



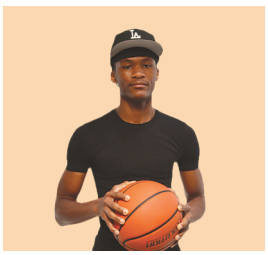



THE POLY POST

MEDIA KIT

2026-2027








3801 W Temple Ave,
Building 1, Room 208
Pomona, CA 91768

advertise@thepolypost.com
(909) 869-3528
(909) 869-3533

www.thepolypost.com
@polypostmarketing
@thepolypost

REACH BEYOND IMPRESSIONS BUILD CONNECTIONS

Our Story

Founded in 1940, The Poly Post is Cal Poly Pomona's award-winning, student-run publication, providing quality journalism on campus life and the community.

We engage over 29,000 students, faculty, and staff through our print issues, weekly newsletters, website, mobile app, and social media. With 7,000 free print copies distributed at 60+ locations, 10,000+ social media followers, nearly 60,000 unique monthly visitors, and 85,000+ page views, The Poly Post offers a powerful platform to reach a diverse audience.

As a student-run organization, we provide hands-on opportunities in journalism, marketing, and graphic design. We help students grow professionally while offering targeted advertising solutions for your brand.

Partner With Poly Post

Our team specializes in creating impactful short- and long-term marketing campaigns to connect your business or organization with Cal Poly Pomona students. Tailored to your communication goals, our integrated campaigns leverage multiple channels to ensure your message is delivered efficiently and effectively.

With every signed advertising agreement, The Poly Post provides complimentary custom artwork from our skilled on-staff graphic designers. We produce professional, eye-catching ads that resonate with students, faculty, and the entire campus community, ensuring your message stands out.

AD POLICIES & INFORMATION

General Ad Policies

A signed ad agreement signifies acceptance of the provisions in The Poly Post media kit. We welcome ads for products, services, and beliefs that resonate with our diverse readership. Running an ad does not imply endorsement. The Poly Post reserves the right to reject or revise ads that compromise our integrity. Advertisers are responsible for the content of their ads.

Print Ad Submissions & Specs

For newspaper and magazine advertising:

- PDF/X-1a:2001 preset is preferred
- CMYK color
- 300 dpi
- Fonts must be embed or vectorized
- Four color process ads use 100% K black (C=0, M=0, Y=0, K=100)
- Black-and-white ads should be in grayscale.
- Proper dimensions respective to selected ad.

Digital Ad Submissions & Specs

For website, newsletter, and social media advertising:

- PNG or JPEG format
- RGB color
- Between 72-96 dpi
- Proper dimensions respective to selected ad.

Deadlines

Ad insertion and payment must be completed by **12 PM on the Friday before publication**, except during holiday weeks. Late materials forfeit space but still require payment. Submit all advertising materials to **advertise@thepolypost.com**.

Ad Placements

Ad placement is at the discretion of The Poly Post. Special placement is available for 15% extra for half- or full-page back cover ads. Requests are subject to availability and are not guaranteed.

Errors & Adjustments

Liability for errors is limited to the first insertion and the cost of the space. Claims must be made within 10 business days. The Poly Post is not responsible for errors in submitted copy or poor-quality materials.

Rates & Contracts

Rates are net and non-commissionable. A signed insertion order is required. Unused space will be charged if the agreement is not fulfilled by the end of the term.

Payment Terms

Payment is required in advance unless credit is established. We accept cash, checks, major credit cards, and purchase orders. Billing terms are net 30 days from the invoice date.

29k+
Reach Students, Faculty, and Staff Members weekly

60k+
Unique Monthly Website Visitors

85k+
Monthly Page Views

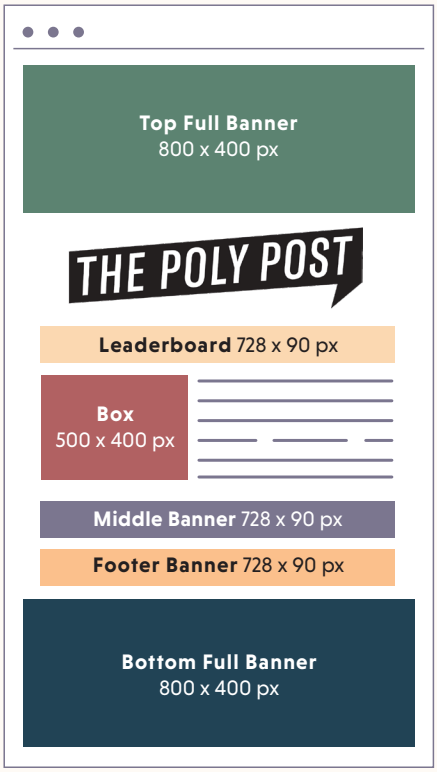
10k+
Social Media Followers & Growing!

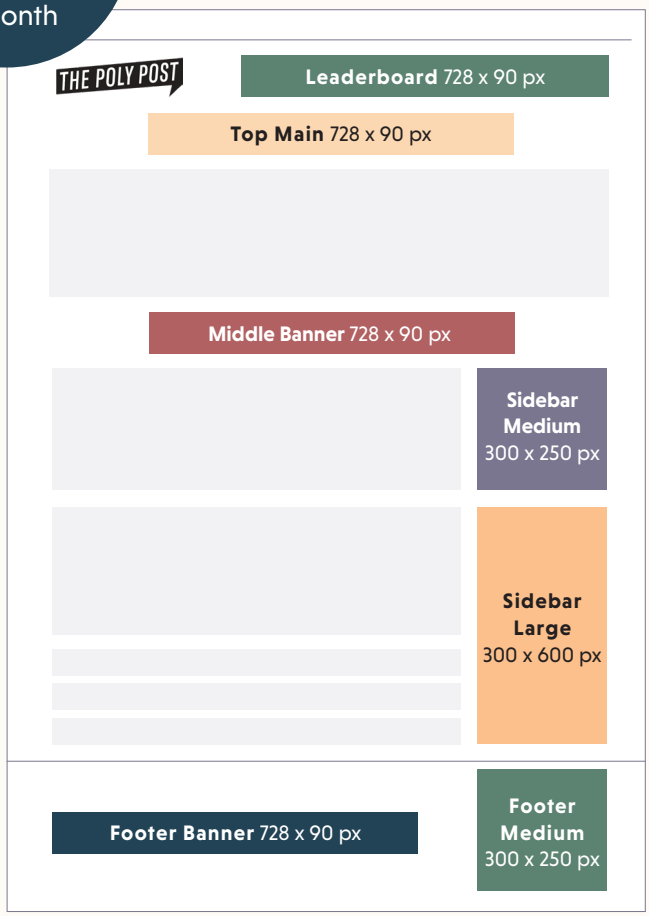
7k+
Print Copies Distributed at 60+ Locations

DIGITAL ADS

The Poly Post weekly e-newsletter is one of the most effective and cost-efficient ways to reach more than 29,000 Cal Poly Pomona students. Delivered via email every Tuesday, it provides advertisers with direct access to an engaged campus audience.

Over **85,000** Impressions a Month



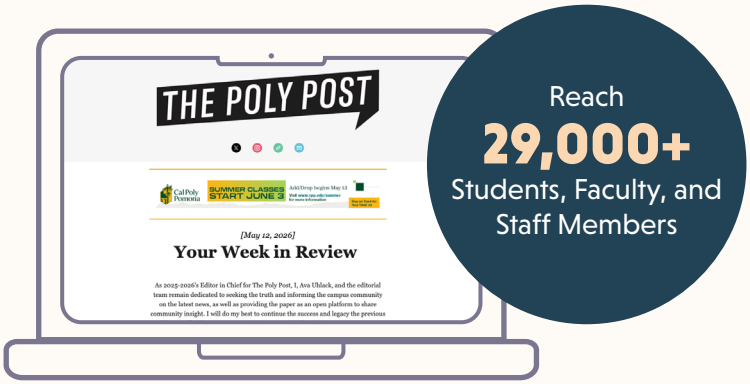


Weekly E-Newsletter

- **Top Full Banner** (800 x 400 px).....$450.00
- **Leaderboard** (728 x 90 px).....$350.00
- **Box** (500 x 400 px).....$300.00
- **Middle Banner** (728 x 90 px).....$300.00
- **Footer Banner** (728 x 90 px).....$250.00
- **Bottom Full Banner** (800 x 400 px).....$350.00

Monthly Website

- **Leaderboard** (728 x 90 px).....$400.00
- **Top Main** (728 x 90 px).....$350.00
- **Middle Banner** (728 x 90 px).....$250.00
- **Sidebar Medium** (300 x 250 px).....$300.00
- **Sidebar Large** (300 x 600 px).....$450.00
- **Footer Banner** (728 x 90 px).....$200.00
- **Footer Medium Box** (300 x 250 px).....$250.00



Reach **29,000+** Students, Faculty, and Staff Members

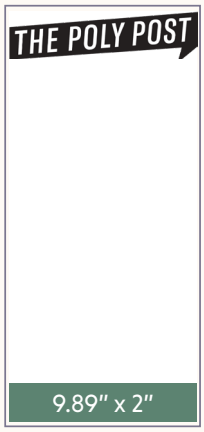
Digital Ad Submission

To place a digital advertisement, email your artwork, graphic, or animation to **advertise@thepolypost.com.** Be sure to include your contact information and the URL you would like your ad to link to.

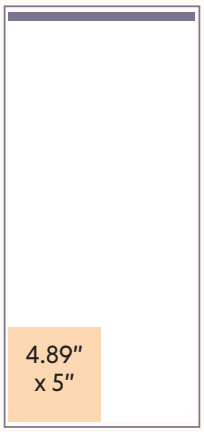
For additional information or to place an advertisement by phone, call (909) 869-3528 or (909) 869-3533.

NEWSPAPER PRINT

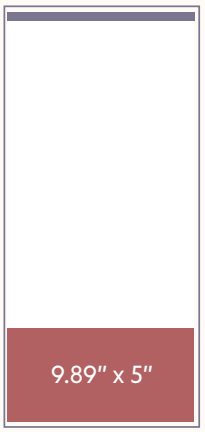
The Poly Post is published in a broadsheet format with printable dimensions of 9.89" wide × 21" high. Each page is divided into six columns separated by 1/9 inch gutters. Print advertisements are measured in column inches, calculated by multiplying the number of columns by the advertisement's height in inches.



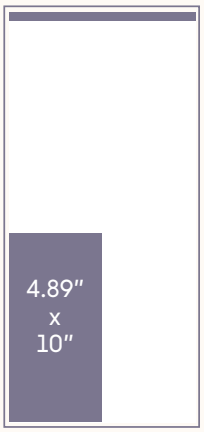
Cover Front Strip: $375
Section Front Page Strip: $200



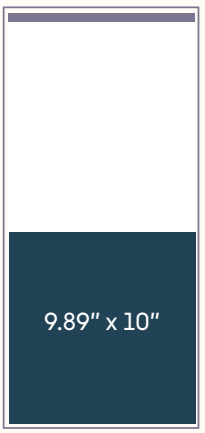
Eighth Page: $150



Quarter Page Horizontal: $285



Quarter Page Vertical: $285



Half Page Horizontal: $570



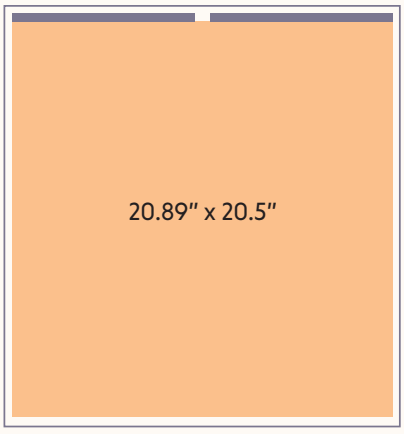
Half Page Vertical: $570



Three Quarter Page: $855



Full Page: $1140



Double Truck Page: $2280

The Poly Post is very excited to announce the introduction of eight special print issues each year. These issues will focus on significant events and themes throughout the academic year. The upcoming schedule includes:

- **August 25:** Welcome Back Issue
- **September 29:** Fall Issue
- **October 27:** Fall Issue
- **November 24:** Holiday Issue
- **January 26:** Spring Opener Issue
- **February 23:** Spring Issue
- **March 23:** Spring Issue
- **April 27:** Graduation Issue

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Print Issues!

These special editions aim to provide in-depth coverage and highlight important moments for the Cal Poly Pomona community.

PRINTED INSERTS

Freestanding inserts are available for a flat rate of $600 for 1 to 2 page inserts. Inserts must measure 8.5" × 11", and advertisers are responsible for providing the preprinted inserts.

Ship Pre-Printed Inserts to:
Press Enterprise - SCNG
3512 14th Street
Riverside, CA 92501

Attention: Jon Merendino
Publication: The Poly Post
Publication Date: _____
Advertiser Name: _____

SOCIAL MEDIA & CONTENT

@thepolypost
@polypostmarketing

With over 10,000 followers across Instagram, Facebook, and X, The Poly Post provides a fresh way to reach an engaged audience. Our team delivers creative research, storytelling, scriptwriting, B-roll, voiceovers, dynamic editing, and trending music.

Content Video Creation

Videos for Instagram Reels demonstrating or promoting a product, brand, or event with the option of a voiceover or talk-through.

Package #1: 60 Second Video

Price: $300
Description: A 60 second video for Instagram Reels demonstrating a product, brand, or event with the option of a voice over or talk through.
What's Included:

- 1 video
- 60 seconds of a finalized video
- Script writing
- 1.5 hour filming time (on site)
- Live-model included
- Subtitles included (per request)
- Fast turnaround time + 1 revision of video draft

Package #2: 90 Second Video

Price: $400
Description: A 90 second video for Instagram Reels demonstrating a product, brand, or event with the option of a voice over or talk through.
What's Included:

- 1 video
- 90 seconds of a finalized video
- Script writing
- 2 hour filming time (on site)
- Live-model included
- Subtitles included (per request)
- Fast turnaround time + 2 revision of video draft

Package #3: 2 Minute Video

Price: $500
Description: A 2 minute video for Instagram Reels demonstrating a product, brand, or event with the option of a voice over or talk through.
What's Included:

- 1 video
- 2 minutes of a finalized video
- Script writing
- 2.5 hour filming time (on site)
- Live-model included
- Subtitles included (per request)
- Fast turnaround time + 2 revision of video draft

Social Media Posts

Instagram
$75/post

X (Twitter)
$75/post

Facebook
$75/post

$200 Social Media Package
(FB, X (Twitter), IG post + FB, IG 24 hr stories)

Stories
1080 x 1920 px

Portrait Image
1080 x 1350 px

Square Image
1080 x 1080 px



THE POLY PULSE MAGAZINE



The Poly Pulse Summer Magazine offers a unique opportunity to promote your business, organization, or services to incoming Cal Poly Pomona freshmen and transfer students. Designed to engage new students as they begin their college journey, the magazine highlights campus resources, opportunities, and information relevant to student life, making it an ideal platform to introduce your brand to the CPP community.

The award-winning Poly Pulse Summer Magazine is mailed directly to all incoming freshmen and transfer students before the start of the academic year. It is also distributed through more than 70 campus news bins from May through August 2027, reaching students attending summer sessions, and remains available online throughout the academic year.

To further expand its reach, copies are distributed at major campus recruitment events, including CPP Explore Day and Bronco Bound, connecting advertisers with prospective students and their families.

Advertising space is limited and reserved on a first-come, first-served basis. Reserve your space early to be part of this highly anticipated annual publication.

Page Structure & Construction

All print ready submissions should be in four color (CMYK) and 300 dpi. All color photos must be in CMYK format at 300 dpi before distilling. No 4/C Black editorial text. Black text should be 100% black (C=0, M=0, Y=0, K=100). No RGB color space for 4/C color images. Do not use spot colors for export to a PDF file. All white boxes should be 100% white and not 0% black.

Fonts

Do not use Screen Optimizing Fonts – use "Embed All Fonts" option. Avoid using True Type fonts in creating your ad. Multiple True Type fonts often will fail to embed correctly.

Margin Area

Maintain a 3/8" inside trim of the image area. Graphics such as color panels, images, bars, or rules (lines) can extend through the margin and trim areas to bleed (1/4").

Promo

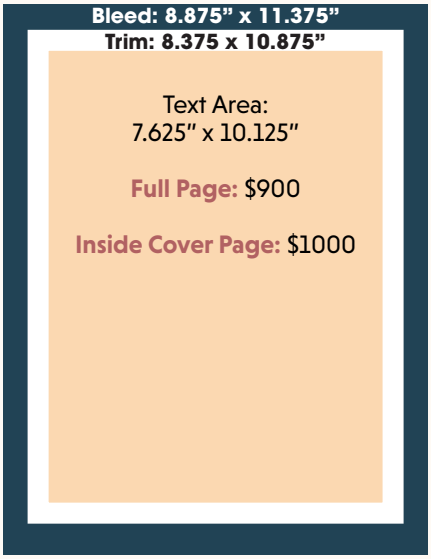
- Free social story with Half Page Ad
- Free Social Package with Full Page Ad

Deadline

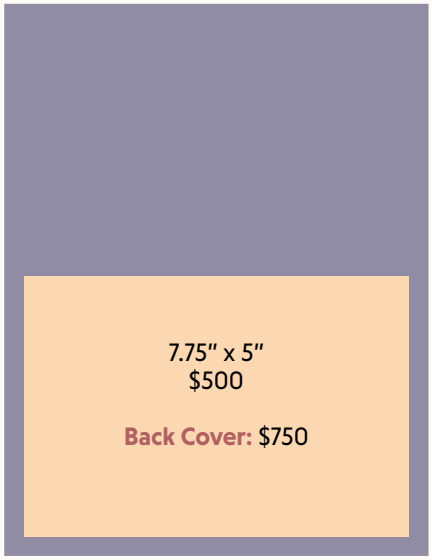
All ad submissions for the Poly Pulse Summer Magazine MUST be received by **Friday, April 9, 2027, at 12:00 PM.**

Email artwork PDF to: **advertise@thepolypost.com.**

Full Page: Full Bleed



Half Page



THE POLY POST RATE CARD

Weekly E-Newsletter

Top Full Banner (800 x 400 px).....$450.00

Leaderboard (728 x 90 px).....$350.00

Middle Banner (728 x 90 px).....$300.00

Box (500 x 400 px).....$300.00

Footer Banner (728 x 90 px).....$250.00

Bottom Full Banner (800 x 400 px).....$350.00

Social Media & Content

Package #1: 60 Second Video.....$300

Package #2: 90 Second Video.....$400

Package #3: 2 Minute Video.....$500

Instagram Post.....$75

X(Twitter) Post.....$75

Facebook Post.....$75

Social Media Package.....$200

Monthly Website

Leaderboard (728 x 90 px).....$400.00

Top Main (728 x 90 px).....$350.00

Middle Banner (728 x 90 px).....$250.00

Sidebar Medium (300 x 250 px).....$300.00

Sidebar Large (300 x 600 px).....$450.00

Footer Banner (728 x 90 px).....$200.00

Footer Medium Box (300 x 250 px).....$250.00

The Poly Pulse Magazine

Full Page: Full Bleed (8.875" x 11.375").....$900

Inside Cover Page (8.875" x 11.375").....$1000

Half Page (7.75" x 5").....$500

Back Cover (7.75" x 5").....$750

Newspaper Display Ad

Cover Front Strip (9.89" x 2").....$375

Section Front Page Strip (9.89" x 2").....$200

Eighth Page (4.89" x 5").....$150

Quarter Page Horizontal (9.89" x 5").....$285

Quarter Page Vertical (4.89" x 10").....$285

Half Page Horizontal (9.89" x 10").....$570

Half Page Vertical (4.89" x 20.5").....$570

Three Quarter Page (9.89" x 15").....$855

Full Page (9.89" x 20.5").....$1140

Double Truck Page (20.89" x 20.5").....$2280

SPOTLIGHT PROMO BUNDLES

1. First-Time Advertiser Deal:

New to The Poly Post? Get 20% off your first ad, plus a free social media post to kickstart your brand's visibility.

2. Ultimate Visibility Package:

Maximize your reach! Save 15% when you bundle print, newsletter, and online ads for total platform coverage.

3. Social Media Power-Up:

Boost engagement! Get a FREE social media post with every print ad purchase to reach our online student audience.

4. Loyalty Perks:

Repeat advertisers save! Book 5+ ads during the school year and enjoy 10% off each one, plus priority placement.

5. Campus Connector:

Cal Poly students and campus organizations get 10% off all ads and a free sponsored post to showcase their events.

*Promos cannot be combined and do not apply to The Poly Pulse Magazine.

THE POLY POST 2026-2027

PUBLICATION CALENDAR

AUGUST 2026

S	M	T	W	TH	F	SA
						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					

SEPTEMBER 2026

S	M	T	W	TH	F	SA
		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			

OCTOBER 2026

S	M	T	W	TH	F	SA
				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

NOVEMBER 2026

S	M	T	W	TH	F	SA
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					

DECEMBER 2026

S	M	T	W	TH	F	SA
		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		

JANUARY 2027

S	M	T	W	TH	F	SA
					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						

FEBRUARY 2027

S	M	T	W	TH	F	SA
	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						

MARCH 2027

S	M	T	W	TH	F	SA
	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			

APRIL 2027

S	M	T	W	TH	F	SA
				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 2027

S	M	T	W	TH	F	SA
						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					

JUNE 2027

S	M	T	W	TH	F	SA
		1	2	3	4	5
6	7	8	9	10	11	12
12	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	19	20			



The Poly Post publishes every **Tuesday**. Ad artwork must be reserved and submitted by the **Friday** before publication.

The Poly Pulse Summer Magazine: on stands **June 2027 - August 2027**

Deadline: **April 9, 2027**

PRINT & NEWSLETTER

NEWSLETTER ONLY

DEADLINE

The Poly Pulse