

ALABAMA ALUMNI MAGAZINE

Advertising Guide

GENERAL POLICY

Alabama Alumni Magazine reserves the right to refuse any ad and request any necessary corrections in spelling, grammar, punctuation, sentence structure and writing style; only well-designed ads for quality products will be accepted. Web addresses used in ads must be accessible when the artwork is submitted.

Prepayment is required for first-time advertisers. If correct artwork is not received by the stated deadline, or an ad is cancelled after confirmation of space, the advertiser will be billed for half the cost of the contracted space rate.

CLOSING DATES

Published four times annually as follows: Winter (December), Spring (March), Summer (June), and Fall (September)

<i>Issue</i>	<i>Space Reservation Deadline</i>	<i>Artwork Due</i>	<i>Magazine Publishes</i>
Spring	Dec. 25	Jan. 15	mid March
Summer	March 25	April 15	mid June
Fall	June 25	July 15	mid September
Winter	Sept. 25	Oct. 15	mid December

When a closing date falls on a weekend or holiday, the deadline will be extended to the next business day. If allotted advertising pages are filled before the space deadline, no additional reservations will be taken, but advertisers can be added to a waiting list in case additional space becomes available.

CIRCULATION

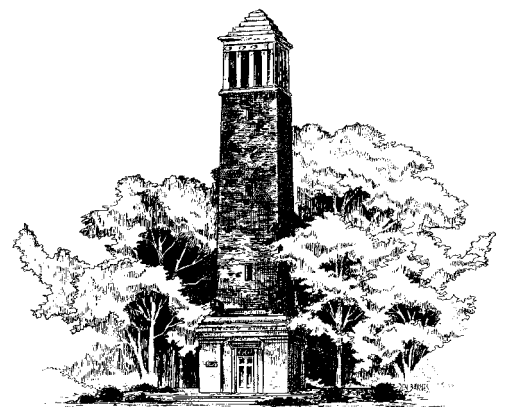
Distributed to active (contributing) members of The University of Alabama National Alumni Association, national and state legislators and campus administrators.

Total approximate circulation: 38,000 for regular issues.

SPACE AVAILABILITY AND CONTRACTS

To place an ad in the *Alabama Alumni Magazine*, contact Cayla Hayes, advertising coordinator:

- (205) 348-1559
- Fill out and submit a reservation form at alumni.ua.edu (click link to *Alabama Alumni Magazine*, then click Advertising Guide)
- Email chayes@alumni.ua.edu



Advertising Rates

Inside front cover.....	\$2500
Inside back cover.....	\$2300
Page 1.....	\$2100
One page.....	\$1800
Back cover (2/3 page).....	\$1800
1/2 page.....	\$1200
1/3 page.....	\$750

Mechanical Requirements

Publication Trim Size: 8-1/4 x 10-3/4

AD PAGE DIMENSIONS

Full page.....	7 x 10
Full page bleed.....	8-1/2 x 11 (live area for text 7 x 10)
1/2 page.....	7 x 4-5/8
1/3 page.....	4-9/16 x 4-5/8 or 2-3/16 x 9-1/2
Back cover (2/3 page).....	7 x 8
Back cover bleed.....	8-1/2 x 8-1/4 (live area for text 7 x 8)

Artwork must extend to these sizes with no white space on sides.

REQUIRED FORMAT

A print-ready (press-ready) PDF with all screen and printer fonts embedded and graphics embedded, which outputs at 300 dpi or higher, supplied on a CD. A proof/printout of the ad and a completed Advertising Placement Form must accompany the CD.

(Note: The magazine does not accept artwork submissions by email or FTP postings.)

BLEEDS

Available on covers and full pages at no extra charge.

LICENSING

All ads for items bearing The University of Alabama logos or emblems must be licensed through the Collegiate Licensing Program.

Materials delivered by courier must be sent to the following address:

Alumni Hall, University of Alabama
ATTN: Cayla Hayes
224 Bryant Drive, Tuscaloosa, AL 35401

Space Reservation Form

Fax to Cayla Hayes, (205) 348-1737

Client _____
Advertising Agency _____
Address _____
Phone _____ Website _____
E-mail _____
Fax _____

Size

- Full page
- Full page bleed
- 1/2 page
- 1/3 page vertical
- 1/3 page horizontal
- 2/3 page (back cover)
- 2/3 page (back cover bleed)

Position

- Inside front cover
- Inside back cover
- Back cover
- Inside

Reserved for:

- Spring _____
- Summer _____
- Fall _____
- Winter _____

Product to be advertised _____

Are you re-running an ad from a previous issue of the *Alabama Alumni Magazine*?

If so, in which issue did it run?

