





# 4X WINNER

COLLEGE MEDIA ORGANIZATION  
OF THE YEAR **CMBAM** THE COLLEGE MEDIA BUSINESS  
& ADVERTISING MANAGERS  
ANNUAL CONFERENCE

**2ND PLACE**  
MEDIA COMPANY  
OF THE YEAR  
**CMBAM** 2018-2019

**27,500+**   
SOCIAL MEDIA **FOLLOWERS**

**103 YEARS**  
OF PUBLISHING EST. 1916




**8X WINNER**  
**DESIGNER**  
OF THE YEAR  
**CMBAM**




**16 AWARDS**  
FROM THE ASSOCIATED  
COLLEGIATE PRESS (ACP)  
2018 ★★★★★

# MUSTANG MEDIA GROUP

2019 / 2020

Mustang Media Group is Cal Poly's fully integrated, student-run media organization. Bringing together the teams at Mustang News and KCPR radio, our platforms touch nearly every member of the Cal Poly community each year.

[info@mustangmediagroup.com](mailto:info@mustangmediagroup.com) | 

[@cpmustangnews](#) |   

Web statistics provided by Google analytics

Media kit created by Steven Nguyen

# MMG

# 21,800+

3,000+  
CAL POLY FACULTY  
& STAFF POPULATION

CAL POLY STUDENT  
BODY POPULATION  
FALL 2018

# 1,300,000+



PAGE VIEWS ON OUR WEBSITE  
EACH YEAR

# 552,000+

UNIQUE USERS  
ON MUSTANGNEWS.NET 2019

# 283,400+

SLO COUNTY  
POPULATION


47,500+  
SAN LUIS OBISPO  
POPULATION



# HIGHEST WEB TRAFFIC

COMES FROM **SAN LUIS OBISPO**

# 65%



OF WEB TRAFFIC  
COMES FROM **MOBILE VIEWERS**

## MUSTANG NEWS

As Cal Poly's news source, Mustang News delivers innovative journalistic content in print, online and across social channels each day. Consistently ranking among the best in collegiate media, students turn to Mustang News for the stories that matter at Cal Poly and in the SLO community.



## MUSTANG ADVERTISING

The advertising team at Mustang Media Group ensures your brand is top of mind in the Cal Poly community. From students and parents to local residents and alumni, our breadth of distribution platforms allows your business to consistently reach the right audience — delivering results that keep both local and national partners coming back. Our award-winning designers also generate special editions such as Coupon Book, Poly Picks, Go SLO and SLO Days.

MMG



## KCPR — FM

KCPR is San Luis Obispo's arts and culture destination. The station that gave "Weird Al" Yankovich his start, the student-run radio station continues to be one of the top-rated college stations nationally.

# STANDARD SIZING

Feature your business/organization in our weekly published regular editions. **5,500** copies of our editorial-style print product are distributed every Tuesday — diving deeper into the biggest stories of the week.

## + COLOR RATES

FULL	\$100	QUARTER OR LESS	\$50
HALF	\$75		

## ★ AD DESIGN

Mustang Media Group's Advertising team provides free graphic design with each ad purchase, including digital and social media advertising. Our award-winning designers can build ads that provide results for the client and reach their goals. Our ad consultants and designers are dedicated to generate or elevate any ad campaign for your business.



CAL POLY SAN LUIS OBISPO'S NEWS SOURCE

# MUSTANG NEWS

**FRONT PAGE SMALL**

10.5 x 1.5 in.  
\$450

**FRONT PAGE LARGE**

10.5 x 3 in.  
\$650

**COLUMN SIZES**

one	2.50"
two	5.17"
three	7.44"
four	10.5"

**FULL PAGE**

**10.5 x 12 in.  
\$725**

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**1/8 PAGE HORIZONTAL**

5.17 x 2.88 in.  
\$125

**1/4 PAGE HORIZONTAL**

5.17 x 5.92 in.  
\$200

**HALF PAGE HORIZONTAL**

10.5 x 5.92 in.  
\$375

**VERTICAL**

5.17 x 12 in.  
\$375

**HALF PAGE**

**2.50 x 12 in.  
\$200**

**1/4 PAGE VERTICAL**

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**2.50 x 5.92 in.  
\$125**

**1/8 PAGE VERTICAL**

# CONTRACT RATES

**QUARTERLY**

**10% DISCOUNT** | 5 ads or more  
**20% DISCOUNT** | 8 ads or more

**ANNUAL**

**25% DISCOUNT** | 8 ads or more each quarter  
Total of 24 ads in regular edition must be contracted to meet this requirement. Special sections are not included.

# SPECIAL SIZING

## DEAL SECTION

5.17 x 3.22 in.

Feature your business in the Deals of the Week section in the regular edition! This section allows readers to view local bargains in a centralized location within the paper. The Deals of the Week page is often the first place students turn to in the paper.

**\$750** 10 WEEKS or **\$100** PER WEEK

## COUPON BOOK

8 x 3 in.

This inserted coupon book is hand-crafted for students and allows your business to offer deals to the Cal Poly community. 8,000 copies of this student favorite product are printed and distributed in Fall and Winter, including hand distribution to all students attending MMG's SLO Fest in October.

**FALL 2019** \$450

**WINTER 2019** \$300

**BUY BOTH & GET 10% OFF!**

## Deals of the Week

9

FRIDAY • January 10, 2020 | NEWS | MUSTANGNEWS

BUSINESS NAME © ADDRESS • PHONE • HOURS

**BUY ONE GET ONE!**

Lorem ipsum apicim, solum est, ut fugit quod molenditad auctam re aute nihiliquae

BUSINESS NAME ©

**FREE** Featured item with any purchase!

Lorem ipsum apicim, solum est, ut fugit quod molenditad auctam re aute nihiliquae

ADDRESS • PHONE • HOURS

**C. Brothers SMOKEHOUSE**

Breakfast burrito with hash browns

**BUY ONE GET SECOND HALF OFF**

7:30 am - 1:00 pm. Coffee not included

<b>MONDAY</b> Carmine Pulled Pork Sandwich Buy 1 and get 1 whole for \$7	<b>TUESDAY</b> Cal Poly Burrito Buy 1 and get 1 whole for \$7	<b>WEDNESDAY</b> Western Burger Buy 1 and get 1 whole and drink for \$8.99	<b>THURSDAY</b> Tenders and Fries Whisk for \$8.99
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Bring this coupon in to redeem

Find their handmade bottle caps at the SLO Farmers Market

(805) 844-6818 | 1881 Football Blvd, San Luis Obispo | Catering Available | Discounted Club Members

**El Pollo Loco**

**\$6.99** ENTREES

WITH STUDENT ID

**NOW OPEN!**  
11982 Los Osos Valley Rd  
San Luis Obispo, CA 95405  
(805) 435-3000

**HOURS**  
10AM-10PM 7 DAYS A WEEK!  
Learn More at [ElPolloLoco.com](http://ElPolloLoco.com)

ORDER & EARN REWARDS!

El Pollo Loco

BUSINESS NAME ©

**GET % OFF!**  
your purchase

BUSINESS NAME ©

Lorem ipsum apicim, solum est, ut fugit quod molenditad auctam re aute nihiliquae

ADDRESS

**SALE SALE SALE**

**Students Save \$ix**

On Any X-LARGE

**WOODSTOCK'S**

**AUTO REPAIR**

Thank you for 25 years!

**DON'T WAIT UNTIL IT'S TOO LATE!**

FREE CAR INSPECTIONS & 10% OFF

**\$50 OFF** on 2000 or less service

FREE

**WINTER RUN DATE**  
03.03.2020

**FALL EDITION + SLO FEST**  
10.24.2019

Mustang Media Group presents

**Coupon Book**

Winter 2019

# SPECIAL EDITIONS

In addition to our regular weekly editions, we have quarterly special edition magazines that highlight specific and relevant themes to spark interest and engagement among readers.



**Healthy Living, Open House, SLO Days, & Poly Picks**

**SLO Life Fair (Including Booths)**

**GoSLO (mail-home)**

**full page \$600**  
**half page \$350**

**full page \$600**  
**half page \$400**

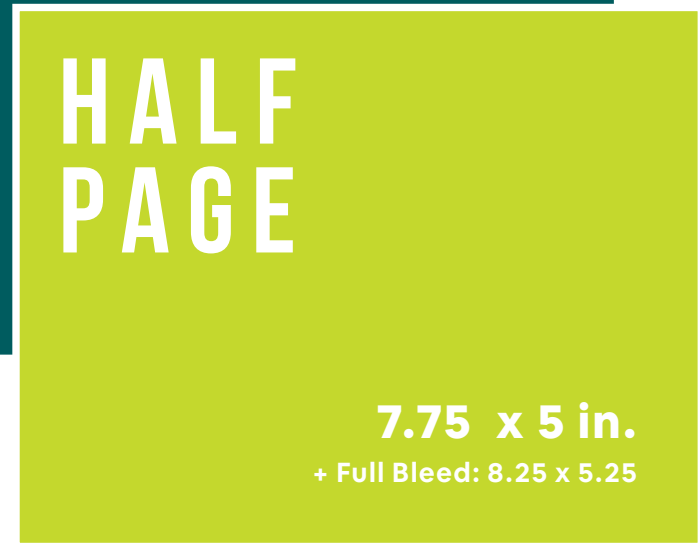
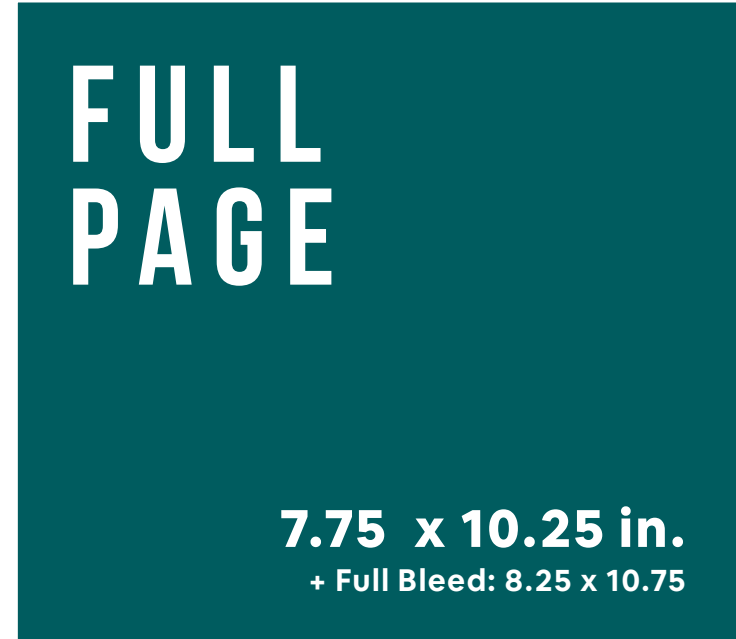
**full page \$750**  
**half page \$400**



## CALENDAR EDITION

The academic-year calendar is published in partnership with Campus Health and Wellbeing to provide parents with important academic dates throughout the school year. It is also used by many staff and faculty on campus.

**\$2000** each month (picture and banner)



# PUBLICATION DATES

## SEPT 2019

S	M	T	W	T	F	S
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					

## OCT 2019

S	M	T	W	T	F	S
		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		

## NOV 2019

S	M	T	W	T	F	S
					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

## DEC 2019

S	M	T	W	T	F	S
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				

## JAN 2020

S	M	T	W	T	F	S
				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

## FALL 2019

### WOW 09.13

The annual Week of Welcome paper is the biggest and one of the most popular papers of the year — ready to be picked from newsstands when students arrive in SLO for the school year.

### FALL COUPON BOOK & SLO FEST 10.24

Our coupon book is hand-crafted for students and coupled with SLO Fest, one of the only events on campus that promotes local businesses directly to students.

### ADVENTURE AWAITS 11.19

This magazine is an essential guide for all things central coast. Students and parents alike will use this publication to learn about everything there is to do when they want to get off campus and explore!

## SPRING 2020

### FALL GRADUATION 12.10

Your chance to send one final message to the Fall graduating class as well as students, faculty and staff before they leave for the Holiday break.

### SLO LIFE 02.11

A newer edition combining our Menu and Housing Guides, this is the ultimate place for your eatery, bar, grocery store, or housing opportunity to reach students. The edition is coupled with our Housing/Dining Fair, the second of two on-campus promotional events.

### OPEN HOUSE 04.16

Introduce your business to newly admitted students and start building name recognition from the beginning. With more than \$2 million spent that weekend in San Luis Obispo, this is a great opportunity to market to both incoming students and their parents.



## FEB 2020

S	M	T	W	T	F	S
						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

## MAR 2020

S	M	T	W	T	F	S
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				

## APR 2020

S	M	T	W	T	F	S
			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 2020

S	M	T	W	T	F	S
					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

## JUN 2020

S	M	T	W	T	F	S
		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

## QUARTERLY 2019-2020

### POLY PICKS 05.19

Students vote for their favorite local businesses during winter quarter. The results are published in the annual Poly Picks edition, the most popular paper of the year.

### BACK TO SCHOOL

09.19.2019 | 01.07.2020 | 03.31.2020

Capture the attention of the entire student body, faculty and staff the first week back on campus of each quarter.

### GRADUATION 12.11.2019 | 06.09.2020

Printed twice a year, the graduation edition shows community support for the graduating class.

### COUPON BOOK 10.24.2019 | 03.03.2020

See previous page for description

## SUMMER 2020

### SLO DAYS 07.06

This edition is handed out to each family during the six weeks of SLO Days orientation. The magazine is geared towards parents and new students.

### GO SLO 08.17

This is the second of our Summer editions, and is mailed home directly to all students who are living on campus the following year. It is mainly geared towards new students and parents.

## NEW EDITIONS

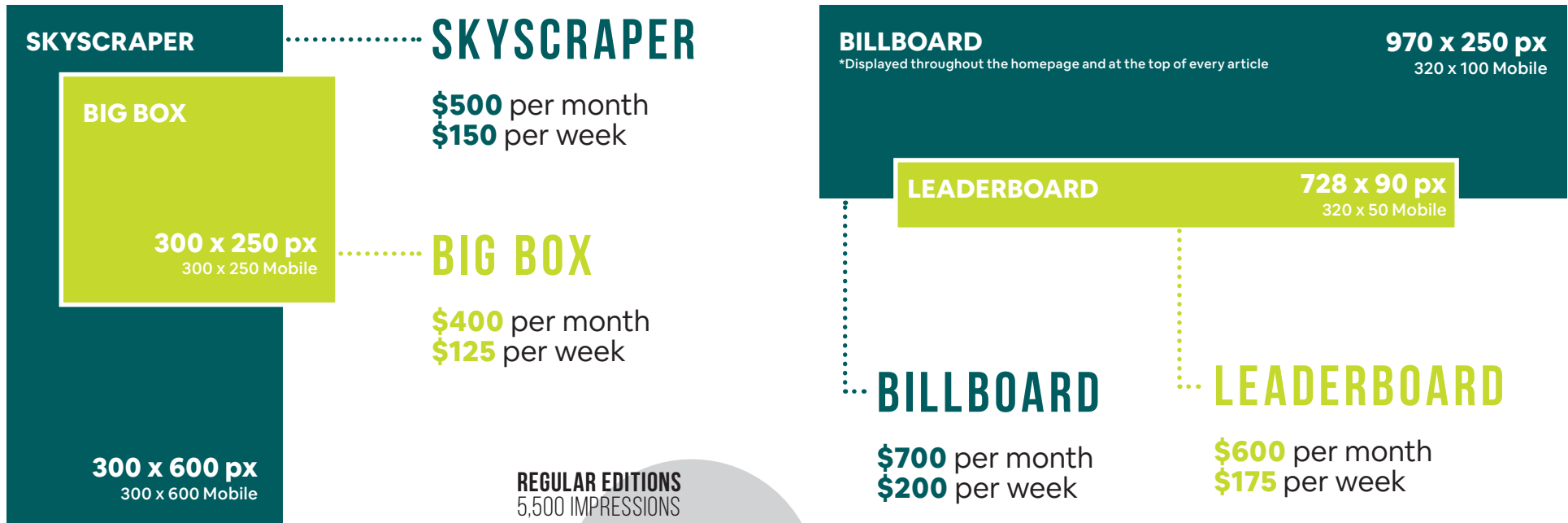
Mustang Media Group is always open and actively working to create even more editions that can be advantageous to students, the community, and businesses! Ask one of our advertising representatives to see what we have brewing!

#### NOTE

All dates are subject to change

# ONLINE ADVERTISING

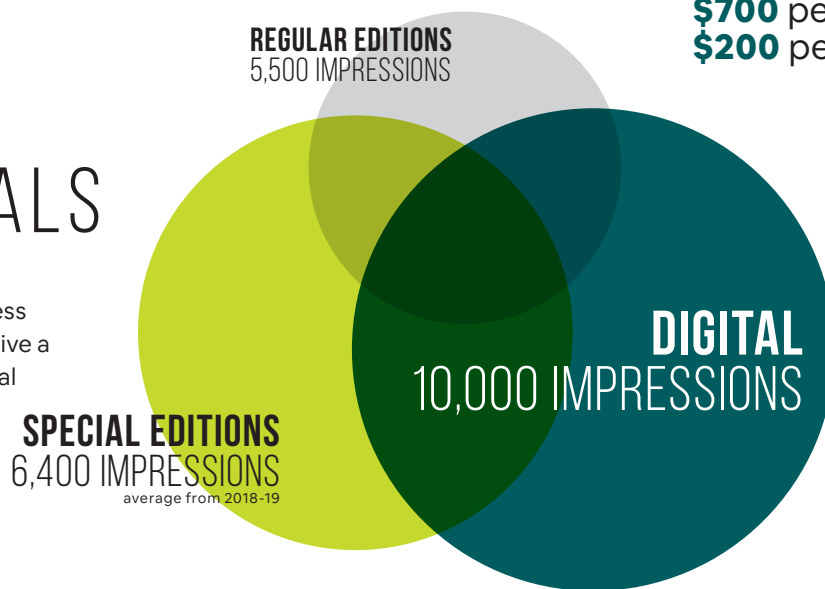
**MustangNews.net** is a two-time winner of the Associated College Online Pacemaker award — attracting more than **1.3 million page views** last year. The latest news is published on [mustangnews.net](http://mustangnews.net) around the clock, along with in-depth features, videos and interactive stories. This advertising space offers flexible dates, tracking features, and can be linked directly to your business.



## BUNDLE DEALS

Expand your Mustang Media ad campaign's reach and effectiveness by adding digital formats and receive a 10%-20% discount off of your Digital advertising in the process.

Take a look at how much your reach can expand with the addition of digital advertising:

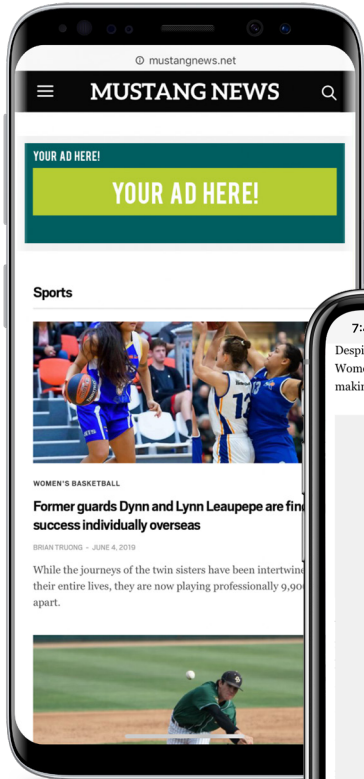


**10% OFF**

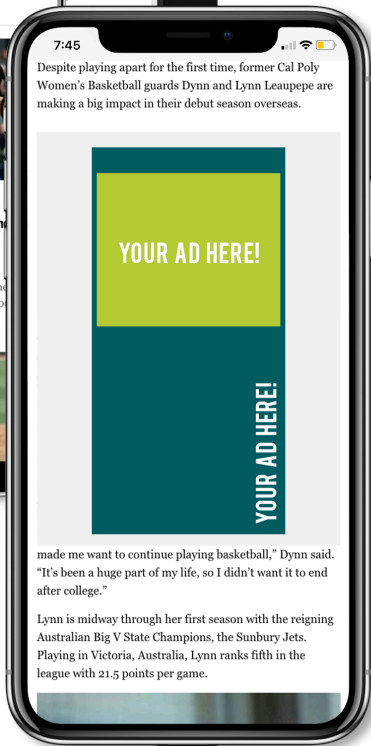
Run in any **special edition**, get 10% off all digital advertising running within **2 weeks** of the special edition.

**20% OFF**

Run in a **special edition** and in **Mustang News** within **2 weeks** of the special edition's publication and receive 20% off all digital advertising for the **same 2 week period**.



+ Ask about our  
**New Motion Graphic  
 Ad Design services.**



**SEE EXAMPLES:**  
[mustangmediagroup.com/motiongraphics](http://mustangmediagroup.com/motiongraphics)



# SOCIAL MEDIA

Reach over **27,000+ followers** through your preferred Mustang Media Group social media channels. Our social channels meet our audience where they are with bite-sized content that can be consumed on the fly. Our staff will happily assist you with the right artwork, right message and the right time and day to send your message out.

## SHOUTOUTS

**\$250** FOR 3 POSTS  
From any of our outlets  
+75 for additional posts

**NOTE:** All posts must have direct call to action or offers within the advertisement.



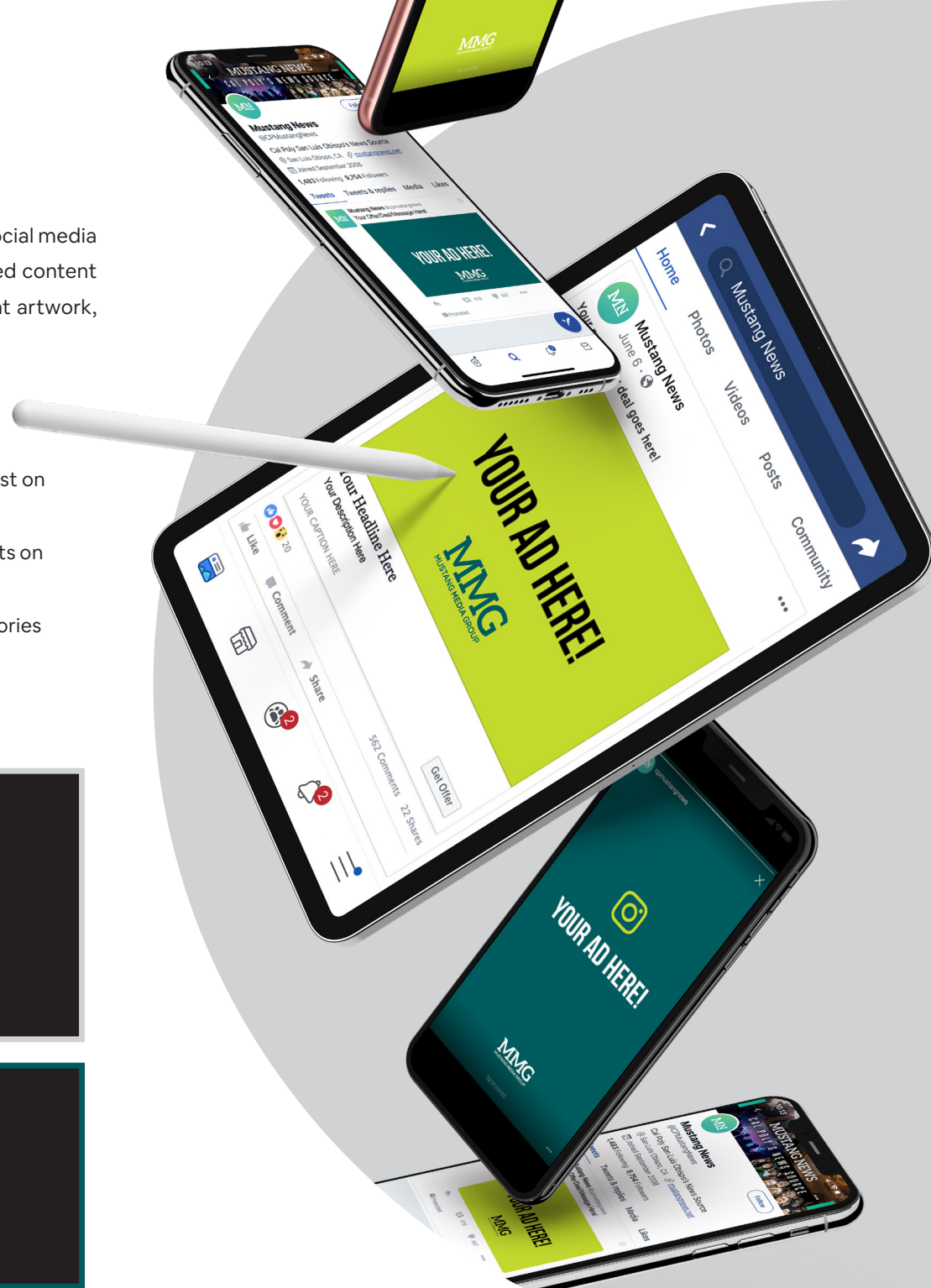
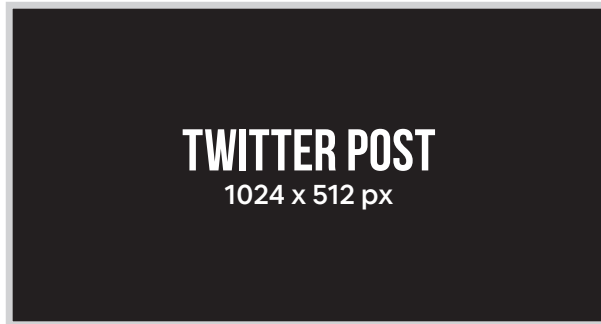
Facebook sponsored post on Mustang News page



Twitter sponsored tweets on Mustang News feed



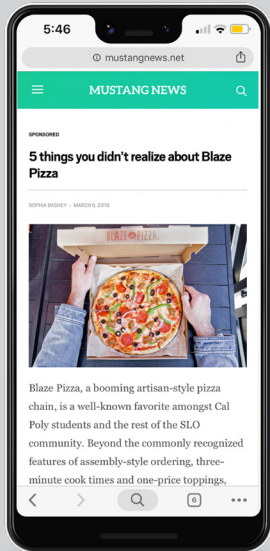
Instagram sponsored stories (lasts 24 hours) on the Mustang News account



# BRANDED CONTENT

Leverage the power of Mustang News' reach with native advertising for your business that people want to read.

Branded content has the same feel as editorial content, but is built to feature your business or organization. Our creative teams work with you to build captivating stories that are published to Mustang News platforms. The result is content that people want to view, yielding higher engagement and click rates than traditional display ads.



## ONLINE ARTICLE \$250

for one branded content article, posted in the "Sponsored" section on MustangNews.net. This price also includes one social media post including the link to the article.

## VIDEO SERVICES Starting at \$150

The MMG creative team works with you to produce custom video content tailored to your business that students will want to watch. Videos are distributed online and on social media.

See examples on [mustangmediagroup.com/videos](http://mustangmediagroup.com/videos)

## PRINT ARTICLE/CONTENT

Available for both special and regular editions. Clients must purchase the ad space in addition to the branded content article. Only MMG designers may design the layout for the branded content article published in print.

# NEWSLETTER

Insert an advertisement into **The Daily Buzz**, Mustang News' newsletter running **5 days weekly!**

Reach nearly **3,000+** subscribers directly in their inboxes!

## SPONSORSHIP LISTED AT TOP OF EMAIL

8 x 3 in.  
**\$100 / DAY** or  
**\$400 / WEEK**

## SPECIAL DEAL LISTED AT BOTTOM OF EMAIL

8 x 3 in  
**\$75 / DAY** or  
**\$300 / WEEK**

## FOR BOTH ADS

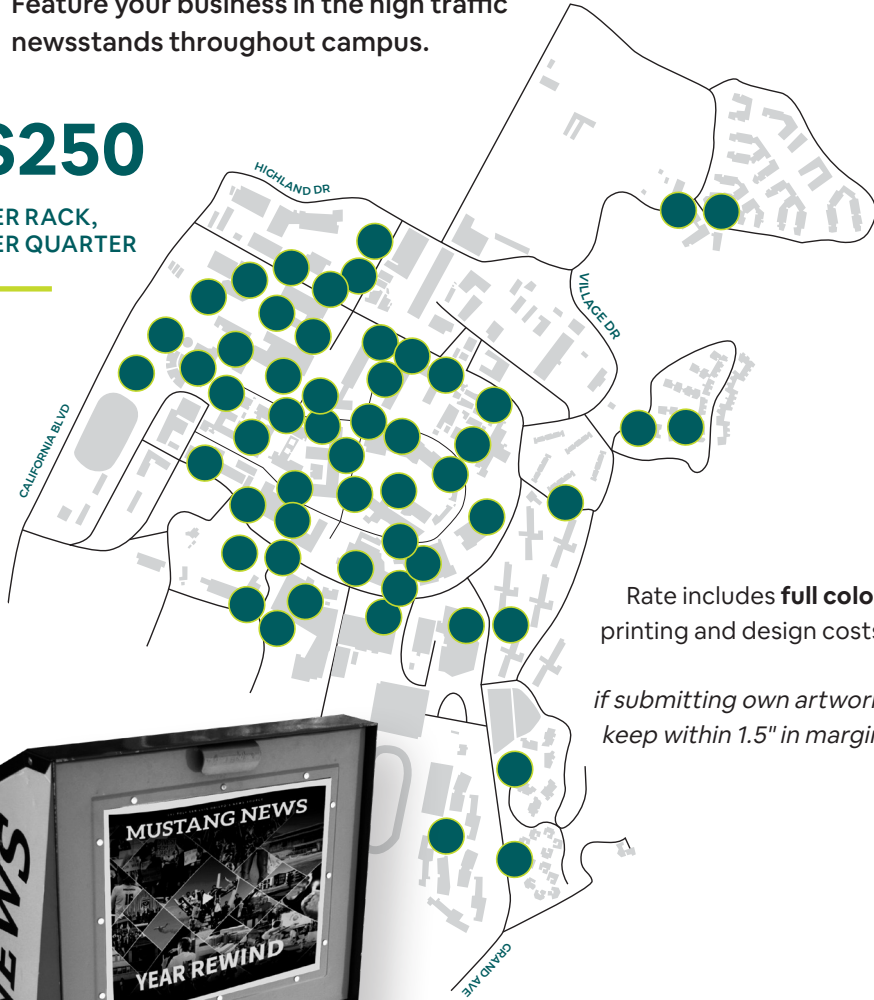
SPONSORSHIP + SPECIAL DEAL  
**\$600 / WEEK**

# NEWSSTAND ADS

Feature your business in the high traffic newsstands throughout campus.

## \$250

PER RACK,  
PER QUARTER



Rate includes **full color**, printing and design costs.

*if submitting own artwork, keep within 1.5" in margin.*



**NEWSSTAND**  
17 x 11 in.

# KCPR-FM

KCPR 91.3 FM is Cal Poly's radio station broadcasting over the air and online at [KCPR.org](http://KCPR.org). Starting with a morning news show and continuing throughout the day with a variety of shows, KCPR FM serves the Cal Poly community. [KCPR.org](http://KCPR.org) is home to what is new, now and next in SLO — from

music, events, and nightlife to student lifestyle and social justice. Our social media platforms highlight the latest artists, culture news and upcoming events. Catch KCPR shows live on Amazon Alexa, Apple HomePod, and more from anywhere in the world with our livestream.

## REACH

KCPR's on-air signal covers San Luis Obispo County, spanning from north of Paso Robles to Arroyo Grande. KCPR's online stream garners listeners from across the globe.

## UNDERWRITING

Underwriting is a distinctive way to connect your product or service with an audience that is emotionally invested in their local radio station. KCPR maintains a special relationship with a community of devoted listeners who trust KCPR's voice. Underwriting is also an opportunity for creative, unique advertising not conveyed in other mediums. While the FCC regulates the language used in underwriting spots, it is an effective way to reach an audience who generally resist traditional advertising. KCPR underwrites concerts every month across SLO and DJs at some of the city's top nightlife.

**\$150 underwrites an hour of a weekly show per month**

- 40 on-air spots per month (2 spots per hour)
- Production of a 15-second spot
- Mention on the supporter section of [kcpr.org](http://kcpr.org)

# KCPR



# ART/AD GUIDELINES

## DEADLINES

### Regular Editions

**AD SPACE : WEDNESDAY at 5:00 PM**

**ARTWORK : THURSDAY at 5:00 PM**

### Special Editions

For ad space dates refer to the publication dates pages for specific dates; space varies by edition & artwork is due one week prior to print date.

## ART GUIDELINES

- Artwork must be sent at 300 dpi.
- No artwork from the web.
- Color ads must be in CMYK format.
- Black text must be solid black, not rich black.
- We accept JPEG, PSD, AI, TIFF and PDF files.
- If artwork is created in Adobe Illustrator, fonts must be converted to outlines.
- Camera-ready artwork must be submitted by noon on the day of the deadline.
- All submitted artwork must be licensed for commercial use.

## DISCOUNTS

Political ads must be prepaid without any discount options. We offer a 5 percent discount for prepaid display advertising. Other discounts are mentioned in their respective pages.

## CREDIT

All advertising is payable in advance, unless the advertiser has completed a credit application and credit has been approved. Mustang Media Group reserves the right to withdraw or restrict credit.

# GENERAL POLICIES

## BILLING

After credit has been approved, the monthly billing cycle will close on the last working day of the month. Accounts not paid within 30 days of the invoice date are subject to a finance charge of 1.5 percent per month (18 percent annually).

If payment is not received within 60 days, credit is withdrawn. Payment in full must be received by the last business day of the month following the receipt of your statement. Mustang News accepts cash, check

and all major credit cards. Make checks payable to Mustang News.

Mustang Media Group reserves the right to refuse or revise any advertising deemed to adversely affect the integrity and credibility of the newsp per as a source of truthful and accurate information, or be in conflict with the educational mission of the university community served. Mustang Media Group reserves the right to institute such other general policies as may be deemed appropriate at any time. Sole responsibility for the content of an ad lies with the advertiser

who unconditionally agrees to hold Mustang Media Group faultless should claim arise, and to pay for any and all expenses incurred as a result of the publication of such ad. Should an ad not be published as ordered, Mustang Media Group's liability is limited to the amount paid for the ad.

## AGENCY COMMISSION

All rates listed are non-commissionable (net) rates.

CAL POLY, BLDG. 26, ROOM 223  
1 GRAND AVE, SAN LUIS OBISPO, CA 93407

P (805)-756-1143  
F (805)-756-6784

**Advertising Inquiries** | [advertising@mustangmediagroup.com](mailto:advertising@mustangmediagroup.com)  
**Billing + Invoicing** | [billing@mustangmediagroup.com](mailto:billing@mustangmediagroup.com)

[mustangmediagroup.com](http://mustangmediagroup.com)  
[mustangnews.net](http://mustangnews.net)

Photos of Cal Poly  
by Steven Nguyen