



DAILY TITAN

media kit 2025-2026



We Are The Daily Titan.

The Daily Titan is an award-winning student-run newspaper that has served the CSUF community for nearly 65 years. As CSUF's exclusive news organization, we reach students through our online newspaper, website, and social media platforms.

With a social media following of more than **26,000** and nearly **46,000** unique monthly visitors to our website and more than **50,000 unique monthly page views**, the Daily Titan offers countless ways to reach an impressionable and sought-after demographic.

As one of the largest campuses in California, the Daily Titan reaches more than **40,000** students and **4,000** faculty and staff. The Daily Titan can align with your needs, creating and delivering advertising that can reach your target audience. Our team is ready to create integrated campaigns that work for your business.



Partner With Us!

Our team can execute short or long-term marketing campaigns to connect CSUF students and your business. Tailor-made to your company's communication goals, our integrated campaigns provide a multi-pronged approach to disseminate your message out efficiently and effectively.

We Deliver The Numbers.

Daily Titan delivers the numbers to reach your desired audience across multiple platforms.



26K

Social media followers



46K

Unique monthly web visitors



50K

Newsstand visibility per semester



38%

Open eNewsletter rate



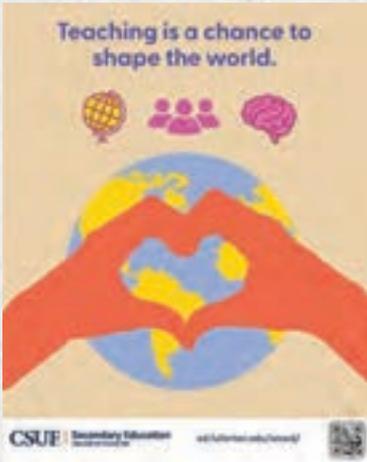
80%

Weekly newspaper pick-up rate



1,000+

Attendance at in-person events



Creative Services

Our on-staff graphic designers create complimentary artwork with a signed advertising agreement, providing professional ads that deliver the perfect message to students, faculty, and beyond.

The Daily Titan advertising team also can help you with additional creative services to support your business. From creating copy and layout for a brochure to designing signage or business cards, we have you covered with our award-winning group of graphic designers and advertising specialists.

If these services are not directly related to advertising with the Daily Titan, we will work with you on a project-by-project basis to deliver professional creative work tailor-made to fit your business and its needs.

For a quote, or for more information, please contact your account executive.

Print & Digital Edition Rates

Daily Titan publishes new editions online and in-print every Monday, reaching more than **12,000 unique visitors** on our website weekly and distributing **2,000 print copies** per week. The following weekly rates include the placement in both print and digital versions.

The diagram shows a newspaper page layout with the 'DAILY TITAN' logo at the top. The page is divided into several columns and sections. Three orange rectangular areas represent different advertising placement options:

- Full Page:** A large orange rectangle covering the entire right half of the page.
- 1/2 Page:** A large orange rectangle covering the bottom half of the right column.
- 1/4 Page:** Two smaller orange rectangles, one in the bottom left and one in the bottom right of the page.

Labels and prices are connected to the ad areas by lines:

- Front \$500** is connected to the bottom-left orange area.
- Full Page \$1,000** is connected to the large orange area on the right.
- 1/2 Page \$700** is connected to the large orange area at the bottom right.
- 1/4 Page \$400** is connected to the bottom-left orange area.

*See page 17 for designer specifications



Special Editions

Special editions are typically in tabloid format, inserted into select weekly editions and focus on specific topics of interest for our student audience. A digital version of our special editions will also be featured on the Daily Titan website.

Weekly Rates

Size	Cost
Full Page	\$700
1/2 Page	\$400
1/4 Page	\$300

Special Editions

Welcome Titans	Sep 8
Wellness Guide	Oct 27
Holiday Guide	Dec 15
Student Life	Feb 2
Wellness Guide	Mar 16
Grad Guide	May 11

Sponsorship **\$1,200**

Full Page Ad , Front Cover Logo, 2 Instagram Stories, 1 Socials Post

*See page 17 for designer specifications

Sponsored Content

Sponsored editorial content is a powerful way to get readers interested in your message. Provide an article or have an advertorial written on your behalf to increase our readers' engagement with your business. The sponsored content is up for a one-month period and is online only.

All content is subject to review before publishing and will be published exclusively on the Daily Titan website.

*Visuals by Daily Titan will be an additional cost

Provided by
Client: \$600

Written by
Daily Titan: \$800



SPONSORED
ADVERTORIAL

Normalize Thrift

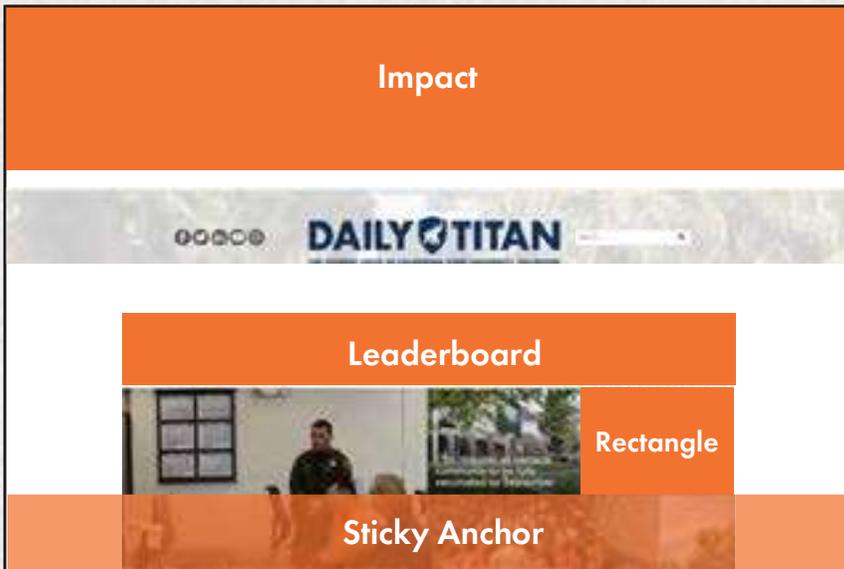
Apr 11, 2022

Shopping secondhand makes a difference. Choosing thrifted pieces for your wardrobe, for a memorable birthday present, or for an unforgettable Halloween costume positively impacts the world around you.

Website

Our website, dailytitan.com, receives a monthly average of nearly **50,000** unique visitors. Cal State Fullerton students, faculty, and local residents visit the Daily Titan website regularly and rely on the site as a primary source for their campus and community news.

Content and frequency require Daily Titan approval. Exclusivity of placement is not guaranteed, but can be requested for an additional fee.



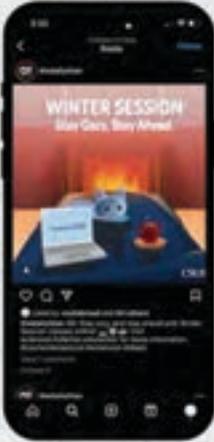
	2 weeks	1 month
Impact	\$600	\$900
Sticky Anchor	\$500	\$800
Leaderboard - top	\$400	\$600
Leaderboard - middle	\$400	\$600
Rectangle	\$400	\$600
Leaderboard & Rectangle Combo	\$500	\$900

*See page 17 for designer specifications.

Social Media

The following rates include social media advertisements on Facebook, Instagram, and LinkedIn. Our total exposure is more than **23,000** online followers and growing.

*All content is subject to review before publishing exclusively on the Daily Titan platforms. Daily Titan does not delete or edit viewer comments.



