

ALABAMA ALUMNI MAGAZINE

Advertising Guide

GENERAL POLICY

New prices took effect July 1, 2009.

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.

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

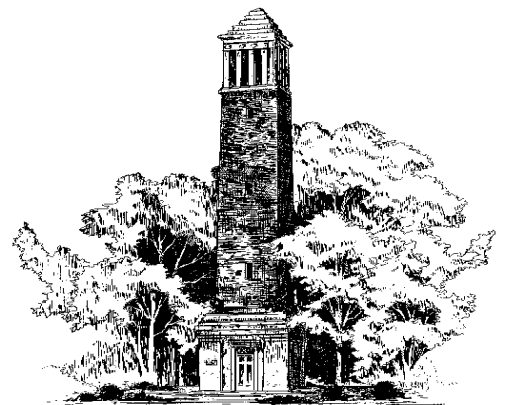
Distributed to active (contributing) members of The University of Alabama National Alumni Association, national and state legislators and campus administrators.

Total approximate circulation: 30,000 for regular issues.

SPACE AVAILABILITY AND CONTRACTS

To place an ad in the *Alabama Alumni Magazine*, contact Christian Park, advertising coordinator:

- (205) 348-1559
- Fill out and submit a reservation form at alumni.ua.edu (click link to *Alabama Alumni Magazine*, then Advertising Guide)
- E-mail Park033@alumni.ua.edu



Advertising Rates

COLOR 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

BLACK-AND-WHITE RATES

One page.....	\$1500
1/2 page.....	\$950
1/3 page.....	\$550

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)

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 for both black-and-white and four-color ads. (Note: The magazine does not accept artwork submissions by e-mail 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: Christian Park
224 Bryant Drive, Tuscaloosa, AL 35401**

Space Reservation Form

Fax to Christian Park, (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
- 4-color
- Black and white
- Black and white with crimson spot color (no extra charge)

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"/> 4-color		
<input type="checkbox"/> 2/3 page (back cover)	<input type="checkbox"/> Black and white		
<input type="checkbox"/> 2/3 page (back cover bleed)	<input type="checkbox"/> Black and white with crimson spot color (no extra charge)		

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
 Grayscale
- 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 +

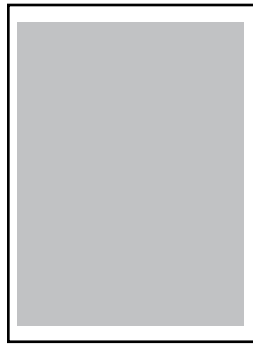
Please read and sign to verify the above information is correct.

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.

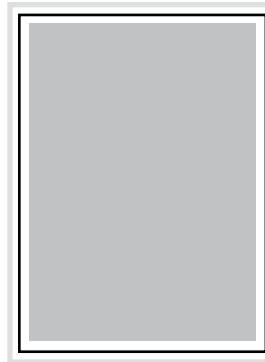
Signature _____ Date _____

Ad Page Dimensions

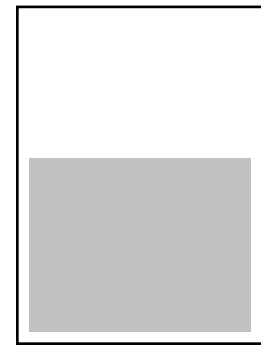
Publication Trim Size: 8-1/4 x 10-3/4



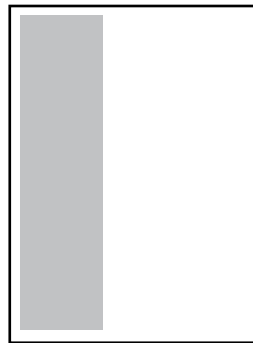
Full page
7 x 10



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

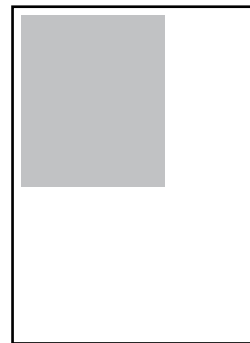


1/2 page
7 x 4-5/8

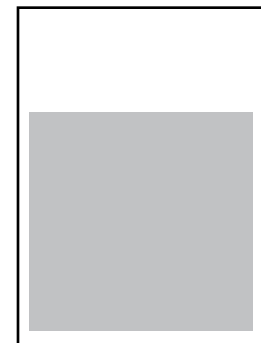


1/3 page vertical
2-3/16 x 9-1/2

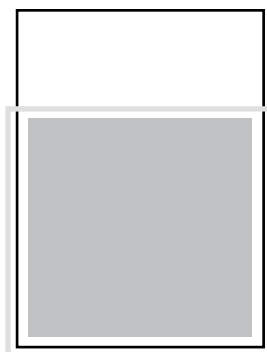
or



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	47.74%
Male	52.26%

BY LOCATION

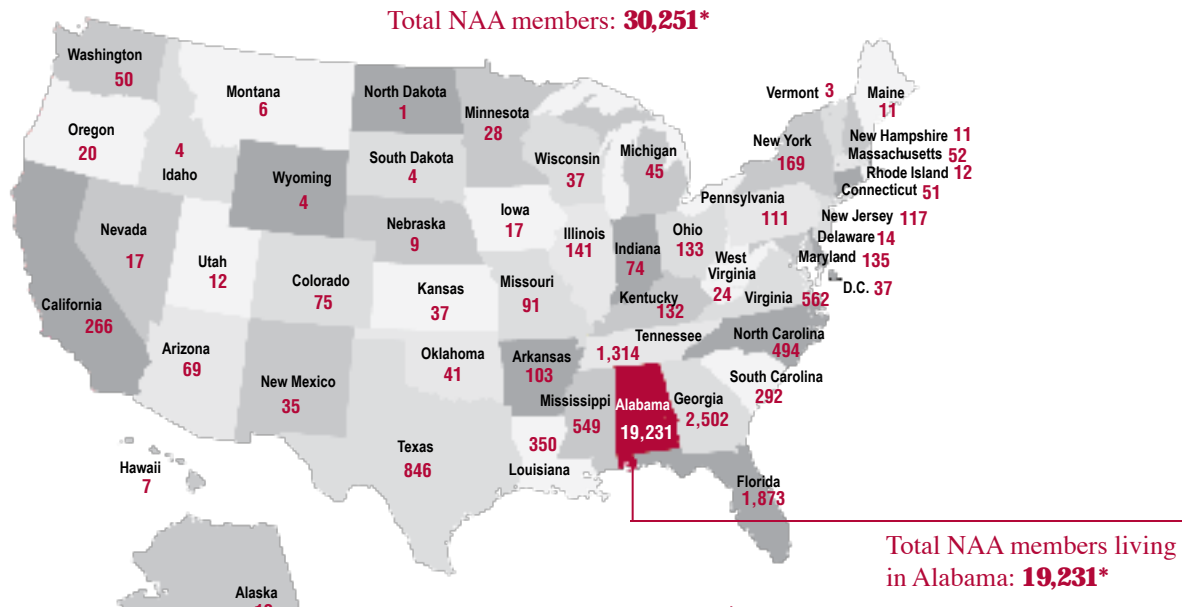
Alabama	63.57%
Out-of-State	36.36%
International	0.04%
Military	0.03%

BY AFFILIATION

Alumni	78.71%
Friends	21.29%

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

Decade	Count	%
1930s	62	0.28%
1940s	620	2.79%
1950s	1,960	8.82%
1960s	3,284	14.77%
1970s	5,170	23.26%
1980s	5,127	23.06%
1990s	3,282	14.76%
2000s	2,726	12.26%



Military 10
International 11

*as of 12/31/08

Autauga	148	Conecuh	22	Houston	359	Morgan	561
Baldwin	686	Coosa	8	Jackson	151	Perry	18
Barbour	40	Covington	114	Jefferson	4,301	Pickens	88
Bibb	76	Crenshaw	36	Lamar	48	Pike	55
Blount	98	Cullman	215	Lauderdale	267	Randolph	24
Bullock	9	Dale	69	Lawrence	41	Russell	38
Butler	51	Dallas	126	Lee	136	Saint Clair	199
Calhoun	333	De Kalb	185	Limestone	194	Shelby	1,364
Chambers	33	Elmore	180	Lowndes	10	Sumter	41
Cherokee	60	Escambia	87	Macon	3	Talladega	194
Chilton	78	Etowah	389	Madison	1,422	Tallapoosa	121
Choctaw	44	Fayette	90	Marengo	90	Tuscaloosa	2,578
Clarke	117	Franklin	59	Marion	138	Walker	331
Clay	15	Geneva	30	Marshall	353	Washington	40
Cleburne	16	Greene	21	Mobile	1,070	Wilcox	20
Coffee	145	Hale	65	Monroe	79	Winston	64
Colbert	158	Henry	46	Montgomery	984		