- Yes
 - No
- Issue:
- Spring _____
 - Summer _____
 - Fall _____
 - Winter _____

Special Instructions: _____

Please read and sign to verify the above information is correct.

*I have read and completed the previous information as requested by the Alabama Alumni Magazine.
I am authorized to buy advertising space and confirm the above details.*

Signature _____ Date _____

Advertising Placement Form

****MUST BE INCLUDED WITH ARTWORK DISK****

Client _____
Advertising Agency _____
Address _____
Phone _____ Website _____
E-mail _____
Fax _____

Please select the following options:

Size	Position	Frequency	Dates
<input type="checkbox"/> Full page	<input type="checkbox"/> Inside front cover	<input type="checkbox"/> 1x	<input type="checkbox"/> Spring _____
<input type="checkbox"/> Full page bleed	<input type="checkbox"/> Inside back cover	<input type="checkbox"/> 2x	<input type="checkbox"/> Summer _____
<input type="checkbox"/> 1/2 page	<input type="checkbox"/> Back cover	<input type="checkbox"/> 3x	<input type="checkbox"/> Fall _____
<input type="checkbox"/> 1/3 page vertical	<input type="checkbox"/> Inside	<input type="checkbox"/> 4x	<input type="checkbox"/> Winter _____
<input type="checkbox"/> 1/3 page horizontal			
<input type="checkbox"/> 2/3 page (back cover)			
<input type="checkbox"/> 2/3 page (back cover bleed)			

Checklist for submission of Ads

1. Artwork is supplied on a CD as a PDF file.
 PDF file
2. A color printout/color proof page accompanies the CD.
 Color printout
3. The format of my file is:
 CMYK
4. If my ad is a bleed, the text will fit within the live area of the page.
 Bleed
 Fits within live area
 N/A (my ad is not a bleed)
6. All artwork and fonts are embedded in the file.
 Artwork embedded
 Fonts embedded
7. The images in the ad are saved at 300 DPI or greater to ensure quality resolution.
 300 DPI +

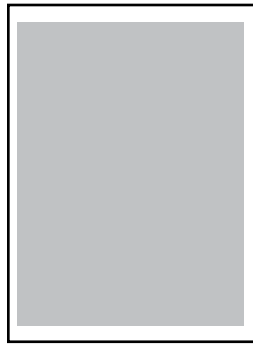
Please read and sign to verify the above information is correct.

I have read and completed the previous information and confirm that all of the above is correct and that all the mechanical specifications required by the Alabama Alumni Magazine have been met.

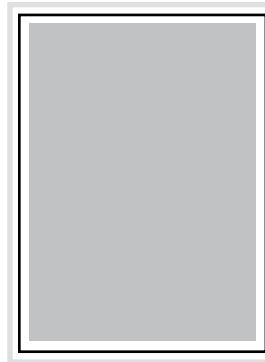
Signature _____ Date _____

Ad Page Dimensions

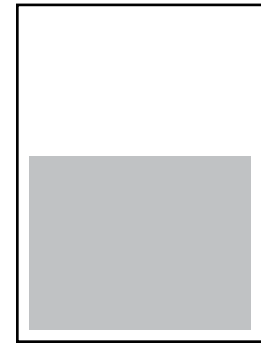
Publication Trim Size: 8-1/4 x 10-3/4



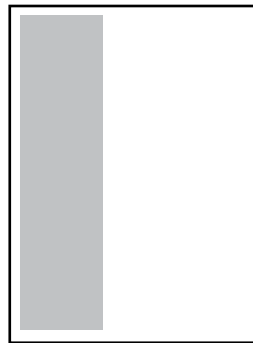
Full page
7 x 10



Full page bleed
8-1/2 x 11
(live area for text 7 x 10)

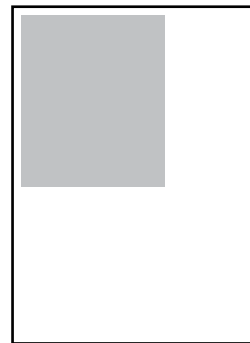


1/2 page
7 x 4-5/8

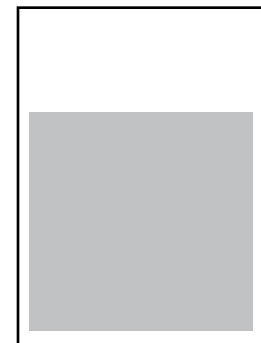


1/3 page vertical
2-3/16 x 9-1/2

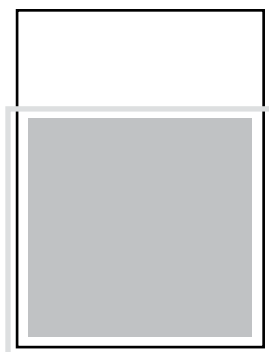
or



1/3 page horizontal
4-9/16 x 4-5/8



back cover
(2/3 page)
7 x 8



back cover
bleed
8-1/2 x 8-1/4
(live area for
text 7 x 8)

