The Poly Post

Media Kit

2024-2025

Our Story + Policies

Our Story

First published in 1940, The Poly Post is Cal Poly Pomona's official student publication. It delivers award-winning journalism on campus life and the community.

As a student-run publication, we offer job opportunities that promote professional growth. The Poly Post reaches over 29,000 students, faculty, and staff with our weekly email newsletters and six special edition print issues each year, distributing 7,000 free copies at over 60 locations.

Visit us at **www.thepolypost.com** for campus news and make your voice heard!

General Ad Policies

The signed ad agreement for publication signifies acceptance of the provisions outlined in the media kit. The Poly Post welcomes a wide variety of advertisements for products, services, and beliefs that appeal to our diverse adult readership. The decision to run an ad does not imply endorsement of the advertised product, service, or belief. The Poly Post reserves the right to reject or revise any advertising that may compromise the newspaper's integrity, credibility, or business functions. Advertisers and agencies assume full responsibility and liability for the content of their ads.

Print Ad Submissions & Specifications

Submit print ad materials in PDF format to **advertise@thepolypost.com** by 12 PM on the Friday before publication. Use the **PDF/X-1a:2001** export preset for print ads. Ensure artwork is sized correctly and has the correct aspect ratio, with a resolution of 300 dpi. The Poly Post uses OpenType fonts (OTF) or Mac-compatible fonts. Embed and list all utilized fonts, and vectorize any other fonts. We reserve the right to substitute corrupt font files. Print ads should be designed in CMYK color mode. For process color ads, the text should be 100% K black (C=0, M=0, Y=0, K=100); avoid rich black to ensure legibility. Black and white ads should be in grayscale. Print ads not following these guidelines may not print correctly, and The Poly Post is not responsible for such issues.

Digital Ad Submissions & Specifications

Submit digital ad materials in JPEG or PNG format to **advertise@thepolypost.com** by 12 PM on the Friday before publication. Ensure the artwork is properly sized and maintains the correct aspect ratio, with a resolution between 72 or 96 dpi. Digital ads should be designed in RGB color mode. Ads that do not adhere to these guidelines may not display correctly, and The Poly Post is not responsible for any resulting quality issues.

Placements

Ad placement is at the discretion of The Poly Post staff. Page position can be secured for an additional 15% of the original cost for the back page of half or full-page ads. While we strive to honor special placement requests, they are subject to availability and not guaranteed.

Errors & Adjustments

Liability for errors is limited to the cost of the space or time purchased and applies only to the first insertion of the error. Claims for adjustments must be made within 10 business days. Credit will be given only for the first incorrect insertion. The Poly Post is not responsible for errors in submitted copy or damage caused by the content or poor production quality. Advertisers are responsible for proofreading display ads for accuracy. We are not liable for typographical errors.

Rates & Contracts

Rates are net and non-commissionable. To proceed with advertising, a signed insertion order agreement is required. Agreements not completed by the end of the term will be charged for unused space.

Payment Terms

Payment in advance is required unless credit has been established. Acceptable forms of payment include cash, checks, major credit cards, purchase orders, and IDT. Billing terms are net 30 days from the invoice date.

Deadlines

Ad insertion and payment arrangements must be completed by 12 PM on the Friday prior to the publication date, except during holiday weeks. If ad materials are not received by the deadline, payment is still required, and ad space will be forfeited. Contact the advertising office for possible deadline extensions.

E-Newsletter

The weekly Poly Post e-newsletter is the most effective and cost-efficient way to reach over 29,000 students at Cal Poly Pomona. The e-newsletter is emailed every Tuesday.

Weekly E-Newsletter Rates

|	
Top Full Banner (800 x 400px)	$450.00
Leaderboard (728 x 90 px)	$350.00
Middle Banner (728 x 90 px)	$300.00
Box (300 x 250 px)	$300.00
Footer Banner (728 x 90 px)	$250.00
Bottom Full Banner (800 x 400px)	$350.00

Ad Submission

To place an ad in the e-newsletter, submit your artwork, graphic, or animation to **advertise@thepolypost.com**. Include your contact information and the page URL you want to link to. For additional inquiries or to place an advertisement by phone, please call **(909) 869-3528** or **(909) 869-3533**.

