Promote Reunion Participation and Attendance!



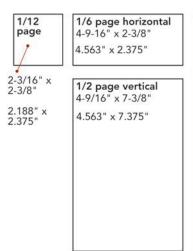


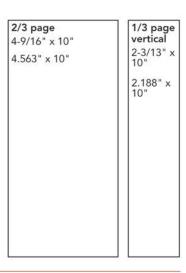
Ad Sizes and Specifications (effective Sept. 1, 2015)

SIZES:

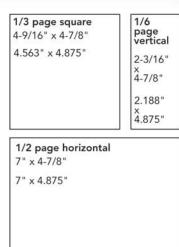
full page

7" x 10"









SPECIFICATIONS:

File formats: tiff, jpeg, pdf, eps

Color:

CMYK or black and white (not RGB)

Resolution:

300 ppi (400 ppi preferred)

Send digital ads to:

Sandra Busby, SLB44@cornell.edu

Design services are available. Please contact Sandra Busby for details.

Production questions:

Jen Infante, Art Director 607-272-8530, ext. 32 JLK29@cornell.edu

Rates and Deadlines (effective Sept. 1, 2015)

RATES	Black + white	2-color	4-color
Full page (7 x 10 inches)	\$930	\$1,160	\$1,395
2/3 page (4-9/16 x 10)	\$685	\$860	\$1,035
1/2 page horizontal (7 x 4-7/8)	\$560	\$695	\$835
1/2 page vertical (4-9/16 x 7-3/8)	\$560	\$695	\$835
1/3 page square (4-9/16 x 4-7/8)	\$390	\$490	\$585
1/3 page vertical (2-3/16 x 10)	\$390	\$490	\$585
1/6 page horizontal (4-9/16 x 2-3/	/8) \$210	\$265	\$315
1/6 page vertical (2-3/16 x 4-7/8)	\$210	\$265	\$315
1/12 page (2-3/16 x 2-3/8)	\$120	\$150	\$185

DEADLINES:

Issue:	Reserve space by:	Submit copy by:
Jan/Feb	Nov 15	Nov 22
Mar/Apr	Jan 15	Jan 22
May/Jun	Mar 15	Mar 22
Jul/Aug	May 15	May 22
Sep/Oct	July 15	July 22
Nov/Dec	Sep 15	Sep 22



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



Meet Us at the Stump!

Look for the March mailing Visit: www.cornellclassof 77.org Facebook: Cornell University Class of 1977

Return. Reacquaint. Renew.



↑ Sample ad, shown actual size 1/12 page (2-3/16" x 2-3/8") (2.187" x 2.375")

Sample ad, shown actual size 1/6 page vertical (2-3/16" x 4-7/8") (2.187" x 4.875")

> Sample ad, shown actual size 1/3 page vertical (2-3/16" x 10") (2.187" x 10")

60 Years!



Cornell Class of 1951

Come back to
Ithaca this
June for Reunion

Reflect & Reconnect— *Again*

June 9-12, 2011

Call classmates and make plans to meet in Ithaca

Come and have the best time ever!

Watch for the March mailing: Registration—Fees—Program

Contact

Shelley Akabas (212) 787-7654 E-mail: sa12@columbia.edu

> Steve Rounds (609) 799-2683

Class Column Reminders

You class column in *Cornell Alumni Magazine* is a great way to start building enthusiasm for Reunion!

- Remember to keep your class correspondents informed of the developing plans for Reunion so there can be news in each issue that will encourage classmates to attend.
- Pre-Reunion events provide great material for class columns.
- Avoid using long lists of names in the class column. Lists of classmates who are planning to attend are better circulated in Reunion mailings or on the class website, reserving class columns for news of individual classmates and plans for Reunion itself.
- There's plenty of time to promote Reunion attendance with a class ad in the Class Notes. Consider starting in the Jan/Feb issue of your Reunion year.
- Be sure to make full use of the column if complimentary issues of the magazine will be going to classmates who are not already subscribers.
- Make sure to remind your class correspondents to include your class website (and Facebook page) at the end of every column.
- · Have a great time getting ready for Reunion!

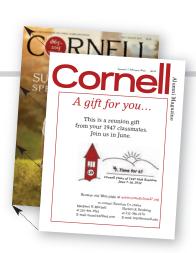


Questions?
Alexandra Bond
Class Notes Editor
abb83@cornell.edu

Custom Cover Tip-Ons

To further promote Reunