

### About Us

*CUSD Today*, a good news publication of the Clovis Unified School District, is published 11 times during the school year. It is mailed **directly** into the homes of all Clovis Unified School District students and employees, and to supporters of the Foundation for Clovis Schools. Our current circulation exceeds 34,000. The Clovis Unified's student and employee population continues to grow on an annual basis by hundreds per year.

Readership of this highly selective, targeted mailer is high, even in our online culture. An in-depth study conducted by FM3 Research in 2019 regarding Clovis Unified communications found that 88% of those surveyed said they read *CUSD Today* each month for stories and advertisements – and more than half of those said they read it at or near its entirety!

The typical reader of *CUSD Today* is closely affiliated with Clovis Unified, either as a parent or an employee within the 43,000 student district. By choosing to advertise in *CUSD Today*, you reach a specific audience of consumers who make many of their buying decisions based on the needs of their family and their school-aged children.

### Rates

Advertising rates for *CUSD Today* were created to be comparable with publications of similar distribution.

### Community Editions

Three times a year, *CUSD Today* is delivered to all residence and business addresses within Clovis Unified's 198-square-mile boundaries as a way to provide a full report to the community about district achievements, finances and facilities. These publications nearly **triple our circulation** to approximately 90,000 addresses in October, January and May.

The Community Editions present an opportunity for our advertising partners to place their message in front of a larger audience at a minimal or no additional cost.

A 20% supplemental fee will be added to the published rates for ads placed in a Community Edition. This fee, however, is waived entirely for our advertisers on a frequency contract publishing five or more ads in the school year.

Please note: Advertising space is limited. These editions have a set page count; space will be provided on a first-come, first-served basis.

### Online Edition

*CUSD Today* advertisers also reach an online audience for free. Each month, the new issue of *CUSD Today* is promoted on the district's website, social media and app, with an electronic copy posted at [cud.com/CUSDToday](http://cud.com/CUSDToday). Clovis Unified's website is visited by an average of 50,000+ users per month.

### Non-Profit Group Discount

In an effort to remain competitive with similar publications, *CUSD Today* offers a 5% discount from published rates to approved 501c3 organizations. To receive this discount, an organization must be officially designated a 501c3 by the IRS. A copy of the 501c3 letter must be supplied to your *CUSD Today* marketing representative when placing your order.

### Rate Changes

*CUSD Today* reserves the right upon 30-day notice to revise published advertising rates. Advertisers holding a current contract will not be subject to increased costs for the duration of their contract. Upon completion of the terms and conditions of said contract, the new advertising rates will apply.

### Credit Policy

Clovis Unified School District remits invoices for services rendered at the close of each month. Invoices for advertisements placed during a single month should be received by the 10th of the following month. Invoices are due upon receipt. Delinquent accounts may be subject to the suspension of any scheduled advertising until the account is paid in full. Severely delinquent accounts may be referred to a collection agency dependent upon the circumstances surrounding the district's collection efforts.

### Co-Op Advertising

Should the cost of advertising be shared with a manufacturer, distributor or any other third party, the individual placing the advertisement shall be held responsible for full payment to the publisher.



### Credits & Publication Errors

Publisher shall not be liable for any error in published advertising unless an advertising proof is requested and clearly marked for correction, and the advertising deadlines (including space reservation, copy and proof clearance deadlines) have been met by the advertiser. If the publisher does not correct an error, liability shall not exceed the cost of the space occupied by the error. Should an error run in multiple insertions of the same ad before publisher is notified of a claim for adjustment, credit will be limited to the value of the first insertion. In addition, the publisher shall not be liable for any omission of advertisement ordered for publication including "time sensitive" material. The publisher must receive all claims for adjustment within 30 days of publication date. Under no circumstances may the publisher be liable for any special, general or consequential damages due to errors/omissions.

### News Style Advertisements

Advertising copy simulating news can be set, but must carry the word "Advertisement" at the top of the purchased space.

### Cancellations

Advertising set and then cancelled by an advertiser prior to the space reservation deadline will be charged 5% of the advertisement's cost for the setting of the advertisement. Advertising canceled after the space reservation deadline (see accompanying Production Schedule) will be charged for 50% of the reserved space.

### Position Orders

Position of an advertisement within *CUSD Today* is not guaranteed. The publisher will not accept orders directing insertion of an advertisement in a particular position or on a particular page "or omit." Every attempt will be made to place advertisements in the client's preferred location within the paper. However, no refunds, reruns or adjustments will be made because of the placement of a specific advertisement in the publication.

### Design Services

Clovis Unified School District provides layout design services for advertisements to be run in *CUSD Today*. A proof will be provided to advertisers for review and/or necessary corrections. Advertiser must sign-off on the ad proof indicating final approval or the copy will not be placed. No proofs will be provided on copy submitted after the advertising deadline (see accompanying Production Schedule).

### Camera-Ready Ads

Advertisements meeting *CUSD Today* mechanical specifications and in the proper format are considered camera-ready. All fonts should be embedded and/or outlined to hold. Ad size dimensions are determined by the column width and height space reserved. Photocopies or faxes of ads are not considered camera-ready and will not be accepted. Design services are available for a nominal fee.

### Color Advertisements

Draw extra attention to your advertisement by adding color. Single or full color ads\* are available for advertisements over 6 inches. All color rates are in addition to advertising space purchased. Double-truck advertisements count as two pages.

\* If not supplied with the order, color separations are available at \$50 each.

### Exclusions

The publisher of *CUSD Today* reserves the right, in its sole discretion, to reject advertising not appropriate for inclusion in a public school district publication.

Advertising will not be accepted for the following products or services:

- Abortion counseling services
- Adult-oriented services
- Advertisements containing interest rates (for lending institutions)
- Alcohol
- Firearms and explosives
- Insurance Policies
- Lotteries and gaming (except the California lottery)
- Pay-per-call 900 or offshore telephone services
- Personals
- Political Advertisements
- Steroids or like banned substances
- Tear gas weapons
- Tobacco
- Travel Arrangements
- Firearms and explosives



### RATES

Additional ad sizes are available

**Black & White camera-ready ad rated billed per each insertion :**

Frequency	Full Page	Half Page	Quarter Page	15 Inch	12 Inch	10 Inch	8 Inch	6 Inch
1x	\$3,366	\$1,742	\$891	\$495	\$396	\$330	\$264	\$198
5x	\$2,693	\$1,481	\$861	\$479	\$383	\$319	\$255	\$191
9x	\$2,356	\$1,307	\$802	\$446	\$356	\$297	\$238	\$178

As a public K-12 school district, Clovis Unified works in NET rates. Thank you for your understanding

### AD SPACES

<b>Full Page</b> 120 Inch Ad 6 Column x 20"	<b>Half Page</b> 60 Inch Ad 6 Column x 10"	<b>Half Page Vertical</b> 60 Inch Ad 3 Column x 20"	<b>Quarter Page Strip</b> 30 Inch Ad 6 Column x 5"	<b>Quarter Page</b> 30 Inch Ad 3 Column x 10"
<b>15 Inch Ad</b> 3 Column x 5"	<b>12 Inch Ad</b> 2 Column x 6"	<b>10 Inch Ad</b> 2 Column x 5"	<b>8 Inch Ad</b> 2 Column x 4"	<b>6 Inch Ad</b> 2 Column x 3"

### PAGE AND COLUMN SIZE

**Column Width (Standard Page)**

#### 6 columns x 20" deep

Ad space reserved at 19.5" deep will be billed at 20" deep.

Column Width	Inches
1	1.528"
2	3.222"
3	4.916"
4	6.611"
5	8.305"
6	10.0"

### ADDITIONAL INFO

#### TRIPLE Your Reach with Community-Wide Editions

The October, January and May editions are special community-wide issues that circulate to the full 90,000 addresses (households and businesses) within CUSD boundaries. Advertising space is limited and has sold out fast for these editions that provide advertisers the chance to **triple the reach for just a small cost**. For these special editions, ad rates are only an additional 20 percent of the regular published rates to help offset additional postage costs. The fee is waived entirely for our frequency advertisers who publish five or more times a year!