REACH
29,000+
Students, Faculty, and Staff Members

Top Full Banner
800 x 400 px

THE POLY POST

Leaderboard 728 x 90 px

Box
300 x 250 px

Middle Banner 728 x 90 px

Footer Banner 728 x 90 px

Bottom Full Banner
800 x 400 px
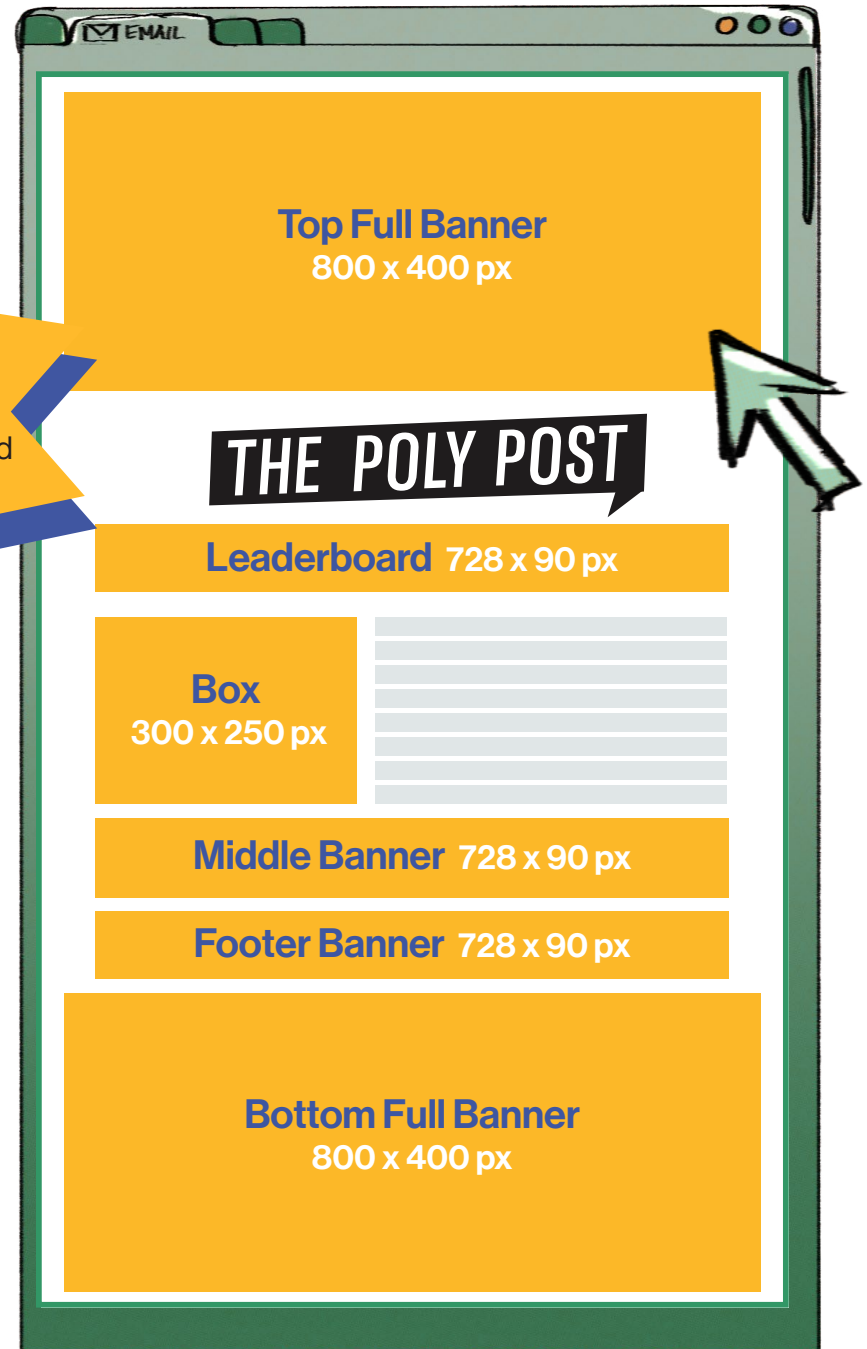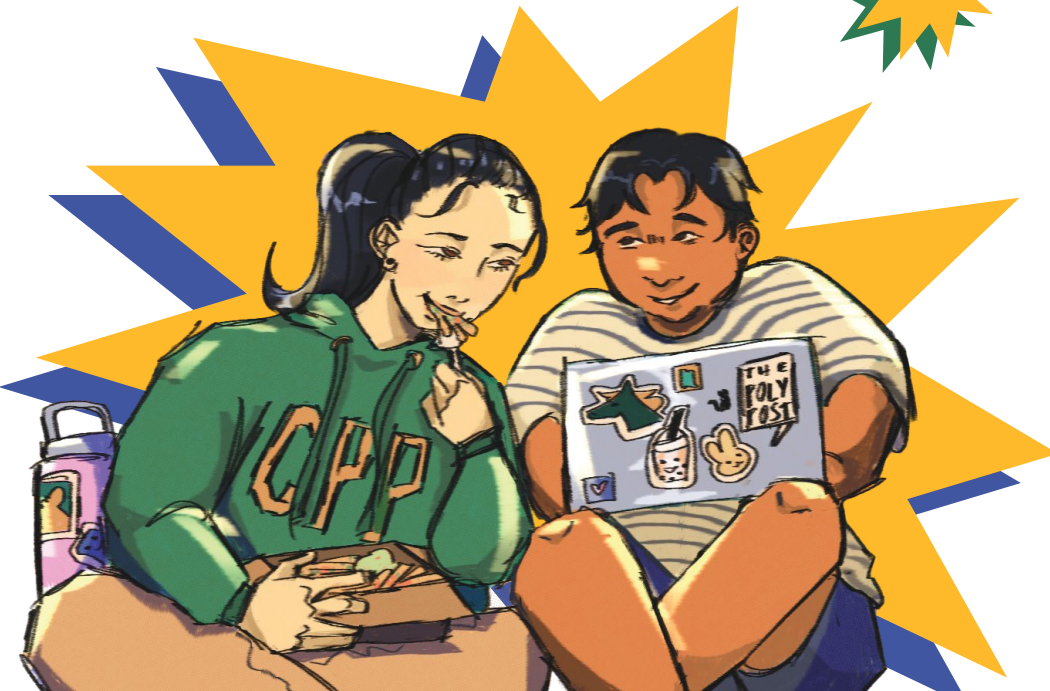
Newspaper Display Ad Sizes

