

ADVERTISING IN CAMPUS POINT

UCSB MAGAZINE

Dear All,

We are an independent organization of student guerilla journalists with passion and talent. With *Campus Point - UCSB Magazine*, our staff is aiming do something which has never before been successfully done here at UCSB - we will bridge the abysmal gap between students, student government, faculty, and administration while being *delightfully* sexy, informative and entertaining. Think of GQ mating with Cosmopolitan and having a steamy affair with Wired. We are a UCSB lifestyle magazine being released at the beginning of each quarter and distributed around campus for free. We began with **90 pages** in the first issue, hoping to grow large enough to be a full-sized, 120+ page magazine. In each edition, we will write the unwritten rules of fashion at UCSB, delve into advanced research projects on campus no one knows of, document organized debates of controversial topics between professors, banter over the value of 'the hookup,' and much - *believe me* - MUCH more. Don't let the lack of a price fool you; this will be one of the **most beautiful publications in the nation**. We've got an extremely talented, powerful editorial backing which is **unrivaled in talent**. The magazine will have a visual and textual voice that will resound across campus and pierce the ears of the scholastic journalism community. Already, Associated Students, the UCSB faculty, campus administration, and common students have expressed **immense interest in this production** - as well as scholastic journalism agencies across the nation.

We are *very* excited.

Corey Lau
Editor-In-Chief



DEMOGRAPHICS & OTHER INFO



Demographic:

- Campus Point's target demographic ranges from the pasty collegiate virgin, recovering from a Cheeto and Mountain Dew hangover during his World of Warcraft LAN party, to the bored sorority girl tanning on the beach, to the materials engineering professor whose latest woe is the loss of hard drive data due to the close proximity of a neodymium magnet. **We aim to please every crowd** involved with UCSB life - professors and students alike - no matter of race, age, creed, religion, gender, or socioeconomic status.

Size & Circulation:

- Approximately **90 pages** of content, unknown number of total advertisements.
- Number of copies will vary with ad revenue, but a **minimum of 2,000 copies** will be printed for the second issue.

Ad Information:

- Any campus organization or local Santa Barbara company that desires an ad be made for them will have it professionally produced - free of charge - aside from production costs (ie. stock photos).
- Any purchase of advertising space will ensure you that slot for the entire quarter, effectively producing 70+ days of total advertising time.

Ad Specifications:

- Please submit a high-resolution PDF with embedded fonts. If registration or trim marks are used, offsets should equal 12 pt. or .1667" to ensure trim marks are not in the bleed area.
- If a high-resolution PDF cannot be sent, please supply linked files and related fonts (Adobe InDesign only).
- PDF files must be print-optimized, CMYK with fonts embedded. Photos and graphics should be 300 dpi, CMYK or grayscale, .eps or .tif.
- Distinguish your file with advertiser's name.

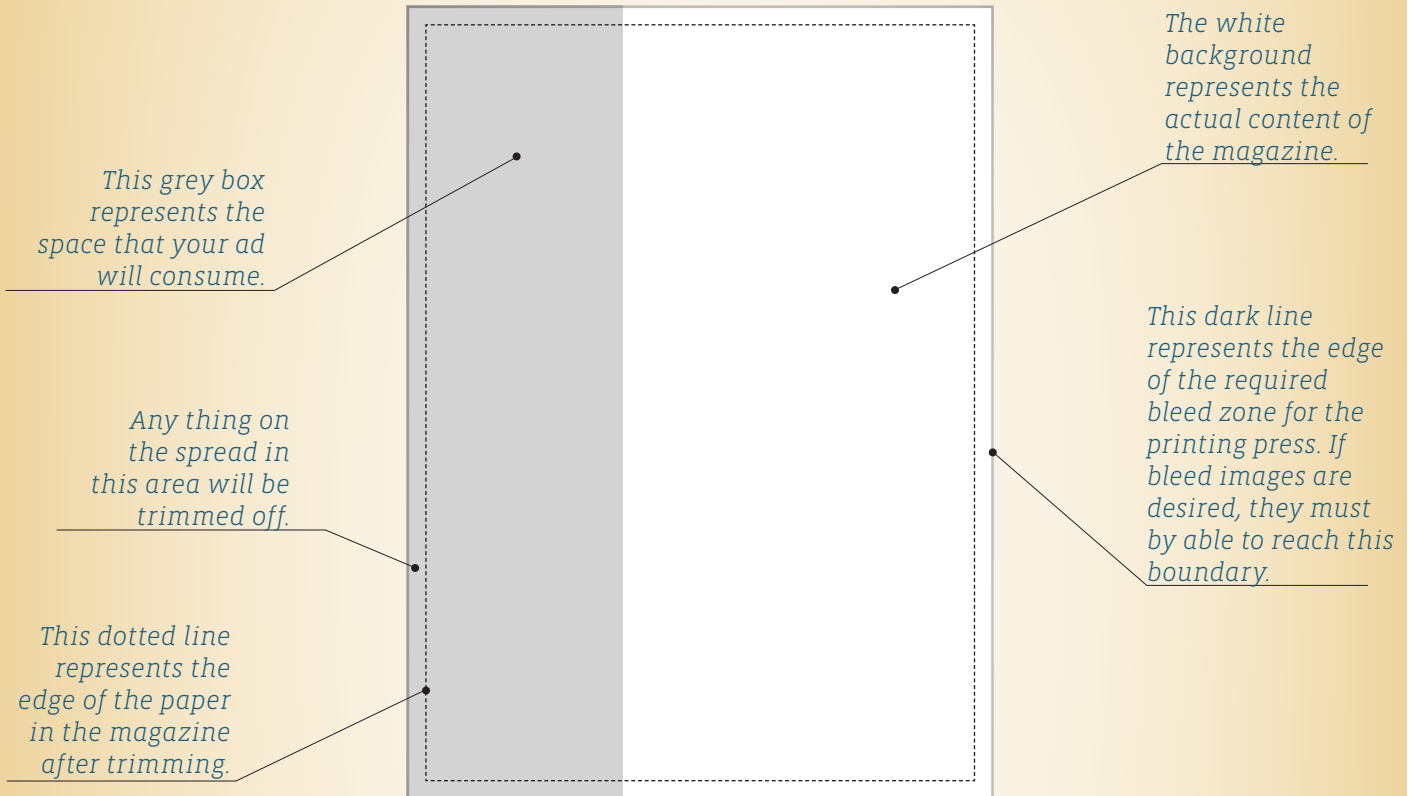
Sample of our cover:



AD SIZES & RATES



Key:



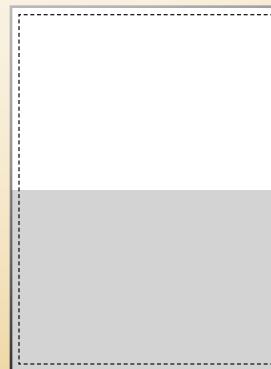
All ads are 50% off for on-campus organizations, except for 1/6th-page ads.



FULL-PAGE

Trim Area: 8" x 11"
Bleed Area: 8.5" x 11.5"
Non-bleed Area: 7.5" x 10.5"

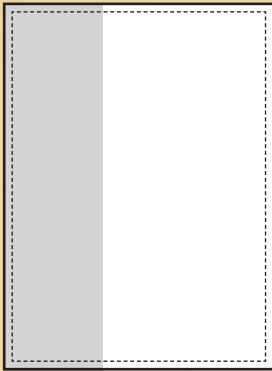
\$600



HALF-PAGE

Trim Area: 8" x 5.5"
Bleed Area: 8.5" x 6"
Non-bleed Area: 7.5" x 5"

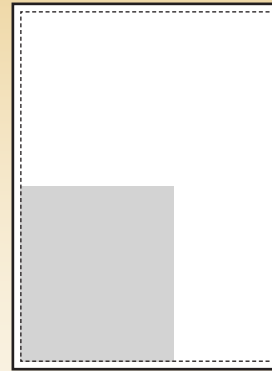
\$320



THIRD-PAGE VERTICAL

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Bleed Area: 3" x 11.5"
Non-bleed Area: 2.5" x 10.5"

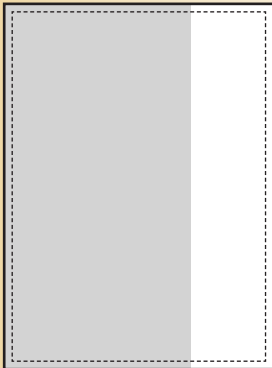
\$300



THIRD-PAGE SQUARE

Non-bleed Area: 4.75" x 4.5"

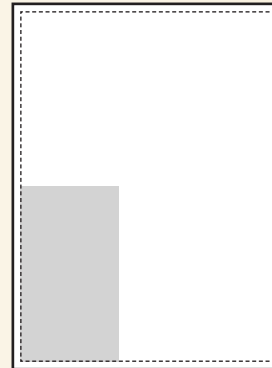
\$300



TWO-THIRDS-PAGE VERTICAL

Trim Area: 5.5" x 11"
Bleed Area: 5.75" x 11.5"
Non-bleed Area: 5.25" x 10.5"

\$400



SIXTH-PAGE VERTICAL

Non-bleed Area: 2.25" x 4.5"

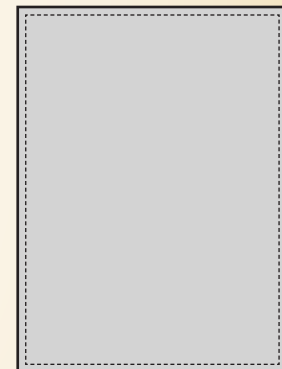
\$120



FULL-SPREAD

Trim Area: 16.5" x 11"
Bleed Area: 17" x 11.5"
Non-bleed Area: 16" x 10.5"

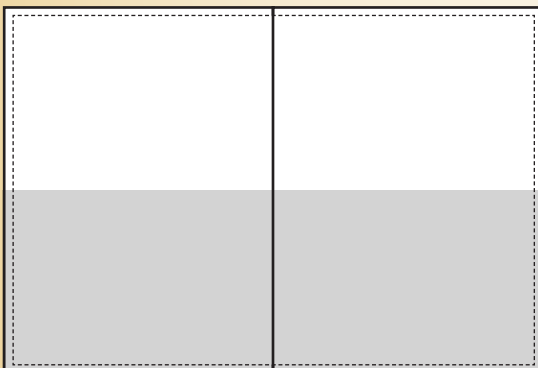
\$950



BACK COVER

Bleed Area: 8.5" x 11.5"

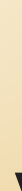
\$1300



HALF-SPREAD HORIZONTAL

Trim Area: 16.5" x 5.5"
Bleed Area: 17" x 5.75"
Non-bleed Area: 16" x 5.25"

\$600



Interested? Ready to submit? Questions?

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