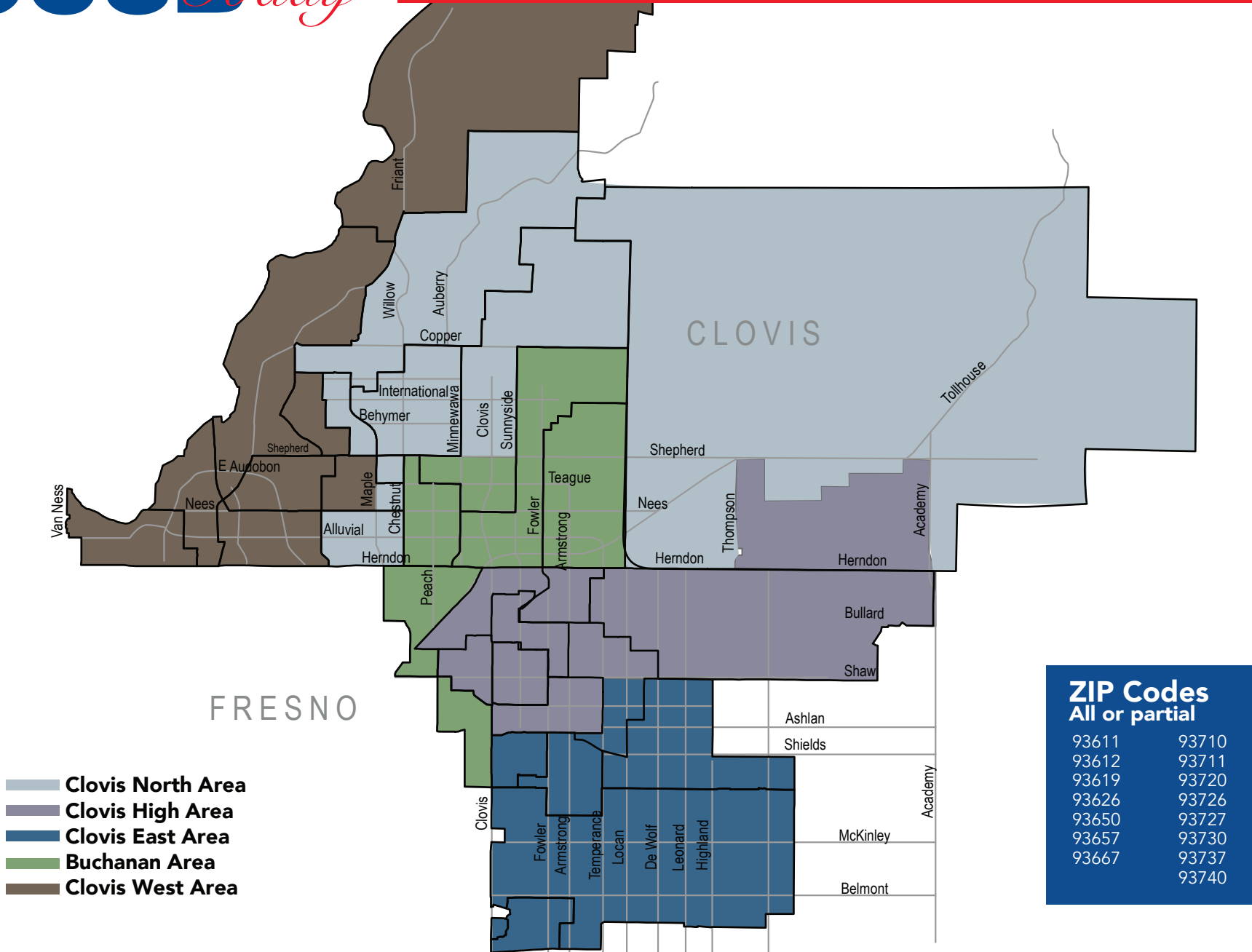
#### Color Increases Reader Retention by 30%

**4-Color (CMYK) options are available. Color prices are in addition to standard B&W rates.**

**6-12" ads:** \$25;  
**15" ads:** \$50;  
**Quarter Page:** \$100;  
**Half- or full-page:** \$200

#### Design Services

Design services are available for a nominal fee.





## Electronic Prepress Production Guidelines

Please review the following requirements for Prepress artwork. Following these guidelines will ensure high quality production of your ad in *CUSD Today*. *CUSD Today* will not make changes after electronic receipt of final artwork.

### PRODUCTION SCHEDULE

2023-2024 School Year

Issue	Reservation Deadline (Wednesday)**	Artwork Due (Monday)**	In-Homes Approx. (Friday)**
Aug	July 19	July 31	Aug. 11
Sept	Aug. 23	Aug. 28	Sept. 8
Oct*	Sept. 18 (M)	Sept. 29 (F)	Oct. 16 (M)
Nov	Oct. 25	Oct. 30	Nov. 11 (S)
Dec	Nov. 15	Nov. 27	Dec. 8
Jan*	Dec. 11 (M)	Dec. 29 (F)	Jan. 15 (M)
Feb	Jan. 24	Jan. 29	Feb. 9
Mar	Feb. 28	March 4	March 15
Apr	March 20	April 8	April 19
May*	April 22 (M)	May 3 (F)	May 20 (M)
June	June 5	June 10	June 21

\* Community edition; triple circulation. Ad space limited.

\*\* Unless otherwise noted.

#### Electronic Formats

- All files must be attached to the original message
- Messages must contain the name of company, contact name and phone number
- Send all files to: CUSDadvertising@cusd.com

#### Acceptable Applications/Programs

QuarkXpress  
Adobe Illustrator

Adobe Photoshop  
Adobe InDesign

#### Unacceptable Applications/Programs

Adobe Pagemaker  
Microsoft Word  
Microsoft Excel  
Microsoft Publisher  
Word Perfect  
Freehand

#### Acceptable Graphic/Image Formats

TIFF (170 DPI)  
JPG  
PDF with outlined fonts  
EPS with outlined fonts

#### Unacceptable Graphic/Image Formats

WMF  
GIF

#### Mechanical Specifications

- Cold Web Press
  - Line Screen: 85 lines per inch, 1200 D.P.I.
- CUSD Today* is a standard size publication utilizing the following standard advertising units (SAU):

#### Standard Size Page

6 columns x 20" deep. Advertising ordered more than 19 1/2" deep will be billed as 20".

#### Column Widths for Standard Page

Column Width	Inches
1	1.528"
2	3.222"
3	4.916"
4	6.611"
5	8.305"
6	10.0"

#### All Artwork and Text Fonts Must Be Embedded and Outlined!

A preflight will be done on all files, regardless of program used, to verify fonts and linked images are present. Fonts and linked images must meet *CUSD Today* electronic production procedures. These applications commonly create inconsistencies when transmitted electronically. To avoid such alterations, please use the acceptable programs and formats listed above.