NC State
ALUMNI MAGAZINE
ADVERTISING RATE CARD
2012–13

Four Reasons to Advertise in NC State
• Average circulation of 42,000 NC State alumni—published quarterly
• Large readership—more than 65,000 readers per issue—260,000 per year
• Great response—46% response rate from readers
• Dedicated readers—44% of readers use this publication as main source of NC State information

“The response to our ad in NC State has been fantastic. The people are great to work with, and we look forward to continuing our relationship for future issues.” —Tom Larkins, Atlantic Relocation Systems

NC State Magazine Awards
• Bronze Award (2012), Best School/University Publication, from the Magnum Opus Awards for Outstanding Achievement in Content Marketing
• Platinum Award (2010), League of American Communication Professionals Inspire awards, print category
• Awards of Excellence (2010), APEX Awards, in categories of feature writing and magazine and journal design and layout
• Gold Award (2009), League of American Communications Professionals Inspire Competition, in hybrid audience category of print publications
• Gold Award (2009), Publications Management Magnum Opus Awards, in category of science and environmental writing
• Grand Award (2009), Publications Management Magnum Opus Awards, in external audience category of print publications
• Grand Award (2009), APEX Awards, for design and illustration

NC STATE READER PROFILE
AGE
• 27% over age 57
• 24% ages 47–56
• 28% ages 37–46
• 21% age 36 or younger
GENDER
• 36% female
• 64% male
EDUCATION
• 54% completed a bachelor’s degree
• 33% completed a master’s or professional degree
• 10% completed a doctoral degree
RESIDENCE
• 64% live in NC
• 36% live outside NC
HOME OWNERSHIP
• 90% own a home
• 30% own a second home or investment property
INVolvEMENT
• 51% spend 30 minutes to 1 hour reading magazine
• 25% spend 1–2 hours reading magazine
TRAVEL
• 97% take flights for business or pleasure
• 61% have traveled outside the US in last 5 years
• 86% travel within the US
ANNUAL INCOME
• 24% $75,000–$99,999
• 39% $100,000+
CONSUMER HABITS
• 45% attend a professional sporting event
• 85% attend cultural events
• 46% attend an NC State athletic event

www. alumni.ncsu.edu
**PRODUCTION REQUIREMENTS** Preferred medium for ads: CMYK (not RGB or PMS colors), B/W or grayscale Adobe Acrobat PDF file suitable for 300 lines-per-inch printing. PHOTOGRAPHS AND ARTWORK RESOLUTION MUST BE 300 DPI AT FINAL PRINT SIZE.

A corresponding CONTRACT or DIGITAL COLOR PROOF accompanying your ad preferred. THOUGH EVERY EFFORT IS MADE TO ENSURE ACCURATE REPRODUCTION, NC STATE IS NOT RESPONSIBLE FOR QUALITY OF ADS SUPPLIED WITHOUT CONTRACT PROOF.

Production questions may be directed to Meredith Craig at 919-515-0559. Files may be sent to meredith_craig@ncsu.edu.

**DEADLINES**

For deadline information, contact Meredith Craig at NC State Alumni Association at 919-515-0559 or meredith_craig@ncsu.edu.

**AD DIMENSIONS**

Trim size: 8 ¾ x 10 ¼”

- **Full Page, Bleed**
  - 8 ¾ x 10 ¼”
  - 8.75 x 10.25
  - PLUS ¼” (.25) BLEED
  - NOTE: Place all type and non-bleeding art ½” from trim.

- **Full Page, Non-bleed**
  - 7 ¾ x 9 ¼”
  - 7.75 x 9.25

- **2/3 Page**
  - H 4 ¾ x 8 ½”
  - 4.75 x 8.5
  - V 4 ¾ x 6 ¾”
  - 4.75 x 6.75

- **1/2 Page**
  - H 7 ¾ x 4 ¹/₈”
  - 7.375 x 4.125
  - V 2 ¾ x 8 ½”
  - 2.375 x 8.5

- **1/3 Page**
  - H 4 ¾ x 4 ¹/₈”
  - 4.75 x 4.125
  - V 2 ¾ x 4 ¹/₈”
  - 2.375 x 4.125

- **1/6 Page**
  - H 4 ¾ x 2”
  - 4.75 x 2

- **Business Card**
  - H 3 ½ x 2”
  - 3.5 x 2

- **Back cover**
  - 8 ¾ x 7 ¾”
  - 8.75 x 7.75
  - PLUS ¼” (.25) BLEED
  - BLEED: Left & bottom, place all type and non-bleeding art ½” from trim.

**AD RATES**

<table>
<thead>
<tr>
<th></th>
<th>Per Issue</th>
<th>2–3 Issues</th>
<th>4 Issues (1 year)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Back Cover &amp; Inside Covers</td>
<td>Color</td>
<td>$2400</td>
<td>$2200 Per Issue</td>
</tr>
<tr>
<td>Page 1</td>
<td>Color</td>
<td>$2350</td>
<td>$2150</td>
</tr>
<tr>
<td>Full Page</td>
<td>Color</td>
<td>$2200</td>
<td>$2000</td>
</tr>
<tr>
<td>2/3 Page</td>
<td>Color</td>
<td>$1900</td>
<td>$1700</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>Color</td>
<td>$1600</td>
<td>$1300</td>
</tr>
<tr>
<td>1/3 Page</td>
<td>Color</td>
<td>$1200</td>
<td>$900</td>
</tr>
<tr>
<td>1/6 Page</td>
<td>Color</td>
<td>$800</td>
<td>$500</td>
</tr>
<tr>
<td>Business Card</td>
<td>Color</td>
<td>$250</td>
<td>$225</td>
</tr>
<tr>
<td>Classified Ads</td>
<td>Color</td>
<td>$2.50 per word</td>
<td></td>
</tr>
</tbody>
</table>
“Advertisements in NC State magazine has proven to be very successful for us not only in promoting our program but also in generating sales. We consistently see direct results from our ads locally and on a national level as well. If you’re looking to grow your business, promote your products and see a real return on your marketing efforts, I would recommend advertising in NC State magazine.”

—Rebecca Mikell, Liberty Mutual Insurance
### AD Contract

**Prices**

<table>
<thead>
<tr>
<th>Ad Type</th>
<th>Per Issue</th>
<th>2–3 Issues</th>
<th>4 Issues (1 year)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Back Cover, Inside Covers</td>
<td>$2400</td>
<td>$2200</td>
<td>$2100</td>
</tr>
<tr>
<td>Page 1 Color</td>
<td>$2350</td>
<td>$2150</td>
<td>$2050</td>
</tr>
<tr>
<td>Full Page Color</td>
<td>$2200</td>
<td>$2000</td>
<td>$1900</td>
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<tr>
<td>½ Page Color</td>
<td>$1900</td>
<td>$1700</td>
<td>$1600</td>
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<tr>
<td>¼ Page Color</td>
<td>$1600</td>
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<td>¼ Page Color</td>
<td>$1200</td>
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<td>⅛ Page Color</td>
<td>$800</td>
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<td>$400</td>
</tr>
<tr>
<td>Business Card Color</td>
<td>$250</td>
<td>$225</td>
<td>$200</td>
</tr>
</tbody>
</table>

**Classified Ad**

$2.50 per word  
Number of Words

*Ad agencies and campus advertisers are eligible for a 10% discount.

**Issue(s)**

- [ ] Winter 2012 (Special Edition–NC State’s 125th Anniversary)
- [ ] Spring 2013
- [ ] Summer 2013
- [ ] Autumn 2013
- [ ] Winter 2013

**Ad Dimensions**

<table>
<thead>
<tr>
<th>Ad Type</th>
<th>Vertical</th>
<th>Horizontal</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page Bleed (+ ⅛)</td>
<td>8 ⅜ x 10 ¼”</td>
<td></td>
</tr>
<tr>
<td>Full Page no Bleed</td>
<td>7 ⅞ x 9 ⅛”</td>
<td></td>
</tr>
<tr>
<td>½ Page</td>
<td>4 ⅝ x 8 ⅛”</td>
<td></td>
</tr>
<tr>
<td>¼ Page</td>
<td>4 ⅞ x 6 ⅛”</td>
<td>7 ⅞ x 4 ⅛”</td>
</tr>
<tr>
<td>⅛ Page</td>
<td>2 ⅝ x 8 ⅛”</td>
<td>4 ⅞ x 4 ⅛”</td>
</tr>
<tr>
<td>⅛ Page</td>
<td>2 ⅞ x 4 ⅛”</td>
<td>4 ⅞ x 2”</td>
</tr>
<tr>
<td>Business Card Color</td>
<td>3 ⅛ x 2”</td>
<td></td>
</tr>
</tbody>
</table>

**Note:** All advertisements are subject to approval. The publisher reserves the right to reject or cancel any advertising for any reason or at any time. Advertising that simulates editorial copy will not be accepted. The positioning of advertising in *NC State* is at the discretion of the publisher, except for the back cover, inside covers and page 1, which can be guaranteed by written contract.

With this agreement, __________________________________________ has contracted for advertising space in *NC State* magazine. The contract is subject to all terms and conditions outlined in “The Fine Print.” Ad must be supplied in digital format as Adobe Acrobat PDF file. **BILL TO:** Company [ ] Ad Agency [ ]

<table>
<thead>
<tr>
<th>Company/Organization</th>
<th>Primary Contact</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mailing Address</td>
<td></td>
</tr>
<tr>
<td>Telephone:</td>
<td>Office Mobile</td>
</tr>
<tr>
<td>E-mail</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Ad Agency (if applicable)</th>
<th>Primary Contact</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mailing Address</td>
<td></td>
</tr>
<tr>
<td>Telephone:</td>
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</tbody>
</table>

Signature ___________________________  Date ____________

### CAMPUS ADVERTISERS ONLY

Name (person responsible in billing dept.) ___________________________

Telephone ___________________________  Email address ___________________________

Project ID to be billed internally

Return signed contract to: NC State Alumni magazine | Attention: Meredith Craig, NC State Alumni Association, Campus Box 7503, Raleigh, NC 27695-7503. Questions? Call 919-515-0559 or e-mail meredith_craig@ncsu.edu.