Four Reasons to Advertise in *NC State*

- Average circulation of 30,000 NC State alumni—published quarterly
- Large readership—more than 60,000 readers per issue—240,000 per year
- Dedicated readers—44% of readers use this publication as main source of NC State information
- Our new digital edition of *NC State* magazine includes all advertising that appears in the print edition, with live email and URL links.

**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
AD SPECIFICATIONS AND PRODUCTION REQUIREMENTS

- Ads should be provided as “PDF/X-1a” PDF format files.
- High-resolution (300dpi at final size) images and fonts must be embedded.
- Files provided should be either CMYK for color or grayscale for black and white. No rgb or pms colors.
- Digital files should be made to the exact size and specifications. We are not responsible for files that do not adhere to these specs. Ads that do not conform to these specs may be charged a design fee for corrections.

- Please provide high-quality color proofs if color reproduction is important. NC State is not responsible for the quality of ad reproduction if color proof is substandard, or no proof is provided.

SUBMIT - email ads to: meredith_holland@ncsu.edu.

QUESTIONS and DEADLINE DATES -
Contact Meredith Holland at 919-515-0559

AD SIZES Publication/Trim size: 8.75” x 10.25”

Grey = bleed area
Black rule = page trim
Red area = Ad dimension
White rule = .50” margin - live area

Full Page with bleed: 8.75” x 10.25”
Full Page with NO bleed: 7.75” x 9.25”
Back Cover with bleed: 8.75” x 7.75”
Two-Thirds Vertical 4.75” x 8.75”

Half Horizontal 7.375” x 4.125”
Half Vertical 4.75” x 6.375”
One-Third Vertical 2.375” x 8.75”
One-Third Horizontal 4.75” x 4.125”
ADVERTISING WORKS!

“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

“If you want to market to NC State alumni, the alumni magazine is the way to go. It’s a great way to reach out to the NC State network and has given us visibility at a great value.”
—Jennifer Arthur, Assistant Director, MBA Program, NC State University

“Advertising 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

PAYMENT
First time advertisers reserving space in NC State magazine must pre-pay for their ad space. Other advertisers may be required to pre-pay at the discretion of the publisher. All charges are due within 30 days of the billing date. Overdue accounts are subject to a finance charge of 1.5% per month (18% per year).

POLICIES
A signed NC State display advertising contract or a signed insertion order from a recognized advertising agency is required prior to the publication of display advertising.

All advertisements are subject to approval. The publisher reserves the right to reject or cancel any advertising for any reason at any time. Advertising that simulates editorial copy will not be accepted.

All advertisements are accepted and published entirely on the written representation that the advertiser and/or advertising agency is authorized to publish the entire contents and subject matter thereof. In consideration of the publication of advertisements, the advertiser and agency will fully indemnify and hold harmless the publisher from and against any loss, cost and expense resulting from any claims, demands, suits, actions, proceedings, recoveries or expenses of any nature whatsoever arising out of publication of such advertisements, including, without limitation, those resulting from claims or suits of libel, violation of right of privacy, plagiarism or copyright infringement.

The positioning of advertising in NC State is at the discretion of the publisher, except for inside covers and page 1, which can be guaranteed by written contract.

Space that has been reserved may not be canceled after the “Space Reservation” deadline.

Digitally formatted ads are required by “Ads Due” deadline. The delivery dates are estimates and are not guaranteed.

The publisher will retain advertising material for one year or will return to client only upon request. The publisher is not responsible for retaining advertising material beyond one year.

The publisher is not responsible for errors in key numbers. No conditions, printed or otherwise, appearing on contracts, insertion orders or copy instruction that conflict with publisher’s policies will be binding on the publisher.

AGENCY DISCOUNT
Recognized advertising agencies responsible for reserving space are eligible for a 10% discount on quoted rates. (In-house agencies are not available for commission.)

NC STATE UNIVERSITY CAMPUS DISCOUNT
All campus advertisers are eligible for a 10% discount on rates.
### Advertising Contract

**Prices**

<table>
<thead>
<tr>
<th>Service Type</th>
<th>Color (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>Full Page</td>
<td>$2200</td>
<td>$2000</td>
<td>$1900</td>
</tr>
<tr>
<td>½ Two-Thirds Page</td>
<td>$1900</td>
<td>$1700</td>
<td>$1600</td>
</tr>
<tr>
<td>½ Half Page</td>
<td>$1600</td>
<td>$1300</td>
<td>$1150</td>
</tr>
<tr>
<td>⅓ One-Third Page</td>
<td>$1200</td>
<td>$900</td>
<td>$750</td>
</tr>
<tr>
<td>⅙ One-Sixth Page</td>
<td>$800</td>
<td>$500</td>
<td>$400</td>
</tr>
<tr>
<td>Business Card Ad</td>
<td>$250</td>
<td>$225</td>
<td>$200</td>
</tr>
</tbody>
</table>

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

**Publication Schedule and Deadlines**

<table>
<thead>
<tr>
<th>Issue Type</th>
<th>Space Reservation</th>
<th>Ad Files Due</th>
<th>Estimated Delivery Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>[ ] Summer Issue 2014</td>
<td>June 2</td>
<td>June 16</td>
<td>August 7</td>
</tr>
<tr>
<td>[ ] Fall Issue 2014</td>
<td>September 1</td>
<td>September 15</td>
<td>November 6</td>
</tr>
<tr>
<td>[ ] Winter Issue 2014</td>
<td>December 8</td>
<td>December 15</td>
<td>February 12</td>
</tr>
<tr>
<td>[ ] Spring Issue 2015</td>
<td>March 9</td>
<td>March 23</td>
<td>May 14</td>
</tr>
<tr>
<td>[ ] Summer Issue 2015</td>
<td>June 1</td>
<td>June 15</td>
<td>August 6</td>
</tr>
</tbody>
</table>

† Ads will not be accepted beyond the “Space Reservation” deadline. ± Delivery date is estimated and not guaranteed.

**Note:** All advertisements are subject to approval. The publisher reserves the right to reject or cancel any advertising for any reason 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 an Adobe Acrobat PDF file according to production specifications.

**BILL TO:** Company [ ] Ad Agency [ ]

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**Company/Organization**

<table>
<thead>
<tr>
<th>Primary Contact</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mailing Address</td>
</tr>
<tr>
<td>Telephone:</td>
</tr>
<tr>
<td>Email</td>
</tr>
</tbody>
</table>

**Ad Agency (If applicable)**

<table>
<thead>
<tr>
<th>Primary Contact</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mailing Address</td>
</tr>
<tr>
<td>Telephone:</td>
</tr>
</tbody>
</table>

Signature Date

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**CAMPUS ADVERTISERS ONLY**

<table>
<thead>
<tr>
<th>Name (person responsible in billing dept.)</th>
<th>Telephone</th>
<th>Email address</th>
</tr>
</thead>
</table>

Project ID to be billed internally

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**Return signed contract to:** NC State Alumni magazine | Attention: Meredith Holland, NC State Alumni Association, Campus Box 7503, Raleigh, NC 27695-7503. Questions? Call 919-515-0559 or email meredith_holland@ncsu.edu.