Number of Posts

3 Posts	\$500
5 Posts	\$600
7 Posts	\$700

Instagram

3 Stories	\$200
5 Stories	\$300

Reels

3 Reels	\$500
5 Reels	\$600



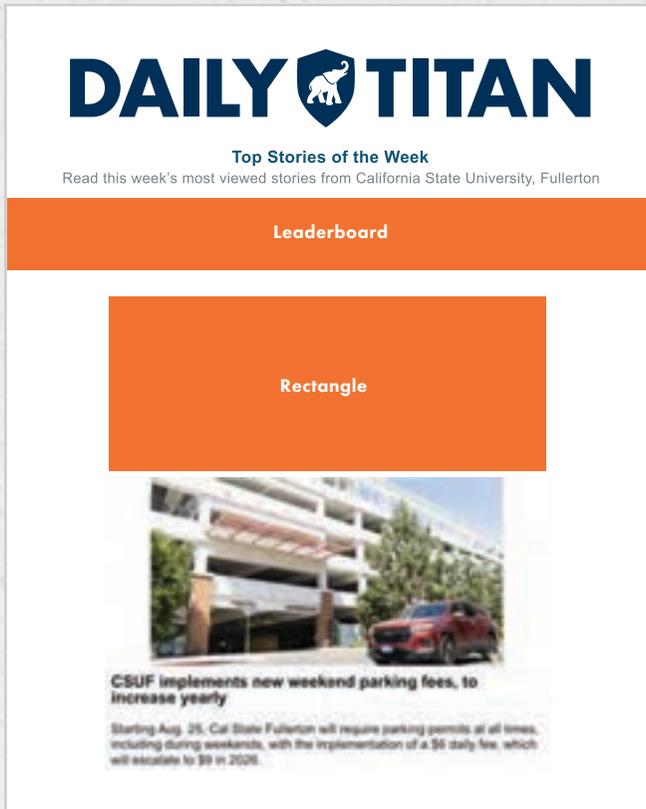
eNewsletter

Our eNewsletter is distributed every Monday to our subscribers with the top headlines of the week. There is an opportunity for a larger rectangle ad at the top of the page or a banner ad at the top or bottom of the page. Our open rate is 38%, well above the industry average of 26%. Daily Titan's click rate is 2%, with the industry average at just 1%.

Rates

Rectangle: **\$200**

Leaderboard: **\$200**



The diagram illustrates the layout of the Daily Titan eNewsletter. At the top is the **DAILY TITAN** logo, which includes a shield with an elephant. Below the logo is the section **Top Stories of the Week**, with a subtext: "Read this week's most viewed stories from California State University, Fullerton". This is followed by an orange **Leaderboard** banner. Below the banner is a large orange **Rectangle** placeholder. Underneath the rectangle is a news article snippet featuring a photograph of a red SUV parked in front of a multi-story building. The article title is **CSUF implements new weekend parking fees, to increase yearly**. The subtext reads: "Starting Aug. 25, Cal State Fullerton will require parking permits at all times, including during weekends, with the implementation of a \$0 daily fee, which will escalate to \$9 in 2026."

Newsstands

Daily Titan delivers newspapers to 40 newsstands on campus and more than a dozen locations in Downtown Fullerton. These locations are in high-traffic locations targeting the more than 40,000 students and 4,000 faculty who are on campus each week. This provides our clients the opportunity to showcase a variety of advertisements in strategic locations.

Rate

\$300 per month per location

\$1,000 bundle rate (4 locations for 1 month)

*See page 17 for designer specifications



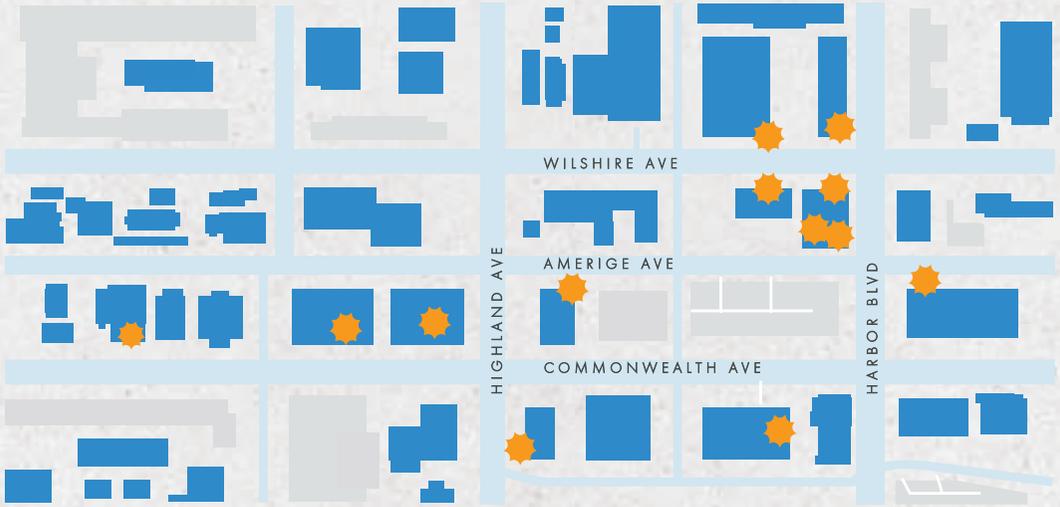
We're Everywhere!

Daily Titan has 40+ newsstands on our CSUF campus and delivers to more than 12 locations in Downtown Fullerton -- a popular spot for our students and faculty.

CSUF Campus



Downtown Fullerton



Bootleggers Brewery

Green Bliss

Fullerton Public Library

Veronese Gallery & Cafe

Half Off Books Records & Films

Happa Cupcakes

Intentional Coffee

MADE Coffee

Rialto Cafe

Pilgrim's Coffee

PLAY Coffee

Pro Desk Space

7 Leaves Cafe

Fraise Cafe

Qargo Coffee

Roundtable Pizza

Quickly

*Locations are subject to change

DT Fest

DT Fest is an on-campus event that happens once a semester. It is one of our most popular student experiences located in a prime location on campus and attracting more than 1,000 students. This event is an opportunity for businesses to connect with students through promotional giveaways and service demonstrations. This is a highly sought-after event and participation is limited to a number of clients. Tables and chairs are provided.

Fall: October 16, 2025

Spring: February 26, 2026

Rate

\$400



DT Street Teams

Our Daily Titan Street Teams distribute your print message on campus by hanging up posters (50-125) and physically handing out flyers (250). Street Team rates are priced by event, which is a set day/time that students (2-3) head out to a designated area on campus, hang up posters, and hand out flyers during high foot-traffic times.

Rate

\$275 per event + production

Unless materials provided, based on availability



Ad Prices

PRINT ADS

Full Page:	\$1,000
1/2 Page:	\$700
Front Page:	\$500
1/4 Page:	\$400

SOCIAL MEDIA

7 Posts:	\$700
5 Posts:	\$600
3 Posts:	\$500

INSTAGRAM STORY

5 Posts:	\$300
3 Posts:	\$200

INSTAGRAM REELS

5 Posts:	\$600
3 Posts:	\$500

E-NEWSLETTER

Rectangle:	\$200
Banner:	\$200

WEBSITE

	2 WEEKS	1 MONTH
Impact	\$600	\$900
Sticky Anchor	\$500	\$800
Leaderboard (top)	\$400	\$600
Leaderboard (middle)	\$400	\$600
Rectangle	\$400	\$600
Leaderboard & Rectangle	\$500	\$900

SPECIAL EDITIONS

Full Page:	\$700
1/2 Page:	\$400
1/4 Page:	\$300

SPONSORSHIP

\$1,200

Full page, Front Cover Logo,
2 Instagram Stories,
1 social post

SPONSORED CONTENT

Written by Daily Titan:	\$800
Provided by Client:	\$600

DT FEST

\$400 per event

DT Street Teams

\$275 per event

NEWSSTANDS

Per month per location:	\$300
Per month (4 locations):	\$1,000

Designer Specifications

WEEKLY PRINT - pdf file

Full Page: 11.5" x 18.5"

