

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.)

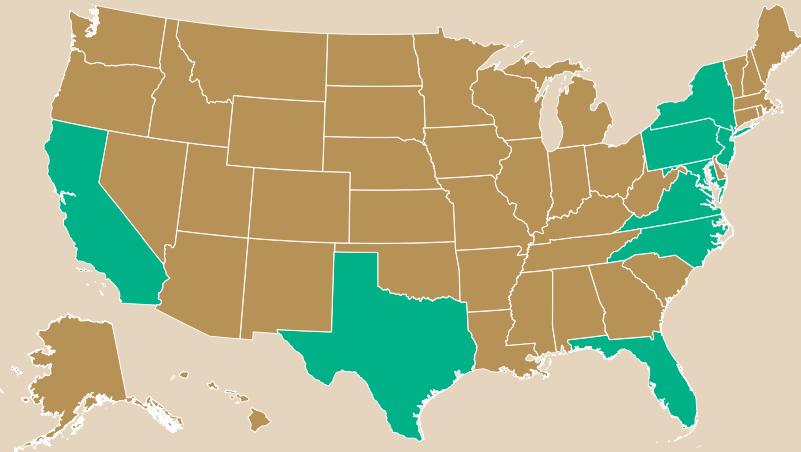
Arts: 344
Business and Economics: 4,624
Communications: 1,682
Education: 7,494
Further Study: 84
Government: 2,463
Homemaker: 607
International: 794
Law: 8,067
Life Sciences: 337
Math/Physical Science: 508
Medical/Health Science: 2,285
Museum/Library Science: 447
Nonprofit: 72
Social Science: 1,026
Tech/Computers: 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
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
HARK! E-NEWSLETTER AD - 560 x 120px				
	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: **July 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
(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)

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.

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: _____)

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 ____
- ☐ September 20 ____
- ☐ October 20 ____
- ☐ November 20 ____
- ☐ December 20 ____

SPECIAL INSTRUCTIONS:

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

Media Buyer

Date:

W&M Magazine Editor

Date: