



California Lutheran University's award-winning student newspaper

**Media Kit  
2018-2019**

# About The Echo

California Lutheran University's weekly student news outlet, The Echo, has two primary purposes: to publish news, features and editorials as a vehicle of information and opinion by students for the university community and to provide the best educational experience possible in preparation for employment in professional journalism.

Based at California Lutheran University's main campus in Thousand Oaks, California, we distribute 700 issues to almost 20 locations across campus every Tuesday.

CLU serves more than 4,000 students including almost 3,000 undergraduate students from nearly every state in the U.S. and 45 countries.

## The Echo is award-winning:

- 2018 California College Media Award First Place, News Series
- 2018 California College Media Award First Place, Arts & Entertainment Writing
- 2018 California College Media Award Third Place, Non-Breaking News Story
- 2018 California College Media Award Third Place, Editorial
- 2018 California College Media Award Third Place, Feature Photo
- 2018 California College Media Award Honorable Mention, Multimedia

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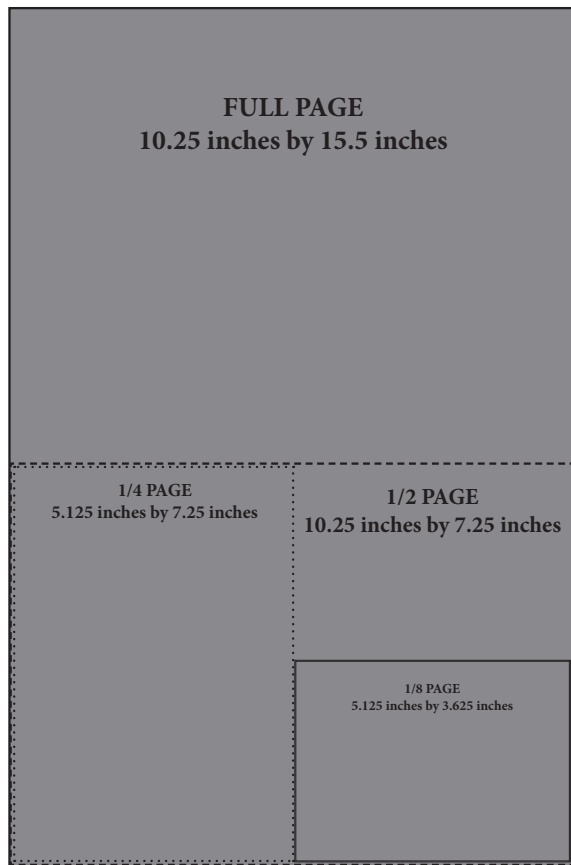
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## Why advertise with us

- College students accounted for more than \$200 billion in discretionary spending in 2017  
(re:fuel, College Explorer Survey)
- Nearly 70% of CLU students report reading The Echo  
(Echo Readership Survey)
- 80% of CLU students prefer the print edition  
(Echo Readership Survey)
- Each copy of the paper is typically read more than three times  
(Alloy Media + Marketing)

Now accepting credit card payments through our website:  
[www.cluecho.com/advertising/](http://www.cluecho.com/advertising/)

# Advertising Rates



Visit the Echo online at [CLUEcho.com](http://CLUEcho.com)

## National Rates:

\$9.50/column inch Black & White

\$10.50/column inch Color

	Black & White	COLOR
Full page ad • 15.5 inches x 5 cols • 77.5 column inches	\$736	\$813
Half page ad • 7.25 inches x 5 cols • 36.25 column inches	\$344	\$380
Quarter page ad • 7.25 inches x 2.5 cols • 18.125 column inches	\$172	\$190
1/8 page ad • 3.625 inches x 2.5 cols • 9 column inches	\$85	\$94

## Local Rates:

\$7.50/column inch Black & White

\$8.50/column inch Color

	Black & White	COLOR
Full page ad • 15.5 inches x 5 cols • 77.5 column inches	\$581	\$658
Half page ad • 7.25 inches x 5 cols • 36.25 column inches	\$271	\$308
Quarter page ad • 7.25 inches x 2.5 cols • 18.125 column inches	\$135	\$154
1/8 page ad • 3.625 inches x 2.5 cols • 9 column inches	\$67	\$76

## Campus Rates:

\$4.50/column inch Black & White

\$5.50/column inch Color

	Black & White	COLOR
Full page ad • 15.5 inches x 5 cols • 77.5 column inches	\$348	\$426
Half page ad • 7.25 inches x 5 cols • 36.25 column inches	\$163	\$199
Quarter page ad • 7.25 inches x 2.5 cols • 18.125 column inches	\$81	\$99
1/8 page ad • 3.625 inches x 2.5 cols • 9 column inches	FREE	\$49

\* If requesting back page placement, advertisers must pay for color

## Advertise online!



Contact us for more information  
about online advertisements.

# Publication Schedule

## Fall 2018

SEPTEMBER							OCTOBER						
S	M	T	W	T	F	S	S	M	T	W	T	F	S
						1		1	2	3	4	5	6
2	3	4	5	6	7	8	7	8	9	10	11	12	13
9	10	11	12	13	14	15	14	15	16	17	18	19	20
16	17	18	19	20	21	22	21	22	23	24	25	26	27
23	24	25	26	27	28	29	28	29	30	31			
30													

NOVEMBER							DECEMBER						
S	M	T	W	T	F	S	S	M	T	W	T	F	S
				1	2	3							1
4	5	6	7	8	9	10	2	3	4	5	6	7	8
11	12	13	14	15	16	17	9	10	11	12	13	14	15
18	19	20	21	22	23	24	16	17	18	19	20	21	22
25	26	27	28	29	30		23	24	25	26	27	28	29
							30	31					

## Spring 2019

FEBRUARY							MARCH						
S	M	T	W	T	F	S	S	M	T	W	T	F	S
					1	2						1	2
3	4	5	6	7	8	9	3	4	5	6	7	8	9
10	11	12	13	14	15	16	10	11	12	13	14	15	16
17	18	19	20	21	22	23	17	18	19	20	21	22	23
24	25	26	27	28			24	25	26	27	28	29	30
							31						

APRIL							MAY						
S	M	T	W	T	F	S	S	M	T	W	T	F	S
	1	2	3	4	5	6				1	2	3	4
7	8	9	10	11	12	13	5	6	7	8	9	10	11
14	15	16	17	18	19	20	12	13	14	15	16	17	18
21	22	23	24	25	26	27	19	20	21	22	23	24	25
28	29	30					26	27	28	29	30	31	



**Special Commencement Issue**

## Contact

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Thousand Oaks, CA 91360

**All checks should be  
made out to:**

California Lutheran University

### Advertising Phone:

(805) 493-3865

### Newsroom Phone:

(805) 493-3465

### Email:

echo@callutheran.edu

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