

W&M

ALUMNI MAGAZINE

MEDIA KIT

ALUMNI PROFILE

PRINT CIRCULATION

Winter Magazine: approx. 100,000
Spring/Fall Magazines: approx. 50,000

DEGREE HOLDERS

Hold only an undergraduate degree from W&M: 62%
Hold only graduate degrees from W&M: 26%
Hold multiple degrees from W&M: 4%
Non-degree alumni: 9%
Hold graduate degrees from other institutions: 18%

GENDER

Male: 47% Female: 53%

CLASS DISTRIBUTION

Pre-1939 (ages 100 and up): >1%
1940-1949 (ages 90-99): 1%
1950-1959 (ages 80-89): 3%
1960-1969 (ages 70-79): 7%
1970-1979 (ages 60-69): 14%
1980-1989 (ages 50-59): 16%
1990-1999 (ages 40-49): 19%
2000-2009 (ages 30-39): 20%
2010+: 20%

OCCUPATIONAL AREAS

(These figures reflect alumni who have reported occupational information.)

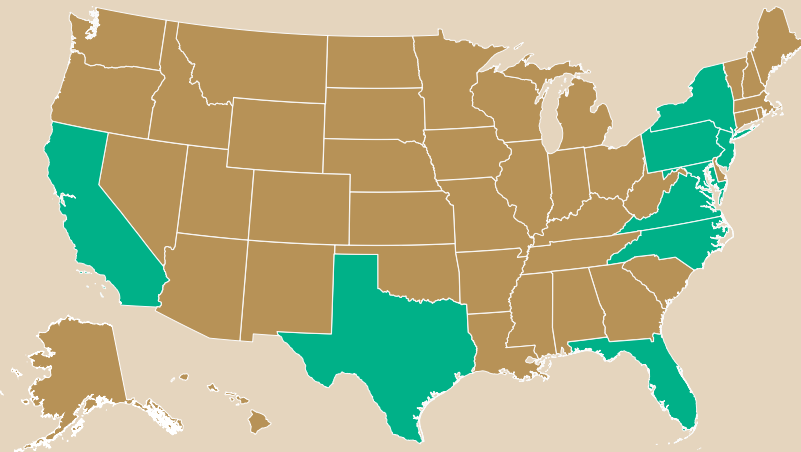
Arts: 344
Business and Economics: 4,624
Communications: 1,682
Education: 7,494
Further Study: 84
Government: 2,463
Homemaker: 607
International: 794
Law: 8,067
Life Sciences: 337
Math/Physical Science: 508
Medical/Health Science: 2,285
Museum/Library Science: 447
Nonprofit: 72
Social Science: 1,026
Tech/Computers: 1,733
Travel/Recreation: 541
Senior Executives: 4,950

SCHOOL AFFILIATION

Arts & Sciences: 70%
Mason School of Business: 15%
School of Education: 6%
School of Law: 8%
Virginia Institute of Marine Science: 1%

GEOGRAPHIC LOCATIONS

Each issue of The W&M Alumni Magazine reaches our community in **all 50 states**.



TOP TEN STATES

Virginia - 43%	Florida - 3%
Maryland - 5%	Pennsylvania - 3%
North Carolina - 4%	New Jersey - 2%
California - 4%	Texas - 2%
New York - 4%	District of Columbia - 2%

PRINT AD RATES

	RATE	2x RATE	3x RATE
BACK COVER - 9.25" x 7.30" (includes .25" bleeds)			
	\$4,900	\$4,400	\$3,900
FULL PAGE - 7.38" x 9.15" OR FOR FULL BLEED 9.25" x 11.125" (includes .25" bleed)			
Inside Cover - back or front	\$4,500	\$4,000	\$3,600
Premium A - page 1	\$4,500	\$4,000	\$3,600
Premium B - pages 5 or 7	\$4,200	\$3,800	\$3,400
Full Page - front of book	\$3,900	\$3,500	\$3,100
Full Page - no preference	\$3,500	\$3,100	\$2,800
HALF PAGE - 7.38" x 4.44"			
	\$2,800	\$2,500	\$2,200
QUARTER PAGE - 3.61" x 4.52"			
	\$2,100	\$1,900	\$1,700

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- Placement requests will be considered but not guaranteed and may be based on availability. Half- and quarter-page ads are placed at editor's discretion.
 - Alumni and approved nonprofit organizations are eligible for a 10% discount.
 - William & Mary departments and recognized advertising agencies responsible for reserving space and handling bills are eligible for a 15% discount on rates. (In-house agencies are not eligible for commission.)
 - Rates are per issue and are subject to change.

