

# The California Times Newspaper

California University of Pennsylvania

250 University Avenue

California, PA 15419

Email: [caltimes@calu.edu](mailto:caltimes@calu.edu)

Phone: 724-938-4321

## Print Edition Rates (All pages are color)

Advertisement Size	Dimensions	Rate
Full Page	10.1175 in. x 9.4797 in.	\$354.00
Half Page	10.1212 in. x 4.6 in.	\$182.00
One-third Page (wide)	6.6979 in. x 4.75 in.	\$100.00
One-third Page (tall)	3.2497 in. x 9.4658 in.	\$100.00
Two-ninth Page (wide)	6.6668 in. x 2.29691 in.	\$75.00
Two-ninth Page (tall)	3.2497 in. x 6.2036 in.	\$75.00
One-sixth Page	3.2497 in. x 4.7399 in.	\$50.00

### Inserts

The Cal Times will place inserts for a fee of \$100 per 1,000 copies. The advertiser is responsible for taking the finished inserts to the printer, Trib Total Media, 202 Falcon Lane, Tarentum, PA 15084.

### Classified ads

Placement of classified ads (text only) 30 words or fewer is \$8.00.

### Circulation and general information

The Cal Times is the student newspaper of California University of Pennsylvania and is published by the Student Association, Inc. The Cal Times prints 2,000 copies per week for more than 50 distribution points on campus and the surrounding community. The print edition is also presented online in a digital format on the University's website.

### Billing

The Cal Times will send an invoice, payable within 30 days of receipt, along with a copy of the ad that appeared in the Times during the period of required billing. Please make checks payable to S.A.I. (Student Association Inc).

### Submission formats

Ads submitted digitally must be sent to [Caltimes@calu.edu](mailto:Caltimes@calu.edu) in one of the following file formats: JPEG, TIFF, or PDF. We will also accept text-only advertisements in Microsoft word. Ads submitted on paper will be scanned or entered manually to resemble the original, depending on the quality of the submission.

## **Cal Times - Spring 2015**

### **Print Publication Schedule**

(Submission deadline is Monday at Noon for that week's edition)

1/30

2/6

2/13

2/20

2/27

3/20

3/27

4/3

4/10

4/17

4/24

5/1