



INSTAGRAM PACKAGE

PRICE LIST

Current CSUEB Students

- 1 post on our Instagram feed (created by PAA or sourced from the client)**
- Share the post on PAA's Story for 1 week
- Share the client's latest post for 1 week (if Instagram account is available)
- Price: \$35
- **Student has to email PAA with horizon email**

CSUEB Affiliates

- 1 post on our Instagram feed (created by PAA or sourced from the client)**
- Share the post on PAA's Story for 1 week
- Share the client's latest post for 1 week (if Instagram account is available)
- Price: \$45
- **Includes departments, staff, faculty, alumni**
- **Email using CSUEB email**

Others

- 1 post on our Instagram feed (created by PAA or sourced from the client)**
- Share the post on PAA's Story for 1 week
- Share the client's latest post for 1 week (if Instagram account is available)
- Price: \$50

Additional fees may apply for the creation of the ad

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

California State University, East Bay | Pioneer Advertising | 25800 Carlos Bee Boulevard, Hayward, CA 94542



INSTAGRAM PACKAGE

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/online publications/ Instagram 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:

- illegal products/services
- 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 PA's failure to make corrections clearly marked by advertisers on returned proofs. PA'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.

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

California State University, East Bay | Pioneer Advertising | 25800 Carlos Bee Boulevard, Hayward, CA 94542



INSTAGRAM PACKAGE DEADLINES

- **MON @ 12pm, Week Before Run Date** - Ad Space Reservation made for the following Wednesday's publication. Non-Ready to post files submitted
- **TUE @ 12pm, Week Before Run Date** - Ready to post files submitted (Send the ad in pdf, psd, png, or jpg 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 \$30 processing fee may be applicable.
- **LATE FEE:** Invoices not paid within 30 days will be assessed a \$10 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 \$5 fee. Returned Check Fee will be assessed a \$25 fee.
- **MODIFICATION FEE:** Minor modifications to client provided ads may be assessed a \$2 non-refundable flat fee. i.e. date changes, deletions etc. Major modifications would be assessed a creation fee.
- **SHARING FEE:** Advertisements featured on PAA's Instagram feed will retain their presence on the account. However, should clients desire to extend the duration of their ad on PAA's Instagram Story for another week, there will be an additional charge of \$15 per week.

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

California State University, East Bay | Pioneer Advertising | 25800 Carlos Bee Boulevard, Hayward, CA 94542



INSTAGRAM PACKAGE PAYMENT METHODS & FEES

- **AD CREATION FEE:** Ads created by the Pioneer Graphic Designer is charged a non-refundable \$16 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:
 - (Instagram Rate will be charged for Cancellations and adjusted based on length of contracted Packages, if applicable)
 - After the designer's Wednesday 12pm deadline (week before), Payable 25%
 - After the designer's Tuesday 12pm deadline (week of), Payable in FULL

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

California State University, East Bay | Pioneer Advertising | 25800 Carlos Bee Boulevard, Hayward, CA 94542