

Iowa Alumni Magazine Print and Digital Media Kit

Iowa Alumni Magazine, the flagship publication for the University of Iowa Alumni Association, is distributed six times annually to more than 58,000 alumni and friends of the University of Iowa and fulfills the most prevailing alumni need, which is information about the university. The magazine has received 19 regional and national CASE (Council for Advancement and Support of Education) awards for excellence. With an uncluttered layout featuring an advertising-to-editorial ratio of 20 to 68, the magazine ensures that your message will stand out to consumers.

UIAA Members' Gender:

Female: 43% Male: 57%

UIAA Members' Age Range:

Under 30: 8% Age 30–50: 27% Age 51–69: 45% Age over 70: 20%

“Our company places multiple ads in Iowa Alumni Magazine. This quality magazine provides access to alumni who are receptive to our marketing message, and we find the staff to be pleasant and professional.”

– Janey L. Phillips, Senior Manager, Creative Development, American Insurance Administrators, a USI Affinity Company

“The Quad City International Airport is proud to advertise its services in Iowa Alumni Magazine. It allows us to effectively communicate our product to our core demographic audience—alumni in eastern Iowa, western Illinois, and nationwide who are coming back to Iowa for Homecoming, games, and special events throughout the year. We also take advantage of the annual Iowa Voyagers catalog that accompanies the magazine to offer our airport as a point of departure, which has unlimited value.”

– Bruce Carter, Director, Quad City International Airport



Magazine Advertising Sales

P: 319/335-3294 E: alumni-member@uiowa.edu

PO Box 1970, Iowa City, Iowa 52244-1970



Once a Hawkeye...

Print and Digital Rates

When you place an ad in the print edition, your ad will also be included in the digital edition. Your company name will also be included in the “Our Advertisers” alphabetical listing within the digital edition—this is accessible by readers at any time and links to your ad.

National Rates

Size	Insertions	4-Color	B & W
Inside Front Cover	1	\$2,825	NA
	3 to 5	\$2,685	NA
	6	\$2,545	NA
Inside Back Cover	1	\$2,310	NA
	3 to 5	\$2,190	NA
	6	\$2,075	NA
Back Cover	1	\$3,215	NA
	3 to 5	\$3,055	NA
	6	\$3,000	NA
Full Page	1	\$2,050	\$1,400
	3 to 5	\$1,945	\$1,320
	6	\$1,845	\$1,250

Size	Insertions	4-Color	B & W
2/3 Page	1	\$1,790	\$1,180
	3 to 5	\$1,700	\$1,125
	6	\$1,610	\$1,060
1/2 Page	1	\$1,530	\$970
	3 to 5	\$1,450	\$920
	6	\$1,375	\$870
1/3 Page (vert. or sq.)	1	\$1,270	\$750
	3 to 5	\$1,205	\$715
	6	\$1,140	\$675
1/6 Page	1	\$945	\$540
	3 to 5	\$895	\$510
	6	\$850	\$485

Educational Non-Profit Rates

Organizations that are considered educational or non-profit qualify for these rates. Frequency discounts do not apply.

Size	4-Color	B & W
Full Page	\$1,500	\$710
2/3 Page	\$1,000	\$600
1/2 Page	\$850	\$490
1/3 Page (vert. or sq.)	\$710	\$380
1/6 Page	\$300	\$275

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Digital Rates and Specifications

The digital edition offers various ways to grab the attention of your readers and deliver your message interactively. Increase your presence by choosing one or more of the digital add-ons below.

Digital Add-Ons

Type	Description	Rate	Size
Hyperlink Ad	Link your ad directly to your website by making a word, URL, or the full ad a hyperlink.	\$150 (per link)	NA
Business Card	A business card-like ad located in a designated section of the publication (submission form).	\$200 \$275 (with a link and image)	3.5 x 2 inches
Audio	Embed audio to play automatically when a page is viewed (no more than 30 seconds).	\$300	5 MB
Video	Embed a video to play automatically when a page is viewed (no more than 30 seconds); can include sound.	\$350 (note: only five videos are allowed per issue, so reserve your spot now)	10 MB
Halo Ads	A static ad on one side of the screen surrounding the publication at all times (other than full-screen mode).	\$500 (note: only four spots are available per issue, so reserve your spot now)	160 x 600 pixels (2) 160 x 300 pixels (2)



(Sample business card design)

Magazine Advertising Sales

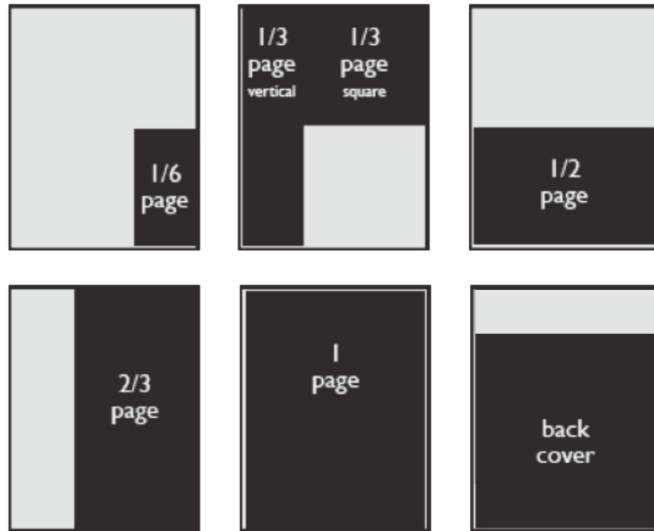
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Ad Sizes and Specifications

Ad Sizes

Ads must be provided in accurate size (see specific sizes below).

Full-page ads need a 0.25 inch (1/4") bleed. Keep live area 0.375 inch (3/8") from trim all around.



Back cover: 9 x 8 5/8 inches
or 54 x 52 picas

Full page without bleeds: 8 x
9 3/4 inches or 48 x 59 picas

Full page with bleeds: 9 x 10 7/8
inches or 54 x 65.5 picas
(Add 1/4 inch on all sides)

2/3 page: 4 13/16 x 9 3/4 inches
or 29 x 59 picas

1/2 page: 7 1/2 x 4 13/16 inches
or 45.5 x 29 picas

1/3 page, square: 4 13/16 x
4 13/16 inches or 29 x 29 picas

1/3 page, vertical: 2 5/16 x 9 3/4
inches or 14 x 59 picas

1/6 page: 2 5/16 x 4 13/16 inches
or 14 x 29 picas

Specifications

Iowa Alumni Magazine is not responsible or liable for errors or for ads prepared improperly. Ads are proofread before being placed, and we will make every effort possible to make sure ads run correctly. Any files that require manipulation, corrections, or repairs are subject to production charges. The advertiser will be notified of incorrectly prepared ads. Please see the specifications below.

SOFTWARE: Mac and PC versions of Adobe Illustrator, Adobe Photoshop, and InDesign are accepted. PDF files are acceptable in print-quality output with all fonts converted to outline or embedded.

DELIVERY: Provide a CD or DVD clearly labeled with advertiser's name, return address, and issue date, as well as a completed copy of the contract, a final proof, and a list of all contents, including fonts.

ARTWORK/PHOTOS: Use TIFF or EPS files (no JPEGs). Save four-color images as CMYK. B/W and color images should be scanned at 300 dpi and line art should be scanned at 600-1200 dpi.

COLOR: Specify colors as CMYK at 300 dpi. Pantone colors will not print properly and **MUST BE CONVERTED** to CMYK process.

FONTS: ALL fonts on disk (both printer and screen). OpenType fonts are preferred. Include fonts linked to Illustrator files or convert type to outline.

PROOFS: A color-correct proof copy is required for all ads. We will attempt to color match on press as closely as possible to what is provided. If no color proof is provided, color matching cannot be carried out. **ADS WILL RUN AS THEY ARE SUPPLIED.** We will not be responsible for any misprinting of your color ads without a color-correct proof.

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Schedule and Due Dates

Issue	Reservation Date	Art Due Date	Mail Date
February 2012	December 5, 2011	December 19, 2011	February 6, 2012
April 2012	February 6, 2012	February 20, 2012	April 2, 2012
June 2012	April 9, 2012	April 23, 2012	June 4, 2012
August 2012	June 1, 2012	June 15, 2012	August 6, 2012
October 2012	August 3, 2012	August 17, 2012	October 1, 2012
December 2012	October 5, 2012	October 19, 2012	December 3, 2012
February 2013	December 3, 2012	December 17, 2012	February 1, 2013

Note: The digital version will be sent on or close to the print mail date.

The June 2012 *Iowa Alumni Magazine* will not be printed. It will be distributed digitally to more than 100,000 University of Iowa alumni.

Iowa Alumni Magazine cannot control delivery times once the publication has reached the mailing house. On average, alumni should receive their magazines within seven to 10 days after the mail date.

Iowa Alumni Magazine reserves the right to alter this schedule at any time, particularly to accommodate important or time-sensitive news.

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General Conditions

Advertisements are accepted upon representation that advertiser and/or agency has the right to publish the contents thereof. In consideration of such publication, advertiser and its agency agree to indemnify and hold publisher or school harmless against any loss, expense, or other liability resulting from any claims or suits for libel, violation of right of privacy, plagiarism, copyright infringement, and any other claims that may arise out of the publication of such advertising.

Conditions are subject to change by publisher without notice.

All contents of advertisements are subject to the approval of the publisher.

The publisher reserves the right to reject or cancel any advertisement, insertion order, space reservation, coupon, or position commitments at any time, for any reason, upon written notice to the advertiser.

Positioning of advertisements is at the discretion of the publisher, except where a preferred position has been requested by the advertiser and a premium rate is incurred.

The publisher will accept proofs with revisions only if they are received prior to the due date for camera-ready artwork.

Rates are based upon camera-ready mechanicals with no additional modifications required. Any design work done by *Iowa Alumni Magazine* staff will result in additional production charges. Please consult your sales representative for a quote.

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Advertising Policy

All merchandise to be advertised in *Iowa Alumni Magazine* that includes an official registered trademark of the University of Iowa must be licensed by the UI Licensing Department, the official licensing agency for the University of Iowa.

Iowa Alumni Magazine reserves the right to reject any advertising that competes directly with merchandise and/or services provided by the University of Iowa Alumni Association or that fail to meet its standards for quality.

Submitted advertisements are assumed by the publisher to have been proofed and authorized for publication by the advertiser. Any amendments to submitted advertisements (except those arising from publisher error) will be subject to additional charges.

Iowa Alumni Magazine does not accept advertising for tobacco products, alcohol products, personal hygiene products, partisan politics, or solicitations for political support, public issues, or other non-university related causes; nor does the magazine accept advertising contrary to that allowed by U.S. postal regulations.

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