

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/June	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

The graphic features a large, stylized red 'C' containing the text "'78 celebrate in '08". The word "celebrate" is written in a cursive script, and "in '08" is in a bold, sans-serif font.

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 & White	2-color	4-color
Full page (7 x 10)	\$930	\$1,160	\$1,395
2/3 page (4-9/16 x 10)	\$685	\$860	\$1,035
1/2 page horiz. (7 x 4-7/8)	\$560	\$695	\$835
1/2 page vert. (4-9/16 x 7-3/8)	\$560	\$695	\$835
1/3 page vert. (2-3/16 x 10)	\$390	\$490	\$585
1/3 page sq. (4-9/16 x 4-7/8)	\$390	\$490	\$585
1/6 page vert. (2-3/16 x 4-7/8)	\$210	\$265	\$315
1/6 page horiz. (4-9/16 x 3-3/8)	\$210	\$265	\$315
1/12 page (2-3/16 x 2-3/8)	\$120	\$150	\$185

Customized cover (8-1/4" x 10-7/8")—\$2.50 per issue plus printing and tip-on costs (generally \$1.25 - \$1.70 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.extensions (e.g.: classof85_jan12.pdf)
2. Tiff, jpeg, pdf, eps. All images except black and white should be CMYK at 300 dpi. Cornell red in CMYK is: 10c 100m 100y 30k. The solid red color is Pantone 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 e-mail 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 2-3/8")
not shown.

Return. Reacquaint. Renew.



June 5-8, 2008

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

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

Class of '77 35th Reunion June 7-10, 2012



Meet Us at the Stump!

Look for the March mailing

Visit: www.cornellclassof77.org

Facebook:

Cornell University Class of 1977

1/6 page vert. (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*

Send in your Registration Form
Now—Get the Early Bird Price

*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 at the
Lab of Ornithology
at Sapsucker Woods
- Farewell Breakfast at
Country Club of Ithaca
- Afterglow Antics with
piano players Tom Foulkes,
Marty Schiff, and Matt Zak

Visit our website:

<http://classof52.alumni.cornell.edu>

or call Joy Rees Hoffman

(607) 733-4920

or Bob Chabon

(607) 277-7328

1/3 page vert. (2-3/16" x 10")