The Poly Post publishes a broadsheet newspaper with the printable dimensions of 9.89" wide by 21" tall. The paper is broken into six columns with 1/9" gutters. Advertisements are measured in terms of column inches expressed in the number of columns multiplied by the number of inches tall.
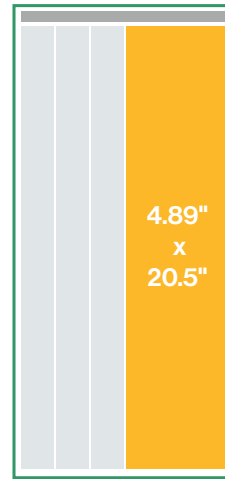
THE POLY POST

9.89" x 2"
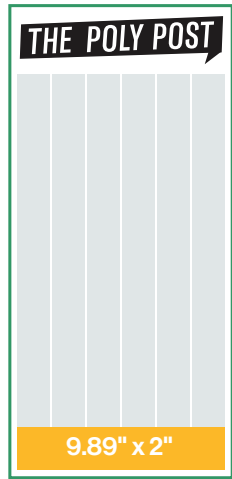
Cover Front Strip: $375
Section Front Page Strip: $200

9.89" x 20.5"
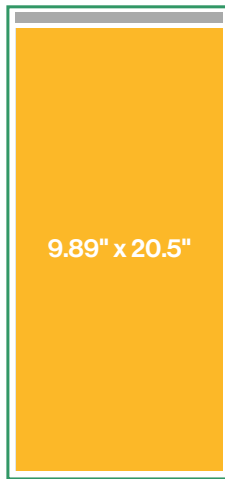
Full Page: $1140

9.89" x 10"
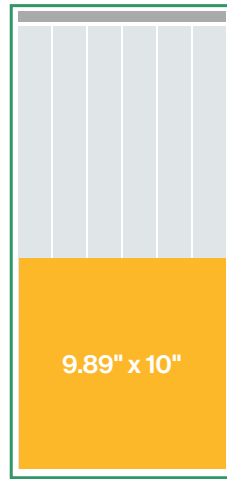
Half Page Horizontal: $570

4.89" x 20.5"

Half Page Vertical: $570

9.89" x 5"
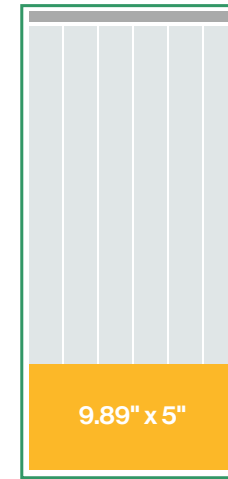
Quarter Page Horizontal: $285

4.89" x 10"
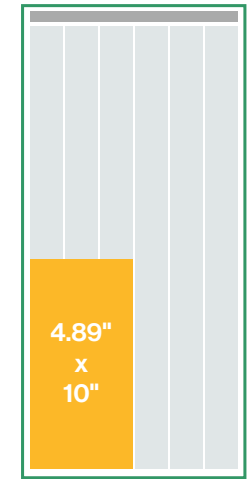
Quarter Page Vertical: $285

4.89" x 5"

Eighth Page: $150

9.89" x 15"
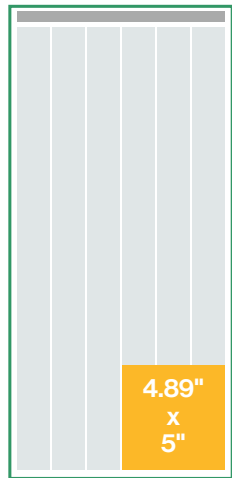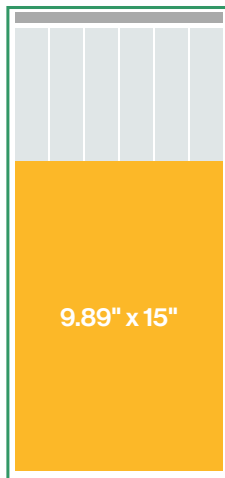
Three Quarter Page: $855

20.89" x 20.5"
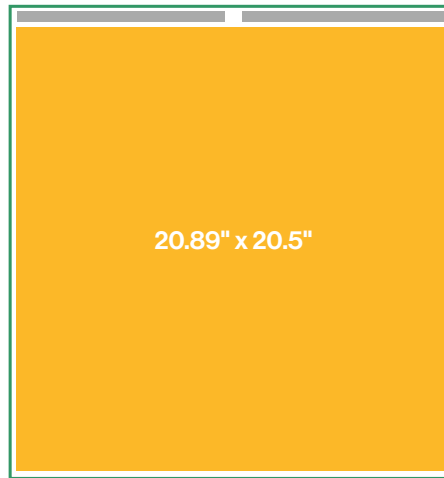
Double Truck Page: $2280

The Poly Post is excited to announce the introduction of six special print issues each year. These issues will focus on significant events and themes throughout the academic year. The schedule includes:

- **September 3: Welcome Back Issue**
- **October 1: Fall Issue**
- **November 5: Election Issue**
- **February 4: Winter Issue**
- **March 4: Spring Issue**
- **May 6: Commencement Issue**

6 Print Issues!

These special editions aim to provide in-depth coverage and highlight important moments for the Cal Poly Pomona community.

