

Place a Reunion Ad in Class Notes

Promote reunion participation and attendance

- Ads are placed near class columns • Traditional class logos can be incorporated
- Design and layout assistance is available
- Consider mailing an issue with a custom cover to non-dues-payers

Space Reservation Deadlines

Issue	Deadline
Jan/Feb	Nov 15
Mar/Apr	Jan 15
May/Jun	Mar 15
Jul/Aug	May 15
Sep/Oct	Jul 15
Nov/Dec	Sep 15

Copy Deadlines

Copy is due one week after the space reservation deadline.

For information online visit our website at **cornellalumnimagazine.com**
Click on "Advertise" at the top of the home page and scroll down to "Advertising for Cornell Classes."

Or contact:
Alanna Downey
Advertising Sales
Cornell Alumni Magazine
401 East State Street, Suite 301
Ithaca, NY 14850
Tel: (607) 272-8530, ext. 23
Fax: (607) 272-8532
E-mail: ad41@cornell.edu



30th REUNION
June 5-8, 2008

*Please visit our class website for
more information or to volunteer*
<http://classof78.alumni.cornell.edu>

or contact

Suzanne Bishop Romain, Reunion chair, at
Sbromain@aol.com or

Mary Bowler Jones, Reunion chair, at
Mary.E.Bowler@USA.dupont.com

Sample ad, shown actual size. 1/3 page square (4-9/16" x 4-7/8")

See other side for ad sizes and rates.

Advertising rates*

Ad size (in inches)	Black &	2-color	4-color
	White		
Full page (7 x 10)	\$885	\$1,105	\$1,330
2/3 page (4-9/16 x 10)	\$655	\$820	\$985
1/2 page horz. (7 x 4-7/8)	\$530	\$665	\$795
1/2 page vert. (4-9/16 x 7-3/8)	\$530	\$665	\$795
1/3 page vert. (2-3/16 x 10)	\$370	\$465	\$555
1/3 page sq. (4-9/16 x 4-7/8)	\$370	\$465	\$555
1/6 page vert. (2-3/16 x 4-7/8)	\$200	\$250	\$300
1/6 page horz. (4-9/16 x 2-3/8)	\$200	\$250	\$300
1/12 page (2-3/16 x 2-3/8)	\$115	\$145	\$175

Customized cover (8-1/4" x 10-7/8")—\$2.50 per issue plus printing and tip-on costs (generally \$1.25 – \$1.75 per piece). Best issues: Sep/Oct or Jan/Feb. Call for details. Hard copy output will be scanned at CAM.

Instructions for preparing electronic files

1. Name files as follows:
classofXX_issueyear.extension; e.g.: classof85_jan09.pdf
2. Tiff, jpeg, pdf, eps. All images except black and white should be CMYK at 300 dpi. Cornell red in CMYK is: 10c 92m 72y 21k. The solid Pantone color is 187. Do not send PowerPoint files.
3. Quark Xpress 6.5 (collect for output, and include all images and fonts and a hard copy marked with instructions).

Send by email to:
ad41@cornell.edu or on CD to:
Cornell Alumni Magazine
401 E. State St., Suite 301
Ithaca, NY 14850
Attn: Stefanie Green

*Rates include a 15% camera-ready discount.
Ad copy prepared by *Cornell Alumni Magazine* is billed at \$60.00/hour.
Subject to change.

1/6 page horizontal (4-9/16" x 2-8")
not shown

Return. Reacquaint. Renew.



June 5-8, 2008

<http://classof93.alumni.cornell.edu/>

1/12 page (2-3/16" x 2-3/8")

**GOOD MEMORIES
GOOD FRIENDS
GOOD TIMES**

FIFTY-FIFTH

REUNION!

JUNE 5-8, 2008

For more information, visit our website:
<http://classof53.alumni.cornell.edu>

1/6 page (2-3/16" x 4-7/8")

*It's 007 Time!
A time to remember!*



55th Reunion
JUNE 7-10, 2007

*Plan NOW To
Double O'Seven*

Watch for March Mailing of
Registration Form

*All Dining will be Inside—
No Rain—No Mud—
No Wind—No Cold—No Heat*

SPECIAL EVENTS

- Joel Silbey and Ted Lowi
Discussion on 2008
Presidential Election
- Reception and Dinner
at the Lab of Ornithology
at Sapsucker Woods
- Farewell Breakfast at
Country Club of Ithaca

*plus all the
University Activities . . .
and much, much more!*

Visit our website:
<http://classof52.alumni.cornell.edu>

or call Joy Rees Hoffman
(607) 733-4920

or Bob Chabon
(607) 277-7328

1/3 vertical (2-3/16" x 10")