70

- ♦ Name of inserts, # of inserts, publication & publication date must be printed on outside of box, and shipped to printer
- ♦ Insert must be produced on at least 67lbs. Vellum Bristol
- ♦ Sample copy must be approved by Pioneer Advertising Coordinator at least 2 weeks prior to insertion date

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2023—2024
ADVERTISE ONLINE

TOP BANNER : 728x100 \$175 p/month

Increase your Business'
Exposure ... Advertise
Online on

www.thepioneeronline.com

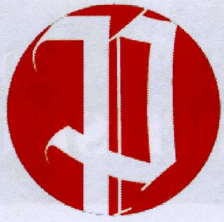
**SINGLE SIDE
BOX:
300x250 \$150
p/month**

**DOUBLE SIDE
BOX:
300x500 \$175
p/month**



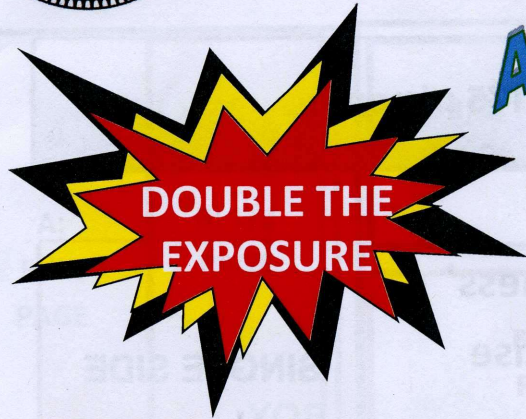
BOTTOM BANNER : 728x100 \$150 p/month

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2023 - 2024

PRINT & WEB BUNDLE



Advertise in Print & Online!

**SAVE ON PRINT & WEB
BUNDLE PACKAGES!**

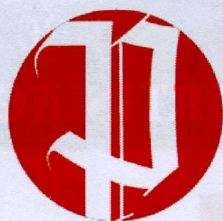
Payment Plans Available!

	Black & White Print & Online			Colored Print & Online		
CIRCULATION	Dbl Box & Side Box	1/4 Page. & Side Box	1/2 Page. & Side Box	Dbl Box & Side Box	1/4 Page & Side Box	1/2 Page & Side Box
4 issues ; 1 month	\$260	\$980	\$1,820	\$471	\$1,124	\$2,320
1 Semester (14 Issues) ; 3 months	\$682	\$3,380	\$6,320	\$1,418	\$3,884	\$8,070

	Black & White Print & Online			Colored Print & Online		
CIRCULATION	Dbl Box & Top OR Bottom Banner	1/4 Page. & Top OR Bottom Banner	1/2 Page. & Top OR Bottom Banner	Dbl Box & Top OR Bottom Banner	1/4 Page & Top OR Bottom Banner	1/2 Page & Top OR Bottom Banner
4 issues ; 1 month	\$285	\$1,005	\$1,845	\$491	\$1,149	\$2,345
1 Semester (14 Issues) ; 3 months	\$757	\$3,455	\$6,395	\$1,478	\$3,959	\$8,145

** BUNDLE PACKAGE PRICES ARE ALREADY DISCOUNTED AND CANNOT BE COMBINED
WITH OTHER DISCOUNTS. THANK YOU FOR YOUR UNDERSTANDING. **

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2023 - 2024

BARGAIN PRINT BOXES

Choose one of our Bargain Box Specials and Take advantage of these Bargain Discounts!



BARGAIN BOX PRICES ARE ALREADY DISCOUNTED AND CANNOT BE COMBINED WITH OTHER DISCOUNTS.
THANK YOU FOR YOUR UNDERSTANDING.

SINGLE BOX SPECIALS

3"x1.5" · 1.5"x3"

# of Issues	Black/White	Colored
4 Issues	\$109	\$273
1/2 Semester / 7 Issues	\$165	\$454
1 Semester / 14 Issues	\$330	\$907
1 Year / 37 Issues	\$881	\$2,406

DOUBLE BOX SPECIALS

6"x1.5" · 1.5"x6" · 3"x3"

# of Issues	Black/White	Colored
4 Issues	\$160	\$366
1/2 Semester / 7 Issues	\$217	\$568
1 Semester / 14 Issues	\$382	\$1,103
1 Year / 37 Issues	\$933	\$2,838

BIG BOX SPECIALS

4.5"x3" · 3"x4.5"

# of Issues	Black/White	Colored
4 Issues	\$243	\$490
1/2 Semester / 7 Issues	\$299	\$732
1 Semester / 14 Issues	\$464	\$1,329
1 Year / 37 Issues	\$1,015	\$3,302

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2023 - 2024 ADVERTISING POLICY

ADVERTISING POLICY

The mission of the Pioneer Advertising Agency and Pioneer Newspaper is to provide students with an environment where they can learn skills of the trade that are applicable to real-world experiences. With this experience, they will enhance their college and career success, as well as their professional portfolios.

Within the Pioneer Advertising Agency (PAA), we run a real Advertising Agency and therefore abide by rules of business and education. We reserve the right to refuse any advertisement we believe does not promote the mission and vision of our agency or school. We also reserve the right to refuse any advertisement we deem competitive or contrary to the best interest of California State University, East Bay (CSUEB).

PAA has sole discretion in determination with respect to the interpretation and enforcement of these policies. PAA may change this policy at any time without prior notice and post revisions as appropriate. Paid advertisements viewed on our print and online publications does not imply that PAA nor CSUEB endorses the advertised company or product(s).

PAA will not accept advertising that , based on our opinion, is deemed inappropriate.

PAA will not accept advertisements that promote any of the following:

a) illegal products/services

B) ads that are offensive to any individual or group of individuals based on age, color, national origin, race, religion, sex, sexual orientation or handicap.

PAA will not accept and/or publish any advertisements that promote or contains any of the following: alcohol, tobacco, weapons, firearms, ammunition, fireworks, sexually explicit materials, pornography, gambling, or content containing bad grammar / profanity.

PAA reserves the right to reject any advertisement prior to publication, or to insert the word "Advertisement" if an ad has been contracted for (sold). Pioneer Advertising reserves the right to cancel misleading, offensive, or plagiarized material. PAA reserves the right to reject, cancel or remove any advertisement at any time for any reason.

Advertiser agrees to assume all liability and to hold PAA harmless against all losses and expenses arising from publication or non-publication of advertiser's advertisement.

PAA is not responsible for errors or omissions in advertisement except for PAA's failure to make corrections clearly marked by advertisers on returned proofs. PAA's liability shall not exceed the amount chargeable for the portion of advertisement omitted or in error. Credit for errors will be allowed for the first insertion only. No allowances will be made for errors not materially affecting the value of the advertisement. A correction letter will be provided if PAA is at fault, or otherwise at PAA's discretion.

Last updated: July 24, 2023

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2023 - 2024 DEADLINES, PAYMENTS & FEES

DEADLINES

- **MON @ 12pm, Week Before Run Date** — Ad Space Reservation made for the following Thursday's publication.
 - Non-Ready to print files submitted
- **TUE @ 12pm, Week Before Run Date** — Ready to print files submitted
- (Send the ad in .pdf, .psd, .jpg, or .indd format to: **pioneer.advertising@csueastbay.edu**)
- **(3) Business Days before Run Date** — Credit Card (Visa/MasterCard/Discover—if required) & Signed Sales Order Due on File

PAYMENT METHODS & FEES

- ♦ We accept Visa, MasterCard, Discover and Checks.
- ♦ Payments are requested within 10 days of the due date.
- ♦ We may request a credit card on File (3) Business Days before Run Date (On Hold unless otherwise noted).
- ♦ We reserve the right to process the credit card on file if Check payments, or another credit card is not provided after 30 days of the Invoice Due Date.
- ♦ Please make **Checks Payable to:**
CSU East Bay—Pioneer Advertising
25800 Carlos Bee Boulevard
Hayward, CA 94542
On the Memo of the check, please indicate the Invoice #.
- ♦ **RUSH FEE:** Rush Fee, to add an advertisement to the publication after the noted deadline (if it can be accommodated), a \$100 processing fee may be applicable.
- ♦ **LATE FEE:** Invoices not paid within 30 days will be assessed a \$25 late fee and account will not be extended credit until a significant portion of the balance is paid before further advertising is accepted.
- ♦ **RETURN FEE:** Declined Credit Card will be assessed a \$10 fee. Returned Check Fee will be assessed a \$25 fee.
- ♦ **LOCATION PREMIUM FEE:** Ads are not guaranteed a particular space in the Pioneer Newspaper unless a 25% premium charge on top of the total ad cost is applied. Otherwise, ads will be placed at the Editorial teams discretion.
- ♦ **MODIFICATION FEE:** Minor modifications to client provided ads may be assessed a \$6 *non-refundable* flat fee. i.e. date changes, deletions etc. Major modifications would be assessed a creation fee.
- ♦ **AD CREATION FEE:** Ads created by the Pioneer Graphic Designer is charged a *non-refundable* \$35 flat fee, and remains the property of the Pioneer Advertising Agency. All advertising materials and artwork created by the publisher are the property of Pioneer Advertising and may not be reproduced without the publisher's written permission or consent. ** This creation fee is due upfront, prior to sample ad being sent for review. **
- ♦ **REQUEST FOR CREATED AD RIGHTS:** Rights to the Ads created by the Pioneer Graphic Designer may be purchased at a rate of \$20 p/Graphic Design Labor Hours per Project/Ad.
- ♦ Advertising rates are subject to be revised without notice.
- ♦ Pioneer Advertising is not responsible for supplied materials or artwork not claimed within two weeks after publication.
- ♦ **CANCELLATIONS** by the advertiser, the week before/of Publication:
 - (Single Ad Rate will be charged for Cancellations and adjusted based on length of contracted Packages, if applicable)
 - * After the Editor's Thursday 12pm deadline (week before), Payable 25%
 - * After the Editor's Tuesday 12pm deadline (week of), Payable in FULL
 - * Editor's deadlines are applicable for each publication. Some Special Issues have earlier deadlines and therefore the Editor deadlines would be earlier as well.

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