



# 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

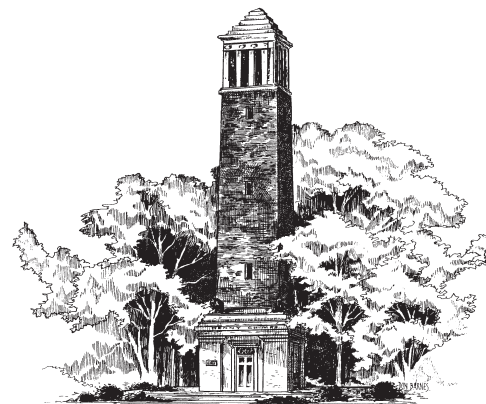
Distributed to active (contributing) members of The University of Alabama National Alumni Association, national and state legislators and campus administrators.

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](http://alumni.ua.edu) (click link to *Alabama Alumni Magazine*, then click Advertising Guide)
- Email [chayes@alumni.ua.edu](mailto:chayes@alumni.ua.edu)





## Advertising Rates

Inside front cover.....	\$2550
Inside back cover.....	\$2350
Page 1.....	\$2150
One page.....	\$1850
Back cover (2/3 page).....	\$1850
1/2 page.....	\$1250
1/3 page.....	\$800

## Mechanical Requirements

Publication Trim Size: 9" x 10.87"

### AD PAGE DIMENSIONS

Full page w/bleed.....	9.25" x 11.12"
(live area for text 7.75" x 9.75")	
1/2 page.....	7.75" x 4.75"
1/3 page.....	5.16" x 4.75" (horizontal)
or 2.58" x 9.75" (vertical)	
Back cover w/bleed.....	9.25" x 8.50" (live area for text 7.75" x 7")

*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

Provided 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      Issue:  Spring \_\_\_\_\_
- No         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***

- Artwork is supplied on a CD as a PDF file.  
 PDF file
- A color printout/color proof page accompanies the CD.  
 Color printout
- The format of my file is:  
 CMYK
- 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)
- All artwork and fonts are embedded in the file.  
 Artwork embedded  
 Fonts embedded
- 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.**

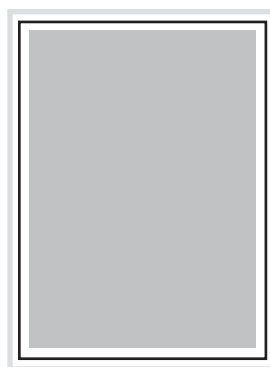
*I have read and completed the previous information and confirm that all of the above is correct and that all the mechanical specifications required by the Alabama Alumni Magazine have been met.*

Signature \_\_\_\_\_ Date \_\_\_\_\_

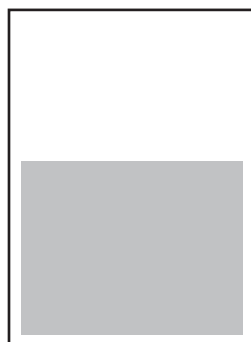


## *Ad Page Dimensions*

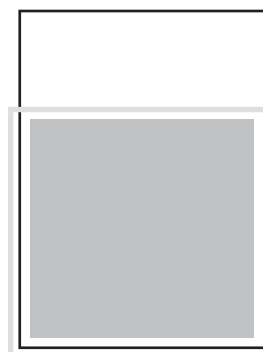
Publication Trim Size: 9" x 10.87"



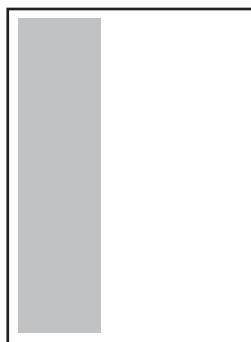
Full page bleed  
9.25" x 11.12"  
(live area for text 7.75" x 9.75")



1/2 page  
7.75" x 9.75"

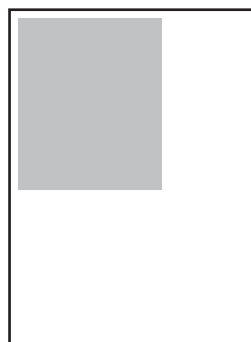


back cover  
bleed  
9.25" x 8.5"  
(live area for  
text 7.75" x 7")



1/3 page vertical  
2.58" x 9.75"

or



1/3 page horizontal  
5.16" x 4.75"

