



# CALIFORNIA STATE UNIVERSITY

---

## E A S T B A Y



# THE PIONEER



EAST BAY

2023—2024 MEDIA KIT

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



2023—2024

## ADVERTISE ONLINE

**TOP BANNER : 728x100 \$185 p/month (\$175 p/mo Non-Profit)**

**DOUBLE SIDE  
BOX: 300x500  
\$185 p/month  
(\$175 p/month  
Non-Profit)**

**Increase your Business'  
Exposure ... Advertise  
Online on**

[www.thepioneeronline.com](http://www.thepioneeronline.com)

**SINGLE SIDE  
BOX: 300x250  
\$165 p/month  
(\$150 p/mo  
Non-Profit)**



**BOTTOM BANNER : 728x100 \$160 p/month (\$150 p/mo Non-Profit)**

### ONLINE AD DEADLINES

*Please review Advertising Policy and  
Deadlines, Payments & Fees Pages for more info.*

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

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



2023—2024

## SPONSORED CONTENT

### GUIDELINES FOR ONLINE SPONSORED CONTENT

- ◆ All Content **MUST** abide by the Advertising Policy.
- ◆ All Content must be approved and signed off by Editor-in-Chief, Faculty Advisor and/or all associated Editorial/Advertising Staff prior to publishing and posting.
- ◆ Links and/or articles may only be maintained and hosted on The Pioneer Website or associated online/social media platforms while the corresponding article is available online.
- ◆ Sponsored Content Request Form **MUST** be completed. Please contact Pioneer Advertising for the Request Form at [pioneer.advertising@csueastbay.edu](mailto:pioneer.advertising@csueastbay.edu) or 510-885-3526.



### PRICING FOR PIONEER WEBSITE

- ◆ ALL Articles/Blogs/Links will be labeled as **Sponsored Content**.
- ◆ Hyperlink to an Article/Blogs that correlate to written content by our Pioneer Staff/Contributor: **\$75 per hyperlink**
- ◆ Full Sponsored Article / Guest Post (does not correlate to any Pioneer article online): **\$125 per approved Article**

### ONLINE CONTENT DEADLINES

*Please review Advertising Policy and Deadlines, Payments & Fees Pages for more info.*

- **7 business days prior to run date** — Sponsored Content Request Form submitted  
— Requested material(s) emailed to Pioneer for reviewal
- **(3) Business Days before Run Date** — Credit Card (Visa, MasterCard/Discover) may be due on File (if applicable)
- ◆ Send the articles in .doc or .pdf format to: ***pioneer.advertising@csueastbay.edu***

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





2023—2024

## SOCIAL MEDIA

### PRICING FOR SOCIAL MEDIA Instagram



#### 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

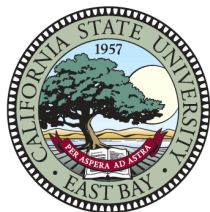
\*\*Additional fees may apply for the creation of the ad\*\*

### ONLINE CONTENT DEADLINES

*Please review Advertising Policy and Deadlines, Payments & Fees Pages for more info.*

- **7 business days prior to run date** — Sponsored Content Request Form submitted  
— Requested material(s) emailed to Pioneer for reviewal
- **(3) Business Days before Run Date** — Credit Card (Visa, MasterCard/Discover) may be due on File (if applicable)
- ♦ Send the articles in .doc or .pdf format to: **[pioneer.advertising@csueastbay.edu](mailto:pioneer.advertising@csueastbay.edu)**

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



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. Therein enhancing their college and career success and 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 do 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 advertisements that promote any of the following: alcohol, tobacco, weapons, firearms, ammunition, fireworks, sexually explicit materials, pornography, gambling, or contains 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: June 19, 2020

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



2023—2024

## DEADLINES, PAYMENTS & FEES

### DEADLINES

PLEASE REFER TO THE INDICATED PAGES FOR  
DETAILED DEADLINE INFORMATION:

- Online Ads ..... PAGE 2
- Sponsored Content ..... PAGE 3

### PAYMENT METHODS & FEES

- ◆ We accept Visa, MasterCard, Discover and Checks.
- ◆ Payments are requested within 15 days of the invoice 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.
- ◆ **IMPORTANT CHECK INFORMATION :**  
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 FEES:** To add an advertisement to the publication after the indicated deadline (if it can be accommodated), a \$100 processing fee may be applicable. — Applicable for both online (& print if applicable).
- ◆ **LATE FEES:** 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 FEES:** Declined Credit Card will be assessed a \$10 fee. Returned Check Fee will be assessed a \$25 fee.
- ◆ **LOCATION PRINT PREMIUM FEE:** Online Side Box Ads are not guaranteed a particular space in the Pioneer Website unless a 25% premium charge on top of the total ad cost is applied and the space is not already taken. Guarantee cannot be applicable to Top Banner Online Ads, as they rotate with each page view should there be several top banner ads. Otherwise, ads will be placed at the Editorial teams discretion. (Same policy applies to print advertisements if applicable)
- ◆ Advertising rates are subject to be revised with at least a 30 day notice.
- ◆ **AD CREATION FEE:** Ads created by the Pioneer Graphic Designer is charged a \$40 non-refundable 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.
- ◆ **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.
- ◆ Pioneer Advertising is not responsible for supplied materials or artwork not claimed within two weeks after publication.
- ◆ **CANCELLATIONS** by the advertiser:  
(Daily Online Ad Rate will be charged instead of the monthly rate for the completed run dates)
  - \* Single Side Box Daily Rate : \$10 p/day
  - \* Double Side Box Daily Rate : \$20 p/day
  - \* Top Banner Daily Rate : \$20 p/day
  - \* Bottom Banner Daily Rate : \$10 p/day

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