

RATES

Additional ad sizes are available

Black & white camera-ready ad rates billed per insertion:

Frequency	Full Page	Half Page	Quarter Page	15 Inch	12 Inch	10 Inch	8 Inch	6 Inch
1x	\$3,150	\$1,575	\$945	\$450	\$360	\$300	\$240	\$180
5x	\$2,520	\$1,386	\$787.50	\$435	\$348	\$290	\$232	\$174
9x	\$2,016	\$1,260	\$724.50	\$375	\$300	\$270	\$216	\$162

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

AD SIZES

Full Page 123 Inch Ad 6 Column x 20.5"	Half Page 60 Inch Ad 6 Column x 10"	Half Page Vertical 60 Inch Ad 3 Column x 20.5"	Quarter Page Strip 6 Column x 5"	Quarter Page 3 Column x 10"
15" Ad 3 Column x 5"	12" Ad 2 Column x 6"	10" Ad 2 Column x 5"	8" Ad 2 Column x 4"	6" Ad 2 Column x 3"

PAGE SIZE

Column Width (Standard Page)

6 columns x 20.5" deep

Advertising ordered that is more than 19 1/2" deep will be billed for 20"

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

ADDITIONAL INFORMATION

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.

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 their 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, and the fee is waived entirely for our frequency advertisers who publish five or more times a year.

PRODUCTION SCHEDULE

2020-2021 School Year

Issue	Reservation Deadline	Artwork Due	In-Homes (Approx.)
Aug	July 22	July 28	Aug. 5
Sept	Sept. 9	Sept. 15	Sept. 23
Oct*	Sept. 23	Oct. 6	Oct. 15
Nov	Oct. 28	Nov. 3	Nov. 12
Dec	Nov. 19	Dec. 1	Dec. 9
Jan*	Dec. 15	Jan. 5	Jan. 14
Feb	Jan. 27	Feb. 2	Feb. 10
Mar	Mar. 3	Mar. 9	Mar. 17
Apr	Apr. 7	Apr. 13	Apr. 21
May*	Apr. 27	May 11	May 20
June	June 2	June 8	June 16

* Community-wide edition, circulates to 90,000 addresses.



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 CUSD student and employee population continues to grow on an annual basis by hundreds per year.

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 their family and their school-aged children.

Rates

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

Non-Profit Group Discount

In an effort to remain competitive with similar publications, *CUSD Today* offers a 5% discount from published rates to approved 501(C)(3) organizations. To receive this discount, an organization must be officially designated a 501(C)(3) by the IRS. A copy of the 501(C)(3) 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 mails invoices for *CUSD Today* advertisements during the week following publication. 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 canceled 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 Production Schedule on previous page).

Camera-Ready Ads

Advertisements meeting *CUSD Today* mechanical specifications and in the proper format are considered camera-ready. 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. 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.

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

CUSD Today Distribution Area

