

About Us

CUSD Today, a good news publication of the Clovis Unified School District (CUSD), is published 11 times during the school year. It is mailed **directly** into the homes of all CUSD students and employees, and to supporters of the Foundation for Clovis Schools. Our current circulation exceeds 34,000. Clovis Unified's student and employee population continues to by hundreds per year.

Readership of this highly selective, targeted mailer is high, even in our online culture. An in-depth study conducted by FM3 Research in 2019 regarding Clovis Unified communications found that 88% of those surveyed read *CUSD Today* each month - and more than half of those said they read it at or near its entirety!

The typical reader of *CUSD Today* is closely affiliated with Clovis Unified, either as a parent or an employee within the 43,000 student district. **By advertising in *CUSD Today*, you reach a specific audience who make many of their buying decisions based on the needs of their family and their school-aged children.**

Rates

Advertising rates for *CUSD Today* were created to be comparable with publications of similar distribution.

Community Editions

Three times a year, *CUSD Today* is delivered to all residences and businesses within Clovis Unified's 198-square-mile boundaries to provide a full report to the community about district achievements, finances and facilities. These publications nearly **triple our circulation** to approximately 90,000 in October, January and May.

The Community Editions present an opportunity for our advertising partners to place their message in front of a larger audience at minimal or no additional cost.

A 20% fee will be added to the published rates for ads placed in a Community Edition. This fee, however, is waived for advertisers on a frequency contract with five or more ads in the school year.

Please note: Advertising space is limited. These editions have a set page count; space will be provided on a first-come, first-served basis.

Online Edition

CUSD Today advertisers also reach an online audience for free. Each month, the new issue of *CUSD Today* is promoted on the district's website, social media and app, with an electronic copy posted at cUSD.com/CUSDToday. Clovis Unified's website is visited by an average of 80,000+ users per month.

Non-Profit Group Discount

In an effort to remain competitive with similar publications, *CUSD Today* offers a 5% discount from published rates to approved 501c3 organizations. To receive this discount, an organization must be officially designated a 501c3 by the IRS. A copy of the 501c3 letter must be supplied to your *CUSD Today* marketing representative when placing your order.

Rate Changes

CUSD Today reserves the right upon 30-day notice to revise published advertising rates. Advertisers holding a current contract will not be subject to increased costs for the duration of their contract.

Upon completion of the terms and conditions of said contract, the new advertising rates will apply.

Credit Policy

Clovis Unified School District remits invoices for services rendered at the close of each month. Invoices for advertisements placed during a single month should be within two weeks of that issue's estimated delivery date. Invoices are due upon receipt. Delinquent accounts may be subject to the suspension of any scheduled advertising until the account is paid in full. Severely delinquent accounts may be referred to a collection agency dependent upon the circumstances surrounding the district's collection efforts.

Co-Op Advertising

Should the cost of advertising be shared with a manufacturer, distributor or any other third party, the individual placing the advertisement shall be held responsible for full payment to the publisher.



Credits & Publication Errors

Publisher shall not be liable for any error in published advertising unless an advertising proof is requested and clearly marked for correction, and the advertising deadlines (including space reservation and artwork deadlines) have been met by the advertiser. If the publisher does not correct an error, liability shall not exceed the cost of the space occupied by the error. Should an error run in multiple insertions of the same ad before publisher is notified of a claim for adjustment, credit will be limited to the value of the first insertion. In addition, the publisher shall not be liable for any omission of advertisement ordered for publication including "time sensitive" material. The publisher must receive all claims for adjustment within 30 days of publication date. Under no circumstances may the publisher be liable for any special, general or consequential damages due to errors/omissions.

News Style Advertisements

Advertising copy simulating news can be submitted, but must carry the word "Advertisement" at the top of the purchased space.

Cancellations

Advertising reserved and then cancelled by an advertiser prior to the space reservation deadline will be charged 5% of the advertisement's cost for the setting of the advertisement. Advertising canceled after the space reservation deadline (see accompanying Production Schedule) will be charged for 50% of the reserved space.

Position Orders

Position of an advertisement within *CUSD Today* is not guaranteed. The publisher will not accept orders directing insertion of an advertisement in a particular position or on a particular page. Every attempt will be made to place advertisements in the client's preferred location within the paper. However, no refunds, reruns or adjustments will be made because of the placement of a specific advertisement in the publication.

Design Services

Clovis Unified School District offers layout design services for a nominal fee for advertisements to be run in *CUSD Today*. A proof will be provided to advertisers for review and/or necessary corrections. Advertiser must sign-off on the ad proof indicating final approval or the copy will not be placed. No proofs will be provided on copy submitted after the advertising deadline (see accompanying Production Schedule).

Camera-Ready Ads

Advertisements meeting *CUSD Today* mechanical specifications and in the proper format are considered camera-ready. **All fonts should be embedded and/or outlined to hold.** Ad size dimensions are determined by the column width and height space reserved. Photocopies or faxes of ads are not considered camera-ready and will not be accepted.

Exclusions

The publisher of *CUSD Today* reserves the right, in its sole discretion, to reject advertising not appropriate for inclusion in a public school district family publication.

Advertising will not be accepted for the following products or services:

- Abortion counseling services
- Adult-oriented services
- Advertisements containing interest rates (for lending institutions)
- Alcohol
- Firearms and explosives
- Insurance Policies
- Lotteries and gaming (except the California lottery)
- Pay-per-call 900 or offshore telephone services
- Personals
- Political Advertisements
- Steroids or like banned substances
- Tear gas weapons
- Tobacco
- Travel Arrangements



RATES

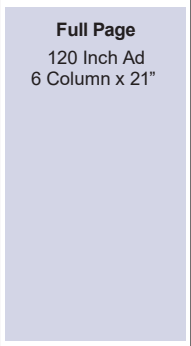









Additional ad sizes are available

Black & White camera-ready ad rated billed per each insertion:

Frequency	Full Page	Half Page	Quarter Page	15 Inch	12 Inch	10 Inch	8 Inch	6 Inch
1x	\$3,500	\$1,812	\$926	\$519	\$415	\$346	\$277	\$208
5x	\$2,800	\$1,540	\$896	\$503	\$402	\$335	\$268	\$200
9x	\$2,450	\$1,360	\$834	\$468	\$374	\$312	\$249	\$187

As a public K-12 school district, Clovis Unified works in NET rates. Thank you for your understanding.

AD SPACES

<p>Full Page 120 Inch Ad 6 Column x 21"</p> 	<p>Half Page 60 Inch Ad 6 Column x 10".5</p> 	<p>Half Page Vertical 60 Inch Ad 3 Column x 21"</p> 	<p>Quarter Page Strip 30 Inch Ad 6 Column x 5.25"</p> 	<p>Quarter Page 30 Inch Ad 3 Column x 10.5"</p> 
<p>15 Inch Ad 3 Column x 5"</p> 	<p>12 Inch Ad 2 Column x 6"</p> 	<p>10 Inch Ad 2 Column x 5"</p> 	<p>8 Inch Ad 2 Column x 4"</p> 	<p>6 Inch Ad 2 Column x 3"</p> 

PAGE AND COLUMN SIZE

Column Width (Standard Page)

6 columns x 21" deep

Ad space reserved at 19.5" deep will be billed at 21" deep.

Column Width	Inches
1	1.528"
2	3.222"
3	4.916"
4	6.611"
5	8.305"
6	10.0"

ADDITIONAL INFO

TRIPLE Your Reach with Community-Wide Editions

The October, January and May editions are special community-wide issues that circulate to the full 90,000 addresses (households and businesses) within CUSD boundaries. Advertising space is limited and has sold out fast for these editions that **triple the reach for just a small cost**. For these special editions, ad rates are only an additional 20 percent of the regular published rates to help offset additional postage costs. The fee is waived entirely for our frequency advertisers who publish five or more times a year!

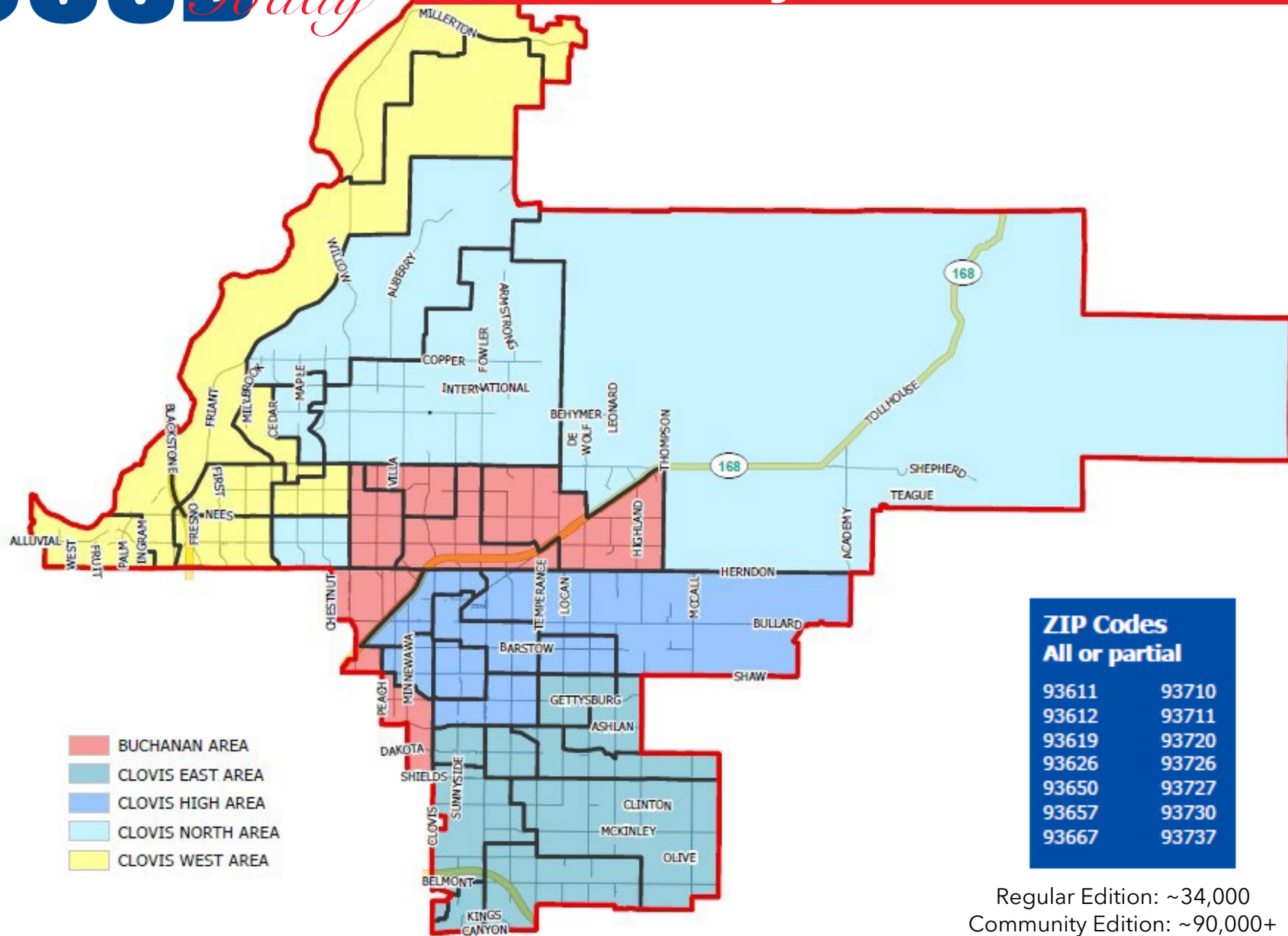
Color Increases Reader Retention by 30%

4-Color (CMYK) options are available. Color prices are in addition to standard

6-12" ads: \$25;
15" ads: \$50;
Quarter Page: \$100;
Half- or full-page: \$200

Design Services

Design services are available for a nominal fee.



- BUCHANAN AREA
- CLOVIS EAST AREA
- CLOVIS HIGH AREA
- CLOVIS NORTH AREA
- CLOVIS WEST AREA

ZIP Codes	
All or partial	
93611	93710
93612	93711
93619	93720
93626	93726
93650	93727
93657	93730
93667	93737

Regular Edition: ~34,000
Community Edition: ~90,000+

Electronic Prepress Production Guidelines

Please review the following requirements for Prepress artwork. Following these guidelines will ensure high quality production of your ad in *CUSD Today*. *CUSD Today* will not make changes after electronic receipt of final artwork.

PRODUCTION SCHEDULE

2024-2025 School Year

Issue	Reservation Deadline (Wednesday**)	Artwork Due (Monday**)	In-Homes Approx. (Friday**)
Aug	July 10	July 29	Aug. 9
Sept	Aug. 21	Aug. 26	Sept. 6
Oct*	Sept. 16 (M)	Sept. 20 (F)	Oct. 7 (M)
Nov	Oct. 16	Oct. 21	Nov. 1
Dec	Nov. 13	Nov. 18	Dec. 6
Jan*	Dec. 9 (M)	Dec. 20 (F)	Jan. 13 (M)
Feb	Jan. 22	Jan. 27	Feb. 7
Mar	Feb. 26	March 3	March 14
Apr	April 2	April 7	April 18
May*	April 21 (M)	May 2 (F)	May 19 (M)
June	June 4	June 9	June 20

* Community edition; triple circulation. Ad space limited.
 ** Unless otherwise noted.

Electronic Formats

- All files must be attached to the original message
- Messages must contain the name of company, contact name and phone number
- Send all files to: CUSDadvertising@cusd.com

Acceptable Applications/Programs

QuarkXpress
 Adobe Illustrator
 Adobe Photoshop
 Adobe InDesign

Unacceptable Applications/Programs

Adobe Pagemaker
 Microsoft Word
 Microsoft Excel
 Microsoft Publisher
 Word Perfect
 Freehand

Acceptable Graphic/Image Formats

TIFF (170 DPI)
 JPG
 PDF with outlined fonts
 EPS with outlined fonts

Unacceptable Graphic/Image Formats

WMF
 GIF

Mechanical Specifications

- Cold Web Press
 - Line Screen: 85 lines per inch, 1200 D.P.I.
- CUSD Today* is a standard size publication utilizing the following standard advertising units (SAU):

Standard Size Page

6 columns x 21" deep. Advertising ordered more than 19 1/2" deep will be billed as 21".

Column Widths for Standard Page

Column Width	Inches
1	1.528"
2	3.222"
3	4.916"
4	6.611"
5	8.305"
6	10.00"

All Artwork and Text Fonts Must Be Embedded and Outlined!

A preflight will be done on all files, regardless of program used, to verify fonts and linked images are present. Fonts and linked images must meet *CUSD Today* electronic production procedures. These applications commonly create inconsistencies when transmitted electronically. To avoid such alterations, please use the acceptable programs and formats listed above.