National Alumni Association Demographics

ACTIVE NAA MEMBERS

BY GENDER

Female	49.49%
Male	50.51%

BY LOCATION

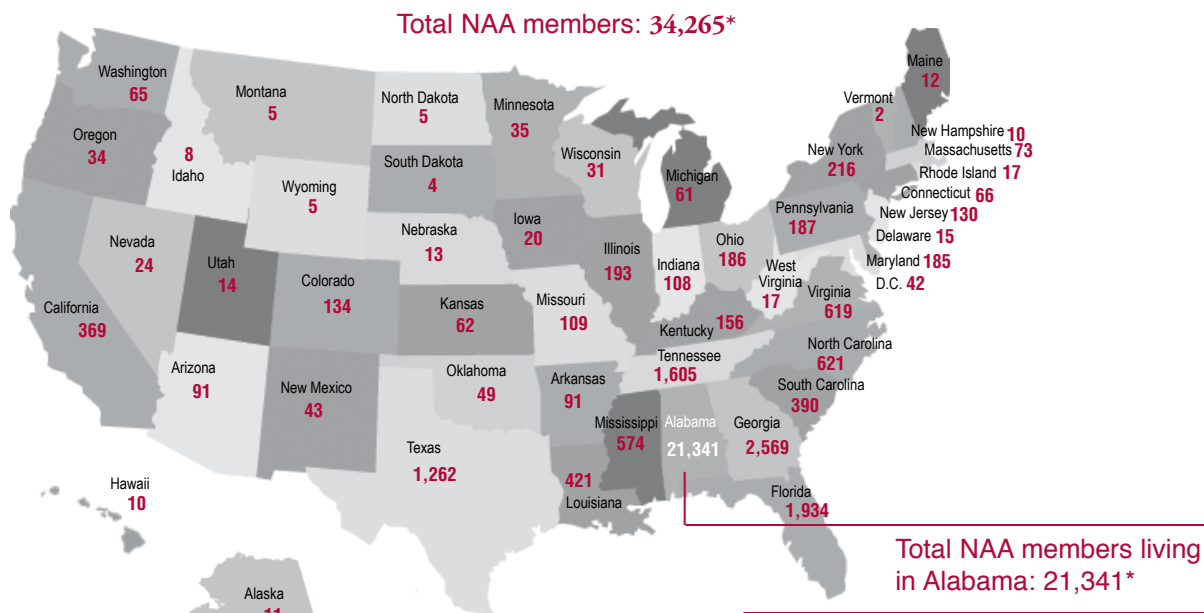
Alabama	62.28%
Out-of-State	37.66%
International	0.02%
Military	0.04%

BY AFFILIATION

Alumni	68.86%
Friends	31.14%

BY DECADE of first graduation/first degree (excludes NAA members who are friends)

Decade	Count
1930s	8
1940s	313
1950s	1,689
1960s	3,417
1970s	5,078
1980s	5,552
1990s	3,548
2000s	2,264
2010s	2,383



Military 13
International 7
Puerto Rico 1

*as of 12/31/13

Autauga	153	Conecuh	30	Houston	351	Morgan	577
Baldwin	794	Coosa	17	Jackson	127	Perry	21
Barbour	49	Covington	108	Jefferson	4,830	Pickens	95
Bibb	67	Crenshaw	28	Lamar	32	Pike	58
Blount	106	Cullman	234	Lauderdale	271	Randolph	26
Bullock	4	Dale	63	Lawrence	81	Russell	40
Butler	57	Dallas	141	Lee	138	St. Clair	213
Calhoun	321	De Kalb	206	Limestone	268	Shelby	1,588
Chambers	30	Elmore	188	Lowndes	13	Sumter	45
Cherokee	56	Escambia	104	Macon	3	Talladega	167
Chilton	100	Etowah	395	Madison	1,711	Tallapoosa	121
Choctaw	44	Fayette	80	Marengo	110	Tuscaloosa	3,075
Clarke	126	Franklin	74	Marion	122	Walker	315
Clay	16	Geneva	30	Marshall	381	Washington	50
Cleburne	18	Greene	20	Mobile	1,200	Wilcox	27
Coffee	128	Hale	75	Monroe	76	Winston	71
Colbert	187	Henry	55	Montgomery	1,034		

For locations of Alumni Association chapters across the country, see our [Chapters](#) page.