

Cornell Alumni Magazine

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

Finger Lakes Marketplace

November/December 2014 issue
of Cornell Alumni Magazine

A special advertising section
designed to give our alumni
readers gift-giving ideas
for the December holidays

FINGER LAKES MARKETPLACE Give the gift of a taste of Cornell and the Finger Lakes region
cornellalumnimagazine.com

Hello, Big Red!

By Heather Little

Follow Big Red Bear around the campus of Cornell University as he makes his way to Lynah Rink for a hockey match.

A delight for Cornell fans of all ages!

\$14.95



Hardcover, 30 pages, Mascot Books
Available at www.MascotBooks.com
www.store.cornell.edu
Facebook/Hello_Big_Red

Look for Big Red Bear's next adventure: **The Big Red Bear Poet**—as he searches for the Cornell friends to see where they have gone and if they have been doing since graduation.

Coming 2014!

Cornell Sheep Program BLANKETS



Created from the wool of Cornell Domet and Finnsheep breeds and their crosses, these blankets are ideal for football games and cold nights, and as gifts for graduations, weddings, birthdays, Christmas, and other occasions. Red stripes near each end and red binding accent the 100% virgin wool. Your purchase of blankets helps to support the Cornell Sheep Program.

Each blanket is individually serial-numbered on the Cornell Sheep Program logo label and comes with a certificate of authenticity.

Additional information is available at: www.sheep.cornell.edu (click on "blankets")
Phone: 607-255-5497
Email: csplblankets@cornell.edu

Purchase from the Cornell Store, the Cornell Orchard, or the Cornell Plantations.

Lap robe (60" x 48")	\$ 97
Single (60" x 90")	\$143
Double (72" x 90")	\$156
Queen (76" x 104")	\$193
King (120" x 90")	\$294

1969 New York Times "MEN WALK ON MOON"



Rare Collector's Edition
3 items:
• 7/21/69 issue, plus
• Two Special Supplements,
including color photos

Excellent condition
Multiples available
\$250 + shipping

Contact Pamela Schlobohm
917-297-1604
pleasantpamela@gmail.com

Show Your Cornell Pride!

Celebrate Your Success with an Official
Cornell Ring from Balfour!



Ring Representatives Will Be At The Cornell Store:
Monday - Friday
November 18 - 23
10 a.m. - 4 p.m.

Order During This Event For Guaranteed Holiday Delivery!
Cornell Rings start at \$79.

To place an order, please call
1-877-225-3687 or visit balfour.com

balfour.
CORNELL UNIVERSITY

Holidays: celebrate, Cornell style.

20" Sock Monkey
\$16.99
Item 3673

8" Sock Monkey
\$9.99
Item 3672

Cornell Tee Blanket
80" x 62"
\$124.99
Item 4173

Red/White Knit
Gloves \$16.99
Item 4371
Scarf \$24.99
Item 3858
Cap \$19.99
Item 3857

Men's Weather Tec Jacket
S-2XL
\$110.99
Item 4065

Cornell Bobblehead Bear 7"
\$19.99
Item 4369

Cornell Santa Gnome 12"
\$39.99
Item 4370

Women's 1/4 Zip with Felt Letters
S-XL
\$49.99
Item 3988

Give the Gift Card that Never Expires!
Available in \$25, \$50, \$75, or \$100 amounts, with no expiration date or service fees.

Keep in Touch!
Sign up at store.cornell.edu/t-manage-account.aspx to receive periodic emails about special store sales and events.

To place an order:
Phone: 800-624-4080 M-F 8am-5:30pm EST
Email: store@cornell.edu
Web: store.cornell.edu

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Bear Necessities

Free Shipping on Orders Over \$50*
LIMITED TIME OFFER!

Your #1 Source for Cornell University
Clothing and Gifts

www.BearNecessitiesOnline.com

Now a Cornell University Preferred Vendor and Alumni Weekend Merchandise Specialist

(607) 272-4319 413 College Avenue, Ithaca, NY

*Ground shipping within the continental United States

HANDWORK

Ithaca's Cooperative Craft Store
102 W. State • (607) 271-9400
www.handwork.coop

Pottery, Jewelry, Wood, Glass, Fiber and Home Furnishings

Visit Handwork on your next campus trip. Located just off the Commons in downtown Ithaca

The McGraw Tower Clock
12 inches tall
Solid walnut and cherry, with or without "pumpkin" (commemorating the 1997 prank)

Handcrafted by Bruce W. Calneck
Cornell '55

\$95
Quantities limited

HELP KEEP PLANTATIONS GROWING THIS HOLIDAY SEASON!



Give the Gift of Membership to Cornell Plantations and give your loved one free or discounted admission at 270 public gardens and arboreta across North America.

cornellplantations.org/alumni

CORNELL BIG RED CHEDDAR CHEESE

THE BIG CHEESE ON CAMPUS

An all-natural, white cheddar, Cornell Big Red Cheddar is handcrafted from Cornell milk at the Cornell Dairy.

The Cornell Store.
Purchase In-Store or Online
store.cornell.edu

CORNELL UNIVERSITY Gifts and Souvenirs

ON THE WEB
t-shirtexpressions.com

SHIRT EXPRESS (607) 273-6667

100% Pure Cornell Maple Syrup For Sale

Fresh 2013 Syrup, delivered to your door, available at:
www.cornellmaple.com

All proceeds support our research and extension efforts.

Contact: Michael Farrell
518-523-9337 or mfarrell@cornell.edu
157 Bear Cub Lane, Lake Placid, NY 12946

Print circulation by region

Effective June 2013

Region		% of total
New England	2,932	12.8%
Maine, New Hampshire, Vermont, Massachusetts, Rhode Island, Connecticut		
Middle Atlantic	9,403	41.2%
New York, New Jersey, Pennsylvania		
South Atlantic	4,020	17.6%
Delaware, Maryland, Washington, DC, Virginia, West Virginia, North Carolina, South Carolina, Georgia, Florida		
East North Central	1,442	6.3%
Ohio, Indiana, Illinois, Michigan, Wisconsin		
East South Central	210	0.9%
Kentucky, Tennessee, Alabama, Mississippi		

Region		% of total
West North Central	321	1.4%
Minnesota, Iowa, Missouri, North Dakota, South Dakota, Nebraska, Kansas		
West South Central	569	2.5%
Arkansas, Louisiana, Oklahoma, Texas		
Mountain	744	3.3%
Montana, Idaho, Wyoming, Colorado, New Mexico, Arizona, Utah, Nevada		
Pacific	2,642	11.5%
Washington, Oregon, California, Alaska, Hawaii		
Total USA	22,283	97.5%
Other	563	2.5%
US Possessions, Mexico, Canada, Foreign, 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.

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 November/December 2013 Finger Lakes Marketplace

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



cornellalumnimagazine.com cornellalumnimagazine-digital.com

Finger Lakes Marketplace Ad Rates

May/June 2014 issue

Ad size (in inches)		B & W	15% discount rate*
Full page	7 x 10	\$1,070	\$930
2/3 page	4-9/16 x 10	\$790	\$685
1/2 vt	4-9/16 x 7-3/8	\$635	\$555
1/2 hor	7 x 4-7/8	\$635	\$555
1/3 vt	2-3/16 x 10	\$450	\$390
1/3 sq	4-9/16 x 4-7/8	\$450	\$390
1/6 vt	2-3/16 x 4-7/8	\$245	\$210
1/6 hor	4-9/16 x 2-3/8	\$245	\$210
1/12	2-3/16 x 2-3/8	\$140	\$120

Ad size (in inches)		2-Color	15% discount rate*
Full page	7 x 10	\$1,335	\$1,160
2/3 page	4-9/16 x 10	\$990	\$860
1/2 vt	4-9/16 x 7-3/8	\$800	\$695
1/2 hor	7 x 4-7/8	\$800	\$695
1/3 vt	2-3/16 x 10	\$565	\$490
1/3 sq	4-9/16 x 4-7/8	\$565	\$490
1/6 vt	2-3/16 x 4-7/8	\$305	\$265
1/6 hor	4-9/16 x 2-3/8	\$305	\$265
1/12	2-3/16 x 2-3/8	\$180	\$155

Ad size (in inches)		4-Color	15% discount rate*
Full page	7 x 10	\$1,605	\$1,395
2/3 page	4-9/16 x 10	\$1,190	\$1,035
1/2 vt	4-9/16 x 7-3/8	\$960	\$835
1/2 hor	7 x 4-7/8	\$960	\$835
1/3 vt	2-3/16 x 10	\$675	\$585
1/3 sq	4-9/16 x 4-7/8	\$675	\$585
1/6 vt	2-3/16 x 4-7/8	\$365	\$315
1/6 hor	4-9/16 x 2-3/8	\$365	\$315
1/12	2-3/16 x 2-3/8	\$215	\$185

* Rates for supplied electronic files
Ad design and production by the Cornell Alumni Magazine art department is billed at \$60/hour.

For information online, go to cornellalumnimagazine.com/advertise

cornellalumnimagazine.com



Sample page from the November/December 2012 Finger Lakes Marketplace

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

Space and Copy Deadlines
September 15 for space reservations
September 22 for copy
Payment is due in full (check, VISA, or Mastercard) by October 30, 2014

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

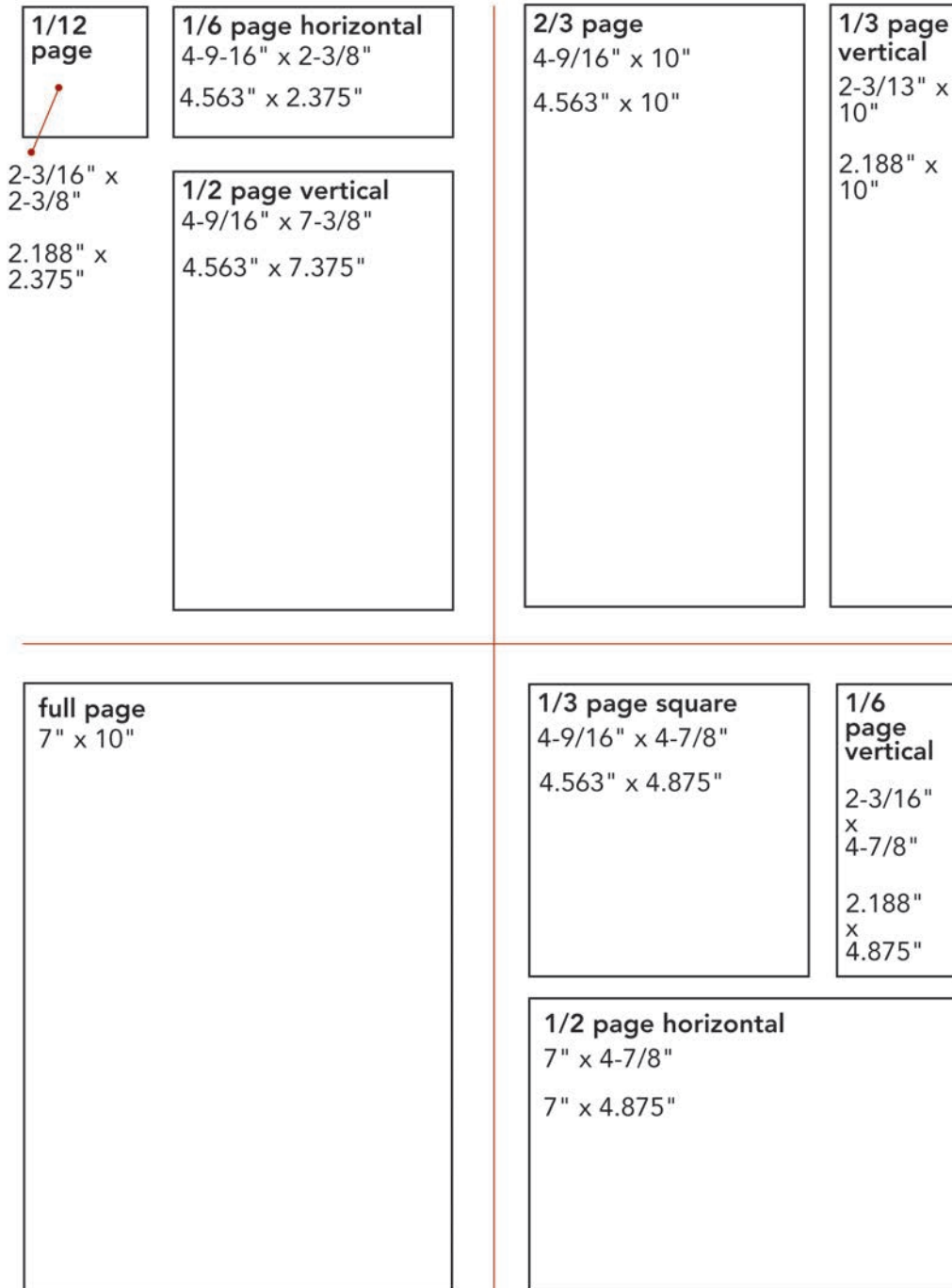
Hard copy: Reproduction-quality for scanning

The publisher reserves the right to modify orders for specified positions, other than covers, to meet publication requirements.

For production questions, contact:
Stefanie Green, art director
800-724-8458 or 607-272-8530, ext. 32
E-mail: STL4@cornell.edu

cornellalumnimagazine-digital.com

Ad sizes



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