3/4 Page: 11.5" x 14"

Half Page:

Horizontal: 11.5" x 9.25"

Vertical: 5.75" x 18.5"

1/4 Page:

Horizontal: 11.5" x 4.5"

Vertical: 5.75" x 9.25"

Banner: 11.5" x 2"

Triangle: 6.8" x 4.6"

SPECIAL EDITION - pdf file

Full Page: 9.25" x 10.5"

3/4 Page: 9.25" x 8"

Half Page:

Horizontal: 9.25" x 5.25"

Vertical: 4.6" x 10.5"

1/4 Page:

Horizontal: 9.25" x 2.6"

Vertical: 4.6" x 5.25"

NEWSSTAND - pdf file

Vertical: 17" x 21"

Horizontal: 21" x 17" with 1" margin

*Please include trim marks

ADVERTORIALS - 400 - 500 words

Photos - jpg file

*No more than 10 MB

WEBSITE

Submit two ad sizes for desktop and mobile in .tiff format

Impact:

Desktop: 1920 x 350 px

Mobile: 800 x 250 px

Sticky Anchor:

Desktop: 728 x 90 px

Mobile: 320 x 50 px

Leaderboard:

Desktop: 728 x 90, 970 x 90

or 970 x 250 px

Mobile: 320 x 50 px

Rectangle:

Desktop: 300 x 600 px

Mobile: 300 x 250 px

SOCIAL MEDIA

Facebook: 1200 x 630 px

Twitter: 1200 x 675 px

LinkedIn: 1200 x 630 px

Instagram:

Square: 1080 x 1080 px

Portrait: 1080 x 1350 px

Landscape: 1080 x 608 px

E-NEWSLETTER - png or jpg file

Leaderboard (top/bottom):

728 x 90 px

Rectangle: 301 x 601 px

Closing dates: All ad materials are due one week prior to publication.

Notes: Please do not make trim marks (with the exception of newsstand ads), bleeds, or leave anything outside of the ad. Please confirm the correct sizing and that the resolution of artwork is at 300 ppi/dpi or above. All artwork must be sent through email for records.

Weekly Publication Calendar

Fall 2025

AUGUST							SEPTEMBER							OCTOBER						
SUN	MON	TUE	WED	THU	FRI	SAT	SUN	MON	TUE	WED	THU	FRI	SAT	SUN	MON	TUE	WED	THU	FRI	SAT
					1	2		1	2	3	4	5	6				1	2	3	4
3	4	5	6	7	8	9	7	8	9	10	11	12	13	5	6	7	8	9	10	11
10	11	12	13	14	15	16	14	15	16	17	18	19	20	12	13	14	15	16	17	18
17	18	19	20	21	22	23	21	22	23	24	25	26	27	19	20	21	22	23	24	25
24	25	26	27	28	29	30	28	29	30					26	27	28	29	30	31	
31																				

NOVEMBER							DECEMBER						
SUN	MON	TUE	WED	THU	FRI	SAT	SUN	MON	TUE	WED	THU	FRI	SAT
						1		1	2	3	4	5	6
2	3	4	5	6	7	8	7	8	9	10	11	12	13
9	10	11	12	13	14	15	14	15	16	17	18	19	20
16	17	18	19	20	21	22	21	22	23	24	25	26	27
23	24	25	26	27	28	29	28	29	30	31			
30													

COLOR KEY

- new issue
- special edition
- holiday

Spring 2026

JANUARY							FEBRUARY							MARCH						
SUN	MON	TUE	WED	THU	FRI	SAT	SUN	MON	TUE	WED	THU	FRI	SAT	SUN	MON	TUE	WED	THU	FRI	SAT
				1	2	3	1	2	3	4	5	6	7	1	2	3	4	5	6	7
4	5	6	7	8	9	10	8	9	10	11	12	13	14	8	9	10	11	12	13	14
11	12	13	14	15	16	17	15	16	17	18	19	20	21	15	16	17	18	19	20	21
18	19	20	21	22	23	24	22	23	24	25	26	27	28	22	23	24	25	26	27	28
25	26	27	28	29	30	31								29	30	31				