DIGITAL AD RATES

MAGAZINE.WM.EDU (PER ISSUE)

	PLACEMENT	RATE	2x RATE	3x RATE
FOOTER BANNER AD - 1160 x 150px				
	ALL PAGES	\$430	\$385	\$345
FOOTER LOGO - 120 x 55px				
	ALL PAGES	\$280	\$250	\$225
DIGITAL CLASS NOTES AD - 1160 x 150px				
	CLASS NOTES	\$185	\$165	\$150

EMAIL & E-NEWSLETTERS (PER ISSUE)

	PLACEMENT	RATE	2x RATE	3x RATE
MAGAZINE EMAIL AD - 600 x 85px				
	MIDDLE (IN LINE)	\$350	\$315	\$280

DIGITAL SPONSORSHIP PACKAGES

<p>EXCLUSIVE AD 400px square Placement: Sponsorship Page</p> <p>FOOTER BANNER AD 1160 x 150px Placement: All Pages</p> <p>FOOTER LOGO 120 x 55px Placement: All Pages</p> <p>MAGAZINE EMAIL AD 600 x 85px Placement: Middle (in line)</p>	<p>W&M digital sponsorship packages are available for each cycle of the W&M Alumni Magazine. A cycle typically consists of three issues: Fall, Winter and Spring. Each sponsorship package consists of the advertisements listed to the left for all three issues.</p> <p>Please contact us for rates and additional information.</p>

DEADLINES & POLICIES

The William & Mary Alumni Magazine is published three times each year for alumni and friends of the university.

DEADLINES:

FALL

Commitment deadline: **June 1**

New art deadline: **July 23**

Publication date: early September

WINTER

Commitment deadline: **October 1**

New art deadline: **November 23**

Publication date: early January

SPRING

Commitment deadline: **February 1**

New art deadline: **March 23**

Publication date: early May

POLICIES:

- Paid advertising in the William & Mary Alumni Magazine is solely for the advertising or marketing of goods, services or benefits sold or provided.
- All ads are subject to pre-approval.
- The editors reserves the right to reject any advertisement that does not meet William & Mary's standard of propriety.
- Full payment is due within 30 days of the invoice date. All overdue invoices are subject to interest at the rate of 1.5 percent per month (18 percent per year).
- Advertisers cannot cancel orders after commitment deadline.
- Advertisers are solely responsible for submitting required files by the new art deadline and confirming the files were received.
- The editors are not responsible for errors in printed ads. All ads should be proofed by the client before submission to the William & Mary Alumni Magazine.
- Positioning of advertisements is at the discretion of the editors, except when guaranteed by a written contract, in which case the positioning of advertisements shall be in accordance with the terms of the contract.
- Rates listed are for advertising space only. Other expenses incurred by the editor on behalf of the advertiser and its agency will be re-billed at net cost, including changes made after the art deadline.
- No conditions, printed or otherwise, appearing on contracts, insertion orders or copy instruction, that conflict with the editor's policies, will be binding on William & Mary.
- Conditions and rates are subject to change by William & Mary.
- Protective Clause: The advertiser or authorized agent agrees to assume all liability for content of ads printed.

