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.
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.

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.
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
- Half: $75
- Quarter or Less: $50

**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.
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<thead>
<tr>
<th>Ad Size</th>
<th>Quantity</th>
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<tr>
<td>Half Page</td>
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**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.
Deal Section

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

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!
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
  - Full page: $600
  - Half page: $350

- SLO Life Fair (Including Booths)
  - Full page: $600
  - Half page: $400

- GoSLO (mail-home)
  - 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)

**Special Editions**

- 7.75 x 10.25 in. + Full Bleed: 8.25 x 10.75
- 7.75 x 5 in. + Full Bleed: 8.25 x 5.25
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.

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.

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!

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.

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.

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.
POly Piicks 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
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.

SLO DAYS 07.06
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.

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 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:

- **Regular Editions**
  - 5,500 impressions

- **Special Editions**
  - 6,400 impressions
  - Average from 2018-19

**Digital**

- 10,000 impressions

**Skyscraper**

- **BIG BOX**
  - $500 per month
  - $150 per week
  - 300 x 250 px
  - 300 x 250 Mobile

- **BILLBOARD**
  - $700 per month
  - $200 per week
  - 970 x 250 px
  - 320 x 100 Mobile

- **LEADERBOARD**
  - $600 per month
  - $175 per week
  - 728 x 90 px
  - 320 x 50 Mobile

- **SKYSCRAPER**
  - 300 x 600 px
  - 300 x 600 Mobile

**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.
PCW had highest turnout to date with more than 300 admitted students attending

LAURYN LECHNER - APRIL 10, 2018

made me want to continue playing basketball," Dykes said. "It’s been a huge part of my life, so I didn’t want it to end after college."

Lynn is midway through her first season with the reigning Australian Big V Rate Champions, the Southby Jets. Playing in Victoria, Australia, Lynn ranks fifth in the league with 25.5 points per game.
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

INSTAGRAM STORY
1080 x 1920 px

TWITTER POST
1024 x 512 px

FACEBOOK POST
1200 x 717 px
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.

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.

SENT LETTER

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
KCPR-FM

KCPR 91.3 FM is Cal Poly’s radio station broadcasting over the air and online at 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 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

**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.
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 newspaper 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.