

# Oak Leaf

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[theoakleafnews.com](http://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.

# ADVERTISE ONLINE WITH THE OAK LEAF NEWS MEDIA

## 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.

Mark Fernquest  
Oak Leaf Advertising Manager  
oakleaf-ads@santarosa.edu 510.325.3754

# 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



**6:4**

Men outnumber  
Women

**30**

Median age

**Cities**

Santa Rosa  
Petaluma  
Rohnert Park  
Windsor  
Sebastopol

## Audience Demographics



# OAK LEAF MAGAZINE PRINT ADVERTISING RATES

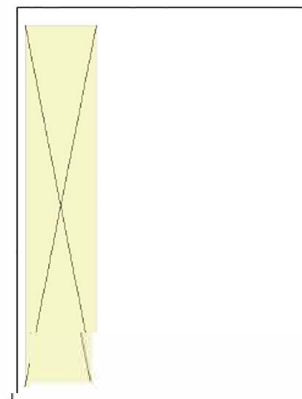
Ad Size	Dimensions	Price
<b>1/4 Page</b>	4" x 5"	\$400
<b>1/2 Page</b>	8" x 5"	\$800
<b>Full Page</b>	8" x 10.5"	\$1,400
<b>Column</b>	1.9" x 10"	\$600
<b>1/2 Column</b>	1.9" x 5"	\$300

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

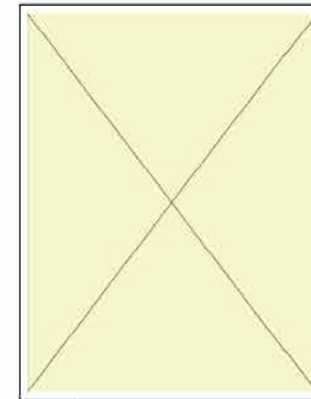
## LET'S WORK TOGETHER!

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.

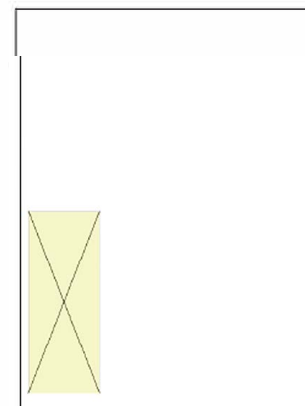
**Full Column**  
1.9" x 10"



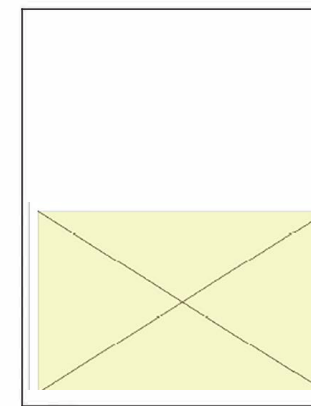
**Full Page**  
8" x 10.5"



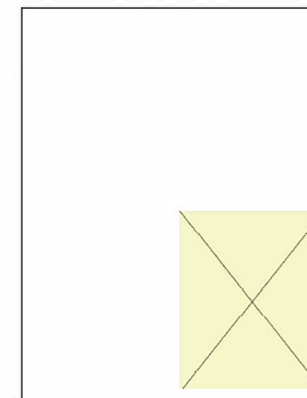
**Half Column**  
1.9" x 5"



**Half Page**  
8" x 5"



**Quarter Page**  
4" x 5"



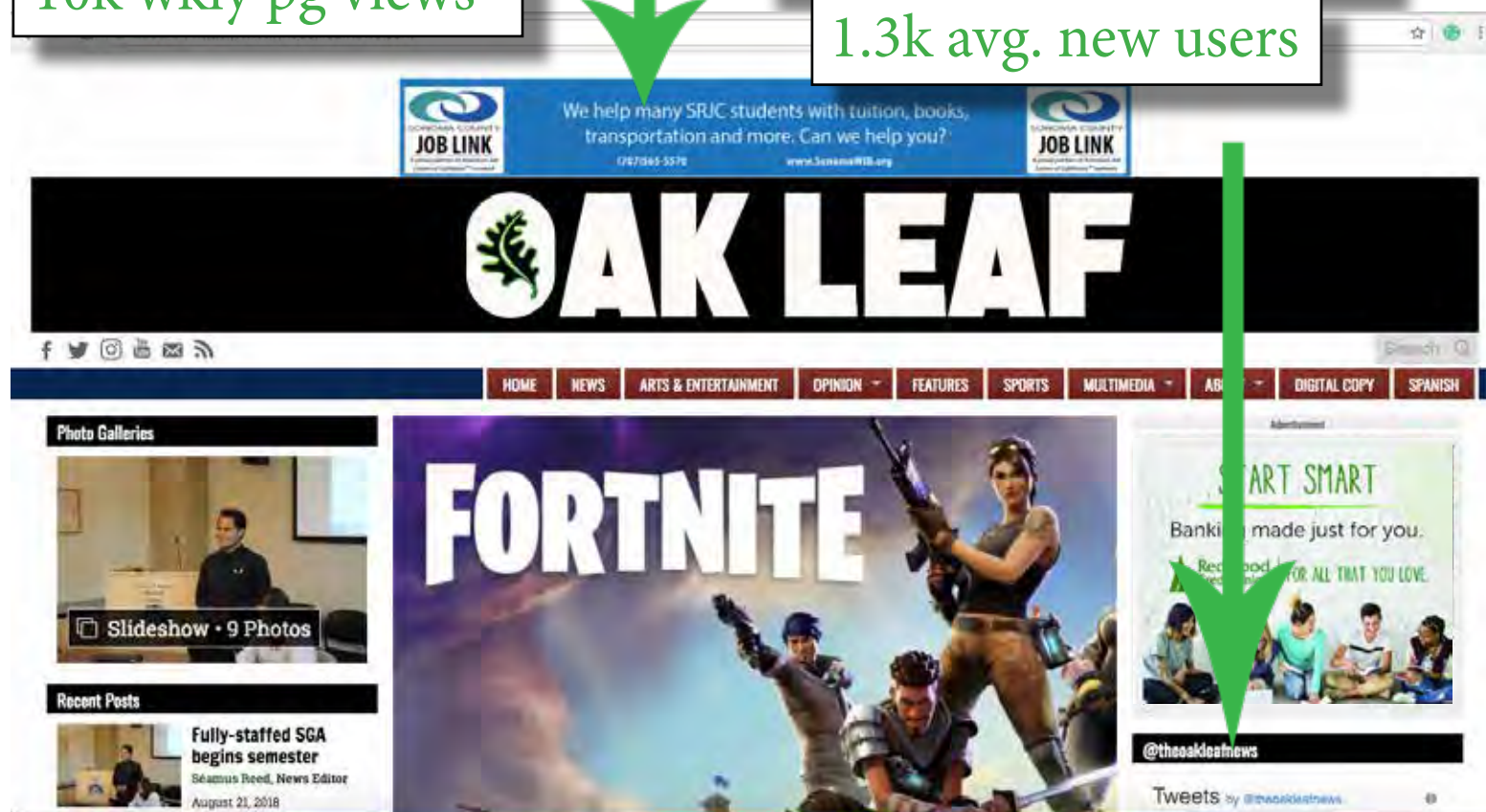
# OAK LEAF ONLINE ADVERTISING RATES

Leaderboard

10k wkly pg views

Banner Ad

1.3k avg. new users



**Leaderboard Ad: 728 x 90 pixels - \$700 per month**  
**6 UbbYf Ad: 728 x 90 pixels - \$450 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.



1.68k



1.4k



800



65



Social media posts - one month  
minimum. Three outlets \$100 - limit one



# 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 and may rotate with other ads. 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 Mark Fernquest, Ad Manager at 510.325.3754.
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:  
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