

# W&M

ALUMNI MAGAZINE

# MEDIA KIT

# ALUMNI PROFILE

## PRINT CIRCULATION

Winter Magazine: approx. 85,000

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%

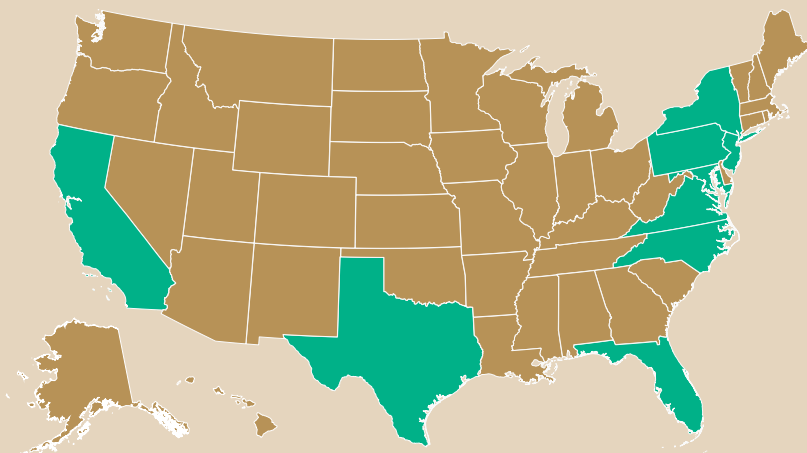
School of Education: 6%

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
<b>BACK COVER - 9.25" x 7.30" (includes .25" bleeds)</b>			
	\$4,900	\$4,400	\$3,900
<b>FULL PAGE - 7.38" x 9.15" OR FOR FULL BLEED 9.25" x 11.125" (includes .25" bleed)</b>			
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
<b>HALF PAGE - 7.38" x 4.44"</b>			
	\$2,800	\$2,500	\$2,200
<b>QUARTER PAGE - 3.61" x 4.52"</b>			
	\$2,100	\$1,900	\$1,700

- 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
<b>FOOTER BANNER AD</b> - 1160 x 150px				
	ALL PAGES	\$430	\$385	\$345
<b>FOOTER LOGO</b> - 120 x 55px				
	ALL PAGES	\$280	\$250	\$225
<b>DIGITAL CLASS NOTES AD</b> - 1160 x 150px				
	CLASS NOTES	\$185	\$165	\$150

## EMAIL & E-NEWSLETTERS (PER ISSUE)

	PLACEMENT	RATE	2X RATE	3X RATE
<b>MAGAZINE EMAIL AD</b> - 600 x 85px				
	MIDDLE (IN LINE)	\$350	\$315	\$280
<b>HARK! E-NEWSLETTER AD</b> - 300 x 250px				
	ABOVE FOOTER	\$350	\$315	\$280

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- Placement requests will be considered but not guaranteed and may be based on availability.
  - Alumni and approved nonprofit organizations are eligible for a 10% discount.
  - Rates are per issue and are subject to change.

# 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

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## 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.

<p><b>FULL PAGE</b></p> <p>9" x 10.875" (actual trim)</p> <p>9.25" x 11.125" (with .25 bleed on all sides)</p> <p>7.38" x 9.15" (with no bleed)</p> <p>300 dpi</p>	<p><b>1/2 PAGE</b></p> <p>7.38" x 4.44"</p> <p>300 dpi</p>
<p><b>BACK COVER</b></p> <p>9.25" x 7.30" (with .25 bleed on three sides)</p> <p>300 dpi</p>	<p><b>1/4 PAGE</b></p> <p>3.61" x 4.52"</p> <p>300 dpi</p>

**SOFTWARE:**

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

**DELIVERY METHOD:**

- Email (all files should be zipped)
- FTP

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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  
(ad size pictured not to scale)

**DIGITAL CLASS NOTES AD** - 1160 x 150px  
(ad size pictured not to scale)

**FOOTER LOGO** - 120 x 55px  
(ad size pictured not to scale)

**MAGAZINE EMAIL AD** - 600 x 85px  
(ad size pictured not to scale)

**HARK AD** - 300x250px  
(ad size pictured not to scale)

# 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

Designer/Ad Agency  
Contact Information

\_\_\_\_\_  
Name

\_\_\_\_\_  
Name

\_\_\_\_\_  
Street

\_\_\_\_\_  
Street

\_\_\_\_\_  
City State ZIP

\_\_\_\_\_  
City State ZIP

\_\_\_\_\_  
Telephone

\_\_\_\_\_  
Telephone

\_\_\_\_\_  
Email

\_\_\_\_\_  
Email

\_\_\_\_\_  
Fax Number

\_\_\_\_\_  
Fax Number

## AD SPECIFICATIONS:

### ISSUE:

- Spring 20 \_\_\_\_
- Fall 20 \_\_\_\_
- Winter 20 \_\_\_\_

### MAGAZINE PLACEMENT:

- Footer Banner Ad
- Footer Logo
- Digital Class Notes Ad
- Magazine Email Ad

### E-NEWSLETTER PLACEMENT:

- HARK! Email Ad
- Full Year 20 \_\_\_\_
- January 20 \_\_\_\_
- February 20 \_\_\_\_
- March 20 \_\_\_\_
- April 20 \_\_\_\_
- May 20 \_\_\_\_
- June 20 \_\_\_\_
- July 20 \_\_\_\_
- August 20 \_\_\_\_
- Spetemper 20 \_\_\_\_
- Ocotber 20 \_\_\_\_
- November 20 \_\_\_\_
- December 20 \_\_\_\_

### STATUS:

- New
- Pick-Up  
(issue: \_\_\_\_\_ year: \_\_\_\_\_)

## SPECIAL INSTRUCTIONS:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Discount %: \_\_\_\_\_ Total Cost: \_\_\_\_\_ Payment Due: \_\_\_\_\_

\_\_\_\_\_  
Media Buyer

\_\_\_\_\_  
Date:

\_\_\_\_\_  
W&M Magazine Editor

\_\_\_\_\_  
Date: