



Media Kit

2026-2027

Hello ♦

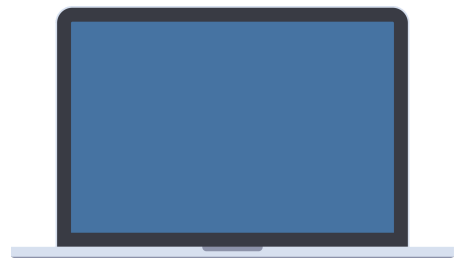
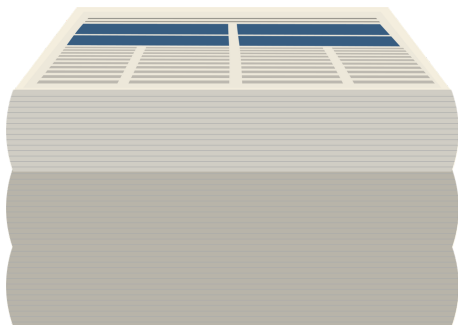
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We are The CI View

Our purpose is to provide the student body of CI with precise and accurate news about what is happening on campus and in the community. It is run by students, for students and provides a platform for student voices. The CI View endeavors to be student-centered by giving students opportunities to become involved and learn about the dynamic field of journalism.

For 2026-2027

The CI View will continue with the weekly email newsletter, “The CI View Weekly.” This will allow advertisers a myriad of choices in regard to ad space to reach their desired demographic - through the “The CI View Weekly” and social media posts.

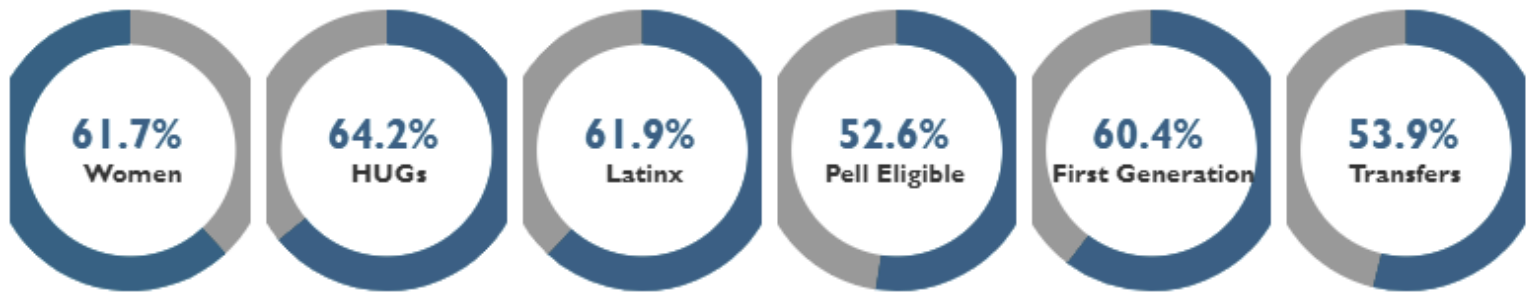


Our audience

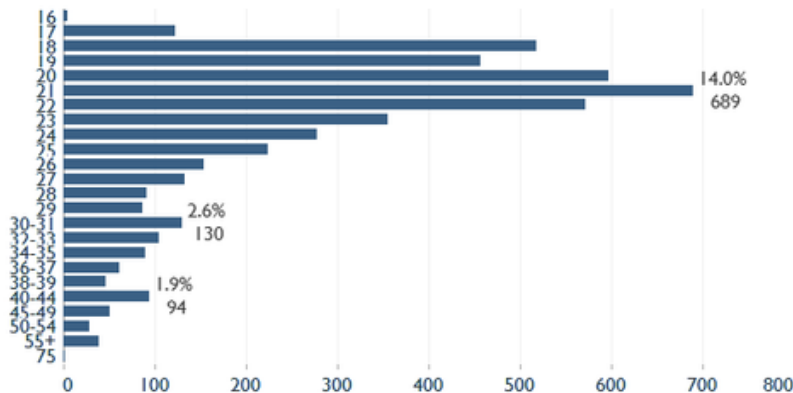
Student Body

As of Fall 2025...

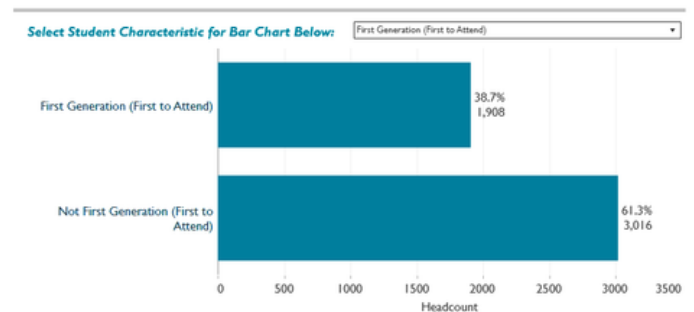
4,924 ENROLLED STUDENTS



Age Groups

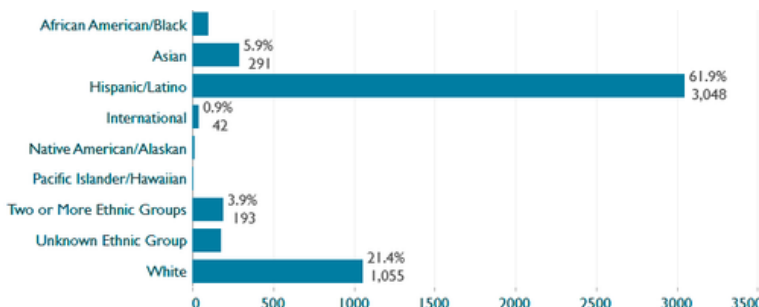


First Gen vs. Parents Education

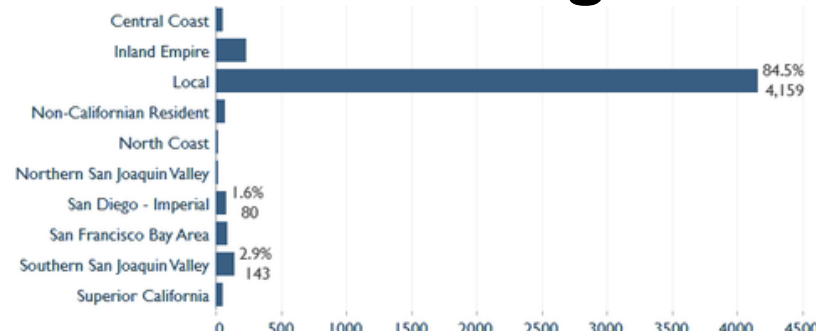


In Fall 2025, CSU Channel Islands had 4924 students enrolled (4245 full-time equivalent students). Of those, 62% were female, 64% were in a Historically Underrepresented Group, 62% were Latinx, 53% were Pell grant eligible, 60% had the potential to be the first in their family to earn a college degree, and 54% transferred from another college or university.

Ethnic Groups



Place of Origin



Our Rates

The CI View Weekly

The CI View sends out a weekly email called “The CI View Weekly”! It is sent out directly to over 11,000 subscribers, which features the week’s top stories. The Weekly is The CI View’s main method of relaying news and makes for a great opportunity for advertisers to reach as audience in the thousands.

Top Banner: \$45/week

800 x 400 pixels

or

8" x 4" inches

The first thing readers see when they open the newsletter, the top banner ad space in the best option for making an immediate impression and offers the most visibility.



Small box Ad: \$35/week

384 x 384 pixels

or

4" x 4" inches



This ad is located underneath the lead article, granting the ad space great visibility at an affordable price. We take up to four square ads a week.

Large Box Ad: \$50/week

1920 x 1080 **pixels**

or

16" x 9" **inches**

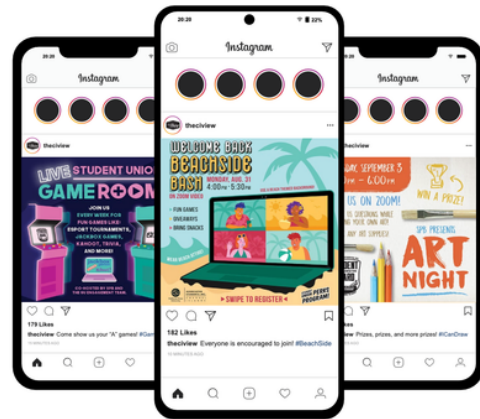
Found underneath the final article, it's the last visual readers see and offers the largest as space currently allowable in The CI View Weekly.



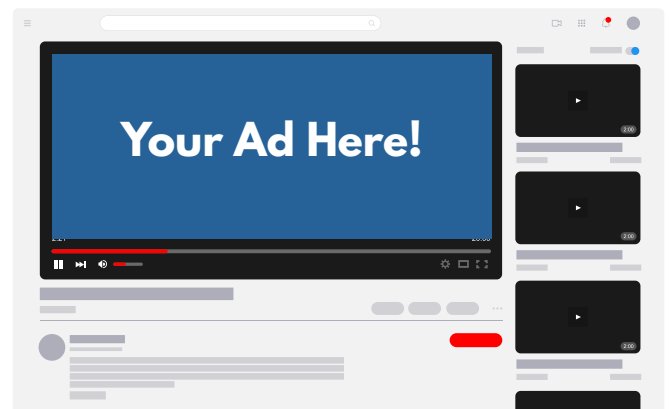
Social Media

The CI View has thousands of actively engaged subscribers across Instagram and YouTube. Sponsored social media posts are the perfect, affordable way to get our advertisement across to a large range of viewers. This option allows you to advertise to over 1,500 followers on Instagram and over 100 followers on YouTube! It should be noted that the ads are archived after the set paid days of the campaign end.

Instagram: \$15/day



YouTube: \$15/day



Publication

Publication Schedule

The CI View publishes a weekly email on Friday, and articles are uploaded to our website for maximum availability.

August

M	T	W	TH	F
3	4	5	6	7
10	11	12	13	14
17	18	19	15	16
24	25	26	27	28
31				

September

M	T	W	TH	F
	1	2	3	4
7	8	9	10	11
14	15	16	17	18
21	22	23	24	25
28	29	30		

October

M	T	W	TH	F
			1	2
5	6	7	8	9
12	13	14	15	16
19	20	21	22	23
26	27	28	29	30

November

M	T	W	TH	F
2	3	4	5	6
9	10	11	12	13
16	17	18	19	20
23	24	25	26	27
30				

December

M	T	W	TH	F
	1	2	3	4
7	8	9	10	11
14	15	16	17	18
21	22	23	24	25
28	29	30	31	

January

M	T	W	TH	F
				1
4	5	6	7	8
11	12	13	14	15
18	19	20	21	22
25	26	27	28	29

February

M	T	W	TH	F
1	2	3	4	5
8	9	10	11	13
15	16	17	18	20
22	23	24	25	27

March

M	T	W	TH	F
2	3	4	5	6
9	10	11	12	13
16	17	18	19	20
23	24	25	26	27
30	31			

April

M	T	W	TH	F
			1	2
5	6	7	8	9
12	13	14	15	16
19	20	21	22	23
26	27	28	29	30

May

M	T	W	TH	F
3	4	5	6	7
10	11	12	13	14
17	18	19	20	21
24	25	26	27	28

Key

- First and last weekly email of Fall semester
- First and last weekly email of Spring semester
- Weekly email publication
- *Weekly email advertisement deadline
- Holiday/Break, no publication

*Wednesdays are the last day to place an ad for the weekly email (pending any available ad spots). Ads for social media (and The CI View website upon request) can still be placed any week day for any duration.

Ad Checklist ♦

Design Guidelines

Formats We Accept

- ☒ Adobe PDF (.pdf)
- ☒ Adobe Illustrator (.ai) & SVG (.svg)
- ☒ High resolution imagery, such as PNG (.png), TIFF (.tif) & JPG (.jpg)

Formats Settings

- ☒ 72 DPI resolution
- ☒ RGB, the standard color space for digital screens
- ☒ Fonts outlined and ungrouped

Formats We Do Not Accept

- ☐ CorelDRAW (.cdr)
- ☐ PowerPoint
- ☐ Word
- ☐ Excel

As a Reminder: *The Deadline!*



Weekly email advertisements must be submitted no later than on Wednesdays during a publication week. See our publication schedule for specific dates. If an ad is submitted after the deadline, the ad will be at risk of not being run and advertisers will be held financially responsible for ad space.

***Interested in
advertising with us?***

Connect With Us!



Call us:

(805) 437- 2753

Email us:

TheCIViewBusiness@csuci.edu

Editor In Chief:

Kaylee Holsworth

Policies ◆

The CI View strives to provide its viewers with a broad selection of advertisements. We will follow all State and Federal laws and reserve the right to refuse advertising to anyone. We also reserve the right to control the content of the ads in regard to acceptable artwork and verbiage.

The advertising policy is set by the Editor-in-Chief in consultation with The CI View Advisor.

The CI View will not accept ads that are libelous; promote academic dishonesty; violate federal, state or local laws; or encourage discrimination against any individual or group on the basis of race, sex, sexual orientation, age, color, creed, religion, national origin or disability. Providing copy, photos and/or graphics represents that you have permission to use them. We reserve the right to edit or reject any ad copy, photos, graphics or entire ads.

All advertisements must:

- Not be for an unlawful product or service.
- Not be for any smoking or cannabis product.
- Not be deceitful or misleading.
- Not serve primarily to advocate hate speech.
- Not be obscene, as defined by current laws and statutes.
- Not strongly disparage a competitor's product.
- Not be sexually explicit.
- Carry the name of the organization or person who placed the ad if it is of a political nature.
- Clearly indicate the advertiser's name and service, if applicable.

Profanity

- The CI View does not run ads with profanity or profane gestures.

Online advertisers

- All online advertisements must comply with The CI View Advertising Policies. The CI View does not accept online ads from pornographic sites. All links from The CI View's website to the advertiser's website must meet Ad Policy regulations and the ads must link to the business listed on the contract. The advertiser's website content must also comply with the Ad Policy.

Banned Advertisers

- The CI View will maintain a list of banned advertisers, which will be available upon request

Cancellation Policy

- Canceling or rescheduling an ad can be done at no charge when complying with the published deadline. Cancellation of an advertisement after the reservation deadline cannot be guaranteed. Advertisers who cancel after deadline will be financially responsible for the reserved ad space.

Payment

- Advertisers have thirty (30) days to pay their invoice. A late payment penalty shall be added to any invoice not received by The CI View within this time frame. Such penalty shall be an additional \$10 added to the late invoice.

Social Media Ads

- Social Media ads will be showcased on the designated CI View social media account for the purchased amount of days. Once the ad period has been completed, The CI View will archive the ad so that it is no longer visible on the social media site.

A scenic view of a historic plaza. In the background, a white church with a bell tower and a red-tiled roof stands under a clear blue sky. In the foreground, a large, paved plaza with a geometric tile pattern is visible. A multi-tiered fountain with a blue and white tiled base is in the center. Several wooden benches are scattered around the plaza. The image is framed by blue wavy borders at the top and bottom.

**Thank
You!**