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 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

TRAVEL
• 97% take flights for business or pleasure
• 61% have traveled outside the US in last 5 years
• 86% travel within the US

ININVOLVEMENT
• 51% spend 30 minutes to 1 hour reading magazine
• 25% spend 1–2 hours reading magazine

ANNUAL INCOME
• 24% $75,000–$99,999
• 39% $100,000+

CONSUMER HABITS
• 65% attend a professional sporting event
• 85% attend cultural events
• 46% attend an NC State athletic event

www.alumni.ncsu.edu
AD SPECIFICATIONS AND PRODUCTION REQUIREMENTS

- Ads should be provided as “PDF/X-1a” PDF format files.
- High-resolution (300 dpi 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: acmith3@ncsu.edu.

QUESTIONS and DEADLINE DATES -
Contact Tim O’Connell at 919-515-0519

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 ad with bleed:
8.75” x 10.25”
plus add .25” bleed to top, bottom, and outside trim
Keep all live content inside .50” margin from trim

Full page ad with NO bleed:
7.75” x 9.25”

Back Cover ad with bleed:
8.75” x 7.75”
plus add .25” bleed to bottom and left trim
Keep all live content inside .50” margin from trim

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”
“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

“Advertising that simulates editorial copy will not be accepted.

Space that has been reserved may not be canceled after the “Space Reservation” deadline. Digitaly formatted ads are required by “Ad File Due” deadline. The delivery dates are estimates and not guaranteed. If advertising materials are not received by the ad file due date for an issue in which space has been reserved, the publisher reserves the right to run a previous ad or, in the event no advertisement is on file, a house ad. In such cases, the advertiser remains responsible for all space charges. 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.
NC State Alumni Magazine

2016—2017 Advertising Contract

Prices*

<table>
<thead>
<tr>
<th>Item</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>Color</td>
<td>$2400 [ ]</td>
<td>$2200 [ ]</td>
</tr>
<tr>
<td></td>
<td></td>
<td>[ ]</td>
<td>$2100 [ ]</td>
</tr>
<tr>
<td>Page 1</td>
<td>Color</td>
<td>$2350 [ ]</td>
<td>$2150 [ ]</td>
</tr>
<tr>
<td></td>
<td></td>
<td>[ ]</td>
<td>$2000 [ ]</td>
</tr>
<tr>
<td>Full Page</td>
<td>Color</td>
<td>$2200 [ ]</td>
<td>$2000 [ ]</td>
</tr>
<tr>
<td></td>
<td></td>
<td>[ ]</td>
<td>$1900 [ ]</td>
</tr>
<tr>
<td>½ Two-Thirds Page</td>
<td>Color</td>
<td>$1900 [ ]</td>
<td>$1700 [ ]</td>
</tr>
<tr>
<td></td>
<td></td>
<td>[ ]</td>
<td>$1600 [ ]</td>
</tr>
<tr>
<td>½ Half Page</td>
<td>Color</td>
<td>$1600 [ ]</td>
<td>$1300 [ ]</td>
</tr>
<tr>
<td></td>
<td></td>
<td>[ ]</td>
<td>$1150 [ ]</td>
</tr>
<tr>
<td>½ One-Third Page</td>
<td>Color</td>
<td>$1200 [ ]</td>
<td>$900 [ ]</td>
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<td></td>
<td>[ ]</td>
<td>$750 [ ]</td>
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<td>½ One-Sixth Page</td>
<td>Color</td>
<td>$800 [ ]</td>
<td>$500 [ ]</td>
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<td></td>
<td></td>
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<td>Business Card Ad</td>
<td>Color</td>
<td>$250 [ ]</td>
<td>$225 [ ]</td>
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<tr>
<td></td>
<td></td>
<td>[ ]</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</th>
<th>Space Reservation ‡</th>
<th>Ad File Due</th>
<th>Estimated Delivery Date ±</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spring Issue 2016</td>
<td>February 10</td>
<td>March 16</td>
<td>May 4</td>
</tr>
<tr>
<td>Summer Issue 2016</td>
<td>May 11</td>
<td>June 15</td>
<td>August 3</td>
</tr>
<tr>
<td>Autumn Issue 2016</td>
<td>August 10</td>
<td>September 14</td>
<td>November 2</td>
</tr>
<tr>
<td>Winter Issue 2016-17</td>
<td>November 9</td>
<td>December 14</td>
<td>February 1, 2017</td>
</tr>
<tr>
<td>Summer Issue 2017</td>
<td>May 10, 2017</td>
<td>June 14, 2017</td>
<td>August 2, 2017</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 [ ]

Company/Organization

Primary Contact

Mailing Address

Telephone: Office Mobile Fax

Email

Ad Agency (If applicable)

Primary Contact

Mailing Address

Telephone: Office Mobile Fax

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: Tim O’Connell, NC State Alumni Association, Campus Box 7503, Raleigh, NC 27695-7503. Questions? Call 919-515-0519 or email tim_oconnell@ncsu.edu.