Online Ad Sizes + Rates

Online Ad Submissions

To place an online ad, submit your work, graphic or animation to: **advertise@thepolypost.com**. Please include your contact information and the URL of the page you would like to be linked to. For additional inquiries or to place an advertisement by telephone, please call: **(909) 869-3528** or **(909) 869-3533.**

Online Ad Size	Monthly Ad Rates
Leaderboard (728 x 90 px)	$400.00
Top Main (728 x 90 px)	$350.00
Middle Banner (728 x 90 px)	$250.00
Sidebar Medium (300 x 250 px)	$300.00
Sidebar Large (300 x 600 px)	$450.00
Footer Banner (728 x 90 px)	$200.00
Footer Medium (300 x 250 px)	$275.00

OVER **90,000** Impressions a Month

THE POLY POST

Leaderboard 728 x 90 px

Top Main 728 x 90 px

Middle Banner 728 x 90 px

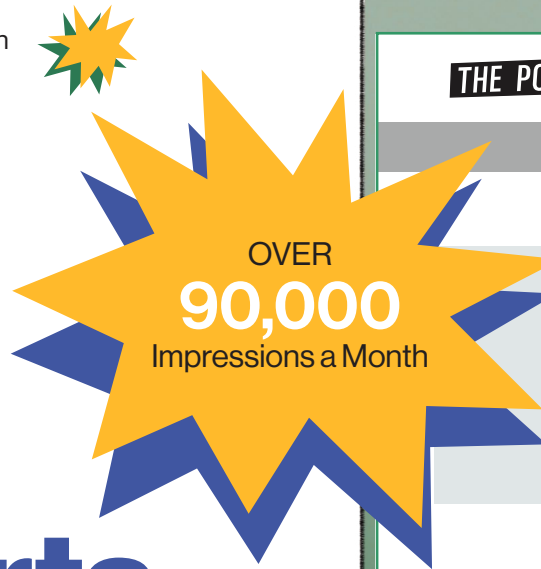Sidebar Medium 300 x 250 px

Sidebar Large 300 x 600 px

Footer Banner 728 x 90 px

Footer Medium 300 x 250 px

Printed Inserts

Freestanding inserts are a flat rate of $600 for a 1-2 page insert and must be 8.5"x 11" only. Advertiser is responsible for providing preprinted inserts. Please call for alternate sizes and pages for approval and pricing. Printed insert material must be received at least one week prior to publication date for proper distribution. Publication date and advertiser name must be clearly marked on package and sent to:

Press Enterprise - SCNG
3512 14th Street
Riverside CA 92501

Attention: Jon Merendino
Publication: The Poly Post
Publication Date: _____
Advertiser Name: _____

Social Media

@thepolypost

With a social media following of more than 10,000 followers combined across Instagram, Facebook, and X (formerly known as Twitter), The Poly Post offers a new way to reach an impressionable demographic.

Our team offers creative research, storytelling, script writing, B-roll, voice over, engaging editing style, and trending music options.

Content Video Creation

Videos for Instagram Reels demonstrating or promoting a product, brand, or event with the option of a voiceover or talk-through.

Package #1: 30 Second Video

Price: $200

Description: A 30 second video for Instagram Reels demonstrating a product, brand, or event with the option of a voice over or talk through.

What's Included:
- 1 video
- 30 seconds of a finalized video
- Script writing
- 1 hour filming time (on site)
- Live-model included
- Subtitles included (per request)
- Trending sound
- Fast turnaround time + 1 revision of video draft

Package #2: 60 Second Video

Price: $300

Description: A 60 second video for Instagram Reels demonstrating a product, brand, or event with the option of a voice over or talk through.

What's Included:
- 1 video
- 60 seconds of a finalized video
- Script writing
- 1½ hour filming time (on site)
- Live-model included
- Subtitles included (per request)
- Trending sound
- Fast turnaround time + 1 revision of video draft

Social Media Posts

Instagram
$75/post

X (Twitter)
$75/post

Facebook
$75/post

$200 social media marketing package plan
(FB, X (Twitter), IG post + FB, IG 24 hr stories)

Post Dimensions

Square Image
1080 x 1080 px

Landscape Image
1080 x 566 px

Stories
1080 x 1920 px

Portrait Image
1080 x 1350 px

10,000+
Followers and Growing

Bronco Guide Magazine

The Poly Post Bronco Guide Summer Magazine provides a unique way to promote services and news to all incoming Cal Poly Pomona freshmen and transfer students. The Bronco Guide is designed to capture student attention by highlighting the opportunities that relate to college life. The magazine is an excellent medium for businesses and organizations to introduce themselves to the new students and the Cal Poly Pomona community. The Bronco Guide magazine is mailed out to all the incoming freshmen and transfer students. The magazine will also be distributed at over 70 news bins across campus from May-August 2025 for the summer sessions and available online throughout the school year.