APRIL							MAY						
SUN	MON	TUE	WED	THU	FRI	SAT	SUN	MON	TUE	WED	THU	FRI	SAT
			1	2	3	4						1	2
5	6	7	8	9	10	11	3	4	5	6	7	8	9
12	13	14	15	16	17	18	10	11	12	13	14	15	16
19	20	21	22	23	24	25	17	18	19	20	21	22	23
26	27	28	29	30			24	25	26	27	28	29	30
							31						

Policies

All advertising is subject to acceptance by the Daily Titan, which reserves the right to reject copy at its sole discretion at any time prior to publication. The Daily Titan will not knowingly publish advertisements, which discriminate on the basis of race, color, sex, sexual orientation, religion, national origin, ancestry or physical or mental handicap. The Daily Titan will make all reasonable efforts to see that advertising is published as accepted, and that pre-printed inserts are distributed as ordered. However, the Daily Titan will not be responsible for any consequential damages resulting from failure to do so.

The advertiser and / or agency agrees to assume full and complete responsibility and liability for the content (including text representations, illustrations, and copyrights) of any advertisements placed in the Daily Titan. Specific placement is neither sold nor guaranteed, but may be requested.

The advertiser must notify the account executive of any error or omission within seven working days of the advertiser's ad publication to be eligible for a makegood. The Daily Titan's liability, if any, will not exceed the original cost of the incorrect advertisement. Credit will be given for the first incorrect insertion only. The original copy and instructions must be clear and legible. The Daily Titan is not responsible for incorrect copy submitted by the client. Adjustments will be based on the percentage the error detracts from the effectiveness of the total advertising message, as determined by the Director of Advertising. Our liability does not extend to advertisements which do not appear, or for errors in ads submitted after deadline or after proof has been approved.

All rates are net and noncommissionable. Advertisers without contracts will be charged the open rate. A contract must be signed with

the Daily Titan to receive frequency or other special discounts. A frequency contract shall become effective only upon the approval of the Director of Advertising. If an advertiser fails to order instructions and furnish copy for space as agreed in the contract, the advertiser will be billed a "short rate" equal to the difference between the contract rate and the appropriate earned rate for the ads actually run.

DEADLINES & CANCELLATIONS

All advertising canceled after deadline for publication is subject to a service charge up to 50% of the cost of the ad. All ad changes and cancellations must be made before the advertising deadlines. No refunds will be offered after the first insertion deadline. The Daily Titan is responsible for the first incorrect ad insertion only. It is the advertiser's responsibility to proofread the ad on the first day of publication. If an error should appear in the ad, the advertiser must notify the Daily Titan by noon of that day in order to receive a one-day ad extension with the correction made. Minor typographical errors do not qualify for a refund.

PAYMENT TERMS

All advertising rates for the Daily Titan quoted herein are net 30 days; no commissions are allowed. Payment in advance is required from all advertisers until credit has been established. Advertisers with approved credit will be invoiced upon publication. One tearsheet per ad insertion will be sent with invoice. Payment is due upon receipt of the invoice. A monthly service charge will be added to accounts 30 days delinquent. Accepted forms of payment are check and credit. There is a fee for returned checks.

Contact



dailytitan.wixsite.com/dtadvertising | [@thedailytitan](https://www.instagram.com/thedailytitan)
Sales Manager | mmendoza@dailytitan.com
Marketing Director | marketing@dailytitan.com

DAILY TITAN



TITAN

California State College, Fullerton

Tuesday

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Daily Titan

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Vol. 15 No. 56

California State University

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The Daily Titan

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