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.
- Dedicated readers—44% of readers use this publication as main source of NC State information
- Our 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

RESIDENCE
- 64% live in NC
- 36% live outside NC

EDUCATION
- 54% completed a bachelor’s degree
- 33% completed a master’s or professional degree
- 10% completed a doctoral degree

HOME OWNERSHIP
- 90% own a home
- 30% own a second home or investment property

INCOME
- 24% $75,000–$99,999
- 39% $100,000+
- 25% spend 1–2 hours reading magazine
- 51% spend 30 minutes to 1 hour reading magazine
- 24% $75,000–$99,999
- 39% $100,000+
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, pms or spot colors.
- Digital files should be made to these 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: allison_mitchell@ncsu.edu

QUESTIONS and DEADLINE DATES -
Contact Seth Noble at 919-515-0559 or sgnoble@ncsu.edu

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

“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

PAYMENT
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 cost, content 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 “Ad File Due” deadline. The delivery dates are estimates and are 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.
2016—2017 Advertising Contract

ALUMNI MAGAZINE

Prices*

<table>
<thead>
<tr>
<th>Ad Type</th>
<th>Color Per Issue</th>
<th>2–3 Issues Per Issue</th>
<th>4 Issues (1 year) Per Issue</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</td>
<td>$2350</td>
<td>$2150</td>
<td>$2050</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>½ One-Third Page</td>
<td>$1200</td>
<td>$900</td>
<td>$750</td>
</tr>
<tr>
<td>½ 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</th>
<th>Space Reservation ‡</th>
<th>Ad File Due</th>
<th>Estimated Delivery Date ±</th>
</tr>
</thead>
<tbody>
<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>
<tr>
<td>[ ] Autumn Issue 2017</td>
<td>August 9, 2017</td>
<td>September 13, 2017</td>
<td>November 1, 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: Seth Noble, NC State Alumni Association, Campus Box 7503, Raleigh, NC 27695-7503. Questions? Contact Seth Noble at 919-515-0559 or email sgnoble@ncsu.edu.