Reservations for this highly anticipated award-winning Summer Magazine are on a first-come, first-serve basis, so reserve your space early!

Page Structure & Construction

All print ready submissions should be in four color (CMYK) and 300 dpi. All color photos must be in CMYK format at 300 dpi before distilling. No 4/C Black editorial text. Black text should be 100% black (C=0, M=0, Y=0, K=100). No RGB color space for 4/C color images. Do not use spot colors for export to a PDF file. All white boxes should be 100% white and not 0% black.

Margin Area

Maintain a 3/8" inside trim of the image area. Graphics such as color panels, images, bars, or rules (lines) can extend through the margin and trim areas to bleed (¼").

Fonts

Do not use Screen Optimizing Fonts — use "Embed All Fonts" option. Avoid using True Type fonts in creating your ad. Multiple True Type fonts often will fail to embed correctly.

Deadline

All ad submissions for the Bronco Guide Summer Magazine MUST be received by **Friday, April 11, 2025**, at **12:00 PM**.
Email artwork PDF to: **advertise@thepolypost.com.**

Horizontal Half Page

7.75" x 5"
$500

Full Page: Full Bleed

Bleed: 8.875" x 11.375"
Trim: 8.375" x 10.875"

Text Area:
7.625" x 10.125"

Full Page: $900

Cover Page: $1000

Two Page Spread: Full Spread

Bleed: 17.25" x 11.375"
Trim: 16.75" x 10.875"

Left gutter margin positioned at 8.25"

Right gutter margin positioned at 9"

Inner area for image and text (no type outside this area)

Measures 16.75" x 10.375"

Left Gutter: 8.25" | Right Gutter: 9"

Terminology & Rules:
- **BLEED** - area used for background images, etc.
- **TRIM** - where the paper will actually be cut
- **Absolutely NO TYPE in the gutter space**
- **For extra assurance that no type is cut off, use a minimum of 1" gutter space**

2024-2025 Publication Calendar

AUGUST 2024

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

SEPTEMBER 2024

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

OCTOBER 2024

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

NOVEMBER 2024

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

DECEMBER 2024

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

JANUARY 2025

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

FEBRUARY 2025

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

MARCH 2025

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

APRIL 2025

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

MAY 2025

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

JUNE 2025

S	M	T	W	TH	F	SA
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					
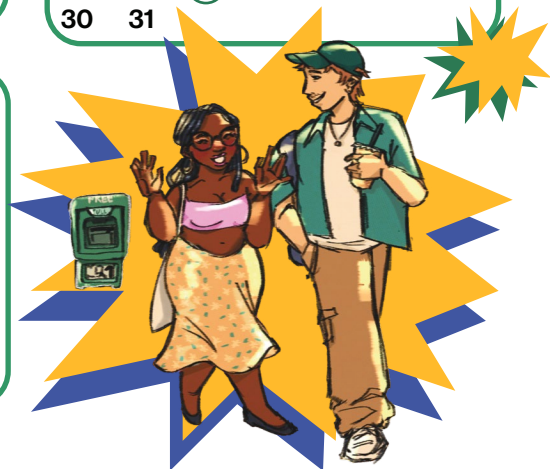
The Poly Post publishes on **TUESDAYS**. The deadline to reserve an ad is the **FRIDAY** before the publication date at **12 PM**.

To place an ad or get more info, email **advertise@thepolypost.com**.

Bronco Guide Summer Magazine:
on stands JUNE 2025 - AUGUST 2025
DEADLINE: APRIL 11, 2025