PRINT SPECIFICATIONS

- All ads should be print ready.
- Photos should be CMYK, have final effective resolution of 300 dpi and saved as TIFF or EPS.
- Lineart should have a final resolution of 600 dpi and saved as TIFF with LZW compression applied.
- For high-resolution PDFs, all fonts and artwork need to be embedded. Please provide all original files.
- For Illustrator files, fonts need to be converted to outlines and saved as an EPS file.
- If you only use Truetype fonts, create a high-res PDF and embed the fonts.
- Keep all important information within 1/2" or 0.5" from the edge of a full page ad for trim allowance.
- Save final images and files in CMYK format.

INCLUDE:

- Contact information for ad provider and designer.
- All images and fonts.
- Native files (InDesign or Illustrator) as well as print-ready PDF or EPS file.

FULL PAGE

9" x 10.875"
(actual trim)

9.25" x 11.125"
(with .25 bleed on all sides)

7.38" x 9.15"
(with no bleed)

300 dpi

1/2 PAGE

7.38" x 4.44"

300 dpi

1/4 PAGE

3.61" x 4.52"

300 dpi

BACK COVER

9.25" x 7.30"
(with .25 bleed on three sides)

300 dpi

SOFTWARE:

- InDesign: 7 to CC
- Photoshop: Any
- Illustrator: 7 to CC
- Acrobat: 5 or later

DELIVERY METHOD:

- Email (all files should be zipped)
- FTP

If the above, non-negotiable requirements are not met, additional services and subsequent charges will be applied to your bill. You will be consulted if additional services are required for your ad.

DIGITAL SPECIFICATIONS

- All ads should be web ready.
- Photos should be RGB, have final effective resolution of 72 ppi and saved as PNG or JPG.

INCLUDE:

- Contact information for ad provider and designer.
- All images and fonts.
- Native files (InDesign) as well as web-ready PNG or JPG.



FOOTER BANNER AD - 1160 x 150px



DIGITAL CLASS NOTES AD - 1160 x 150px



MAGAZINE EMAIL AD - 600 x 85px



FOOTER LOGO - 120 x 55px

PRINT INSERTION ORDER

ADVERTISER: _____

Media Buyer
Contact Information

Name

Street

City State ZIP

Telephone

Email

Fax Number

Designer/Ad Agency
Contact Information

Name

Street

City State ZIP

Telephone

Email

Fax Number

AD SPECIFICATIONS:

ISSUE:

☐ Spring 20 ____

☐ Fall 20 ____

☐ Winter 20 ____

LOCATION: (not guaranteed)

☐ Back Cover

☐ Front Inside Cover

☐ Back inside Cover

☐ Premium (Page 1)

☐ Premium (Page 5 or 7)

☐ Departments

☐ Class Notes (B&W only)
(class year range _____)

SIZE:

☐ Full Page (With Bleed) - 9.25" x 11.125"

☐ Full Page (No Bleed) - 7.38" x 9.15"

☐ 1/2 Page - 7.38" x 4.44"

☐ 1/4 Page - 3.61" x 4.52

STATUS:

☐ New

☐ Pick-Up
(issue: _____ year: _____)

SPECIAL INSTRUCTIONS:

Discount %: _____ Total Cost: _____ Payment Due: _____

Media Buyer

Date:

W&M Magazine Editor

Date:

DIGITAL INSERTION ORDER

ADVERTISER: _____

Media Buyer
Contact Information

Name

Street

City State ZIP

Telephone

Email

Fax Number

Designer/Ad Agency
Contact Information

Name

Street

City State ZIP

Telephone

Email

Fax Number

AD SPECIFICATIONS:

ISSUE:

☐ Spring 20 ____

☐ Fall 20 ____

☐ Winter 20 ____

STATUS:

☐ New

☐ Pick-Up
(issue: _____ year: _____)

PLACEMENT:

☐ Footer Banner Ad

☐ Footer Logo

☐ Digital Class Notes Ad

☐ Magazine Email Ad

☐ Digital Sponsorship Package

Magazine Cycle Year _____

Exclusive Sponsorship Ad

Footer Banner Ad

Footer Logo

Magazine Email Ad

SPECIAL INSTRUCTIONS:

Discount %: _____ Total Cost: _____ Payment Due: _____

Media Buyer

Date:

W&M Magazine Editor

Date: