Sample pages from the March/April 2014 Summer Programs and Sports Camps advertising section





Owned and published by the Cornell Alumni Association

Sandra Busby, Advertising Sales E-mail: SLB44@cornell.edu

Phone: 607 | 272-8530 x 23 | Fax: 607 | 272-8532

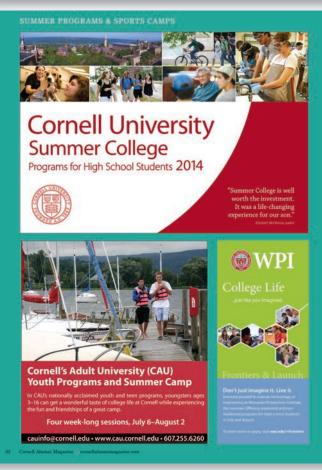
401 East State Street, Suite 301, Ithaca, New York 14850-4400

cornellalumnimagazine.com

Summer Programs and Sports Camps

Special advertising section in the January/February and March/April 2016 issues of Cornell Alumni Magazine

Exciting academic and athletic summer programs for children and young adults





Print circulation by region

Effective June 2013

2,932	12.8%
pshire, Vermon nnecticut	t, Massachusetts,
9,403	41.2%
ersey, Pennsylv	/ania
4,020	17.6%
ind, Washingto orth Carolina, S	n, DC, Virginia, outh Carolina,
1,442	6.3%
nois, Michigan,	, Wisconsin
210	0.9%
see, Alabama,	Mississippi
	pshire, Vermon nnecticut 9,403 ersey, Pennsylv 4,020 and, Washingto orth Carolina, S 1,442 nois, Michigan,

Region		% of total
West North Centr	al 321	1.4%
	i, Missouri, North Iebraska, Kansas	Dakota,
West South Centra	al 569	2.5%
Arkansas, Louisi	ana, Oklahoma, Te	exas
Mountain	744	3.3%
Montana, Idaho, Arizona, Utah, N	, Wyoming, Colora Ievada	ado, New Mexi
Pacific	2,642	11.5%
Washington, Or	egon, California, A	Alaska, Hawaii
Total USA	22,283	97.5%
Other	563	2.5%
US Possessions, Mex	kico, Canada, Fore	eign, APO/FPO
Total circulation	22.846	100.0%

Digital Advertising

Digital readership

Effective January 1, 2014

Cornell Alumni Magazine maintains a vibrant digital presence, with expanded magazine content available on our website, the iPad and iPhone, and Android devices. An active social media campaign further nurtures interest in the magazine and its content. Below are the figures of our digital visitors and ad views.

The magazine reaches a diverse audience of mature, educated consumers, with over 50% of digital readers located in the New England/Middle Atlantic regions.

Average visitors and ad views per issue (2-month period)

Year	Visitors	Ad Views
2009	14,756	46,106
2010	17,961	42,395
2011	24,718	45,979
2012	26,751	48,753
2013	27,703	46,518

Digital readership by gender and age

(as reported by Texterity, our digital vendor)

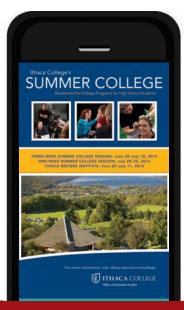
Gender

Female: 42% Male: 58%

Age

35 and older: 65% 35 and younger: 35%

Sample page from the January/ February 2014 Summer Programs and Sports Camps special advertising section



Summer Programs and Sports Camps 2015

Two-Issue

Two-Issue

Special advertising rates

Ad Sizes (in inches)

Ad Sizes (iii iiielies)	One-Time Insertion	Insertion
BLACK & WHITE	"Camera-ready"	5% discount/issue
Full Page (7 x 10)	\$930	\$885
2/3 Page (4-9/16 x 10)	\$685	\$650
1/2 vt. (4-9/16 x 7-3/8)	\$560	\$530
1/2 hz. (7 x 4-7/8)	\$560	\$530
1/3 sq. (4-9/16 x 4-7/8)	\$390	\$370
1/3 vt. (2-3/16 x 10)	\$390	\$370
1/6 vt. (2-3/16 x 4-7/8)	\$210	\$200
1/6 hz. (4-9/16 x 2-3/8)	\$210	\$200
1/12 (2-3/16 x 2-3/8)	\$120	\$115
		Two-Issue

2-COLOR	One-Time Insertion "Camera-ready"	Insertion 5% discount/issue
Full Page (7 x 10)	\$1,160	\$1,100
2/3 Page (4-9/16 x 10)		\$815
1/2 vt. (4-9/16 x 7-3/8)	\$695	\$660
1/2 hz. (7 x 4-7/8)	\$695	\$660
1/3 sq. (4-9/16 x 4-7/8)	\$490	\$465
1/3 vt. (2-3/16 x 10)	\$490	\$465
1/6 vt. (2-3/16 x 4-7/8)	\$265	\$250
1/6 hz. (4-9/16 x 2-3/8)	\$265	\$250
1/12 (2-3/16 x 2-3/8)	\$150	\$140

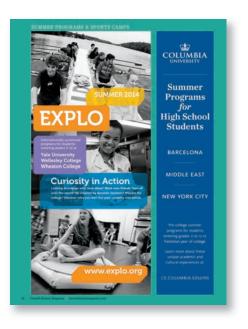
4-COLOR	One-Time Insertion "Camera-ready"	Insertion 5% discount/issue
Full Page (7 x 10) 2/3 Page (4-9/16 x 10) 1/2 vt. (4-9/16 x 7-3/8) 1/2 hz. (7 x 4-7/8) 1/3 sq. (4-9/16 x 4-7/8) 1/3 vt. (2-3/16 x 10) 1/6 vt. (2-3/16 x 2-3/8) 1/6 hz. (4-9/16 x 2-3/8)	\$1,395 \$1,035 \$835 \$835 \$585 \$585 \$315 \$315	\$1,325 \$980 \$790 \$790 \$555 \$555 \$295 \$295
1/12 (2-3/16 x 2-3/8)	\$185	\$175

To place an ad, contact: Sandra Busby, advertising sales 800-724-8458 or 607-272-8530 ext. 23 E-mail: SLB44@cornell.edu

For information online, go to cornellalumnimagazine.com/advertise

For production questions, contact: Jen Infante, art director 800-724-8458 or 607-272-8530, ext. 32

607-272-8530, ext. 32 E-mail: JLK29@cornell.edu



Space and Copy Deadlines January/February:

November 16 for space reservations November 23 for copy Payment is due in full (check, VISA, or Mastercard) by December 1, 2015

March/April:

January 15 for space reservations January 22 for copy

Payment is due in full (check, VISA, or Mastercard) by February 1, 2016

Advertising Material

Acceptable electronic formats:

Tiff, jpeg, pdf, eps.

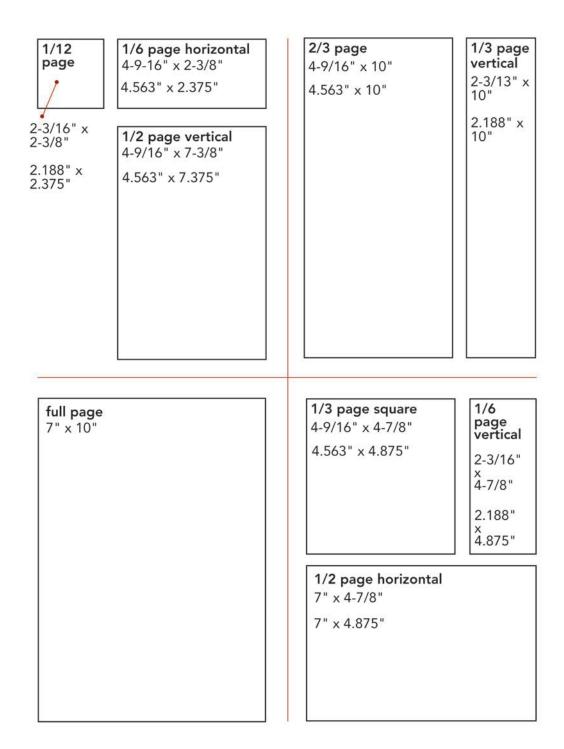
All images except black and white should be CMYK at 300 dpi.

E-mail copy to SLB44@cornell.edu

Ad design and production services are available by the *Cornell Alumni*Magazine art department and are

Magazine art department and are billed at \$80/hour in 15-minute increments.

Ad sizes



To place an ad, contact: Sandra Busby, advertising sales 800-724-8458 or 607-272-8530 ext. 23 E-mail: SLB44@cornell.edu For production questions, contact: Jen Infante, art director 800-724-8458 or 607-272-8530, ext. 32 E-mail: JLK29@cornell.edu