



AK LEAF

MEDIA KIT Fall 2018
www.theoakleafnews.com



SANTA ROSA JUNIOR COLLEGE HISTORY



Santa Rosa Junior College is one of the nation's most prestigious community colleges. The college is dedicated to the democratic ideal of making affording higher education accessible for all. The college works to ensure a positive and inclusive experience for students, faculty and staff alike.

Founded in 1918, SRJC is the 10th oldest of California's 109 publicly funded two-year colleges. It has become one of the largest single college districts in the United States. The District encompasses more than 1,600 square miles. It operates two full service

campuses in Sonoma County: a 100-plus acre campus in Santa Rosa and a 40-acre campus in Petaluma. SRJC also operates a regional Public Safety Training Center in Windsor, Shone Farm, a sustainable agriculture program near Forestville, a premier Culinary Arts Center and a cutting edge Technology Academy on the Petaluma Campus.

We look forward to building your brand while at the same time fostering our local community.

Digital Media Kit



Reach more than 40,000 students, alumni, staff, faculty and community members by advertising online with the Oak Leaf and let us help you bring your brand's vision to life.

The Oak Leaf is the Santa Rosa Junior College's award-winning student news media. Established in 1928, the Oak Leaf provides the most comprehensive online coverage of campus news, events, sports and entertainment to the SRJC community.

Published online daily, the Oak Leaf provides breaking news via its website and social media outlets, including Facebook, Twitter, Instagram and YouTube. The Oak Leaf Magazine will debut this fall.

Developing an advertising relationship with the Oak Leaf is the most optimal way to consistently reach the SRJC campus community. The college does not offer direct advertising on campus making the Oak Leaf a premier media platform that directly reaches the community.

Contact our advertising department and get started creating an effective sales campaign.

Courtney Paige

Oak Leaf Advertising Manager

oakleaf-ads@santarosa.edu 707-978-6229

OAK LEAF AUDIENCE

Advertising with the Oak Leaf gives your business a direct link to your core demographic by creating instant brand awareness and customer retention using our news website coupled with the power of social media. Our readership is an excellent reflection of the diverse Sonoma County population. The college offers degrees from art and computer science to culinary arts, sustainable agriculture, wine studies and many more.

As educated young adults and working professionals, our audience is highly receptive to advertising and is eager to learn more about your brand. Start building your community today.



60% of
students pay
attention to ads

3 Minutes

Average time
spent per visit

10 k

Wkly avg. page views

Audience Demographics

6:4

Men outnumber
Women

30

Median age

Cities

Santa Rosa
Petaluma
Rohnert Park
Windsor
Sebastopol



OAK LEAF MAGAZINE PRINT ADVERTISING RATES

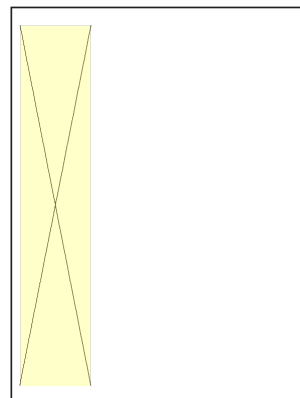
Ad Size	Dimensions	Price
1/4 Page	4" x 5"	\$300
1/2 Page	8" x 5"	\$600
Full Page	8" x 10.5"	\$1,000
Column	1.9" x 10"	\$400
1/2 Column	1.9" x 5"	\$200

****Special rate for full back page \$1,500**

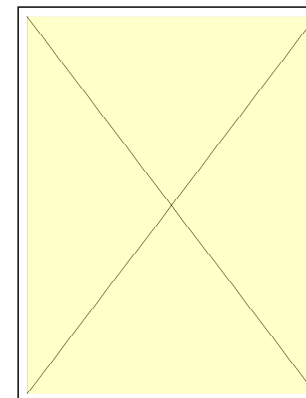
LET'S WORK TOGETHER!

We understand your company's advertising budget may be outside our regular rates, but don't let that stop you from advertising with the Oak Leaf. Rest assured we are 100% committed to building our community together. Give us a call, and we'll work together toward a productive solution.

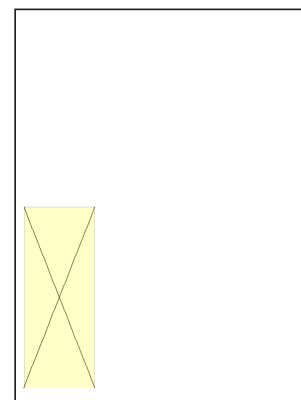
Full Column
1.9" x 10"



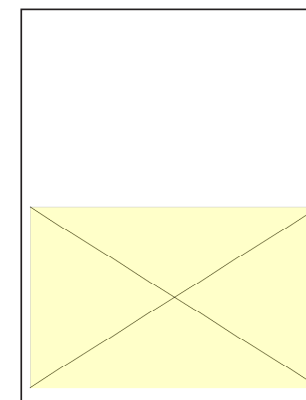
Full Page
8" x 10.5"



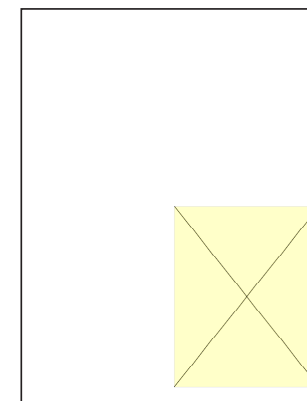
Half Column
1.9" x 5"



Half Page
8" x 5"



Quarter Page
4" x 5"



OAK LEAF ONLINE ADVERTISING RATES

Leaderboard

10k wkly pg views

Side Column

1.3k avg. new users



Leaderboard Ad: 728 x 90 pixels - \$500 per month

Side Column Ad: 300 x 250 pixels - \$350 per month

OAK LEAF SOCIAL MEDIA REACH & ADVERTISING RATES

Reach more than 3.5k followers daily

The Oak Leaf's social media audiences are extremely active and visit our Facebook, Twitter, Instagram and YouTube feeds multiple times throughout the week. Our reach metrics are high and growing rapidly. Engagement is equally matched through thousands of impressions, followers, likes, shares and retweets. Collaborate with us to create sponsored posts and social media marketing programs for your brand.



1.65k



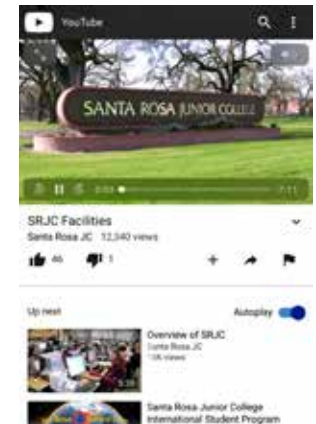
1.3k



789



65



Social media posts - one month minimum.
Three outlets \$50 - limit one per wk.

AD SUBMISSIONS

Ad policies, requirements and restrictions

Posts should be pre-written by the business, or for an additional creative fee, the Oak Leaf's Advertising Manager is available to collaborate with the client's administrative or creative team. Social media rates for each post include a written message and one image. Keep in mind Twitter's character limit, 280 characters - this includes space in between words. Rates located on two previous pages.

1. Ask for flash availability.
2. Send artwork as JPG format.
3. Start date available on request.
4. Artwork and payment required one week before start date - no exceptions.
5. Send link to website with artwork.
6. Social media post ads are limited to one posts per week and typically run for one month.
7. Social Media post rate include Instagram, Facebook and Twitter for one price.
8. Include hashtags, handles, and tag words for social media ads.
9. Ads on website are not guaranteed specific page preference. Or, for an additional fee, we can collaborate on preferences.
10. Advertising campaigns must be completed within 90 days of initial post.
11. Payment is due at time of signing advertising contract.
12. Contact Courtney Paige, Ad Manager at 707-978-6229.
13. Cancellations require a seven-day notice for a full refund. A four-day cancellation notice incurs a half-price refund.
14. Any cancellations after the four-day deadline results in full charge for production and labor.

CONTACT INFORMATION FOR OAK LEAF ADVERTISING TEAM

SRJC Oak Leaf News
1501 Mendocino Avenue
Santa Rosa, CA 95401

Our advertising team can be reached at:
oakleaf-ads@santarosa.edu
707-978-6229 Cell



Ad Manager

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Billing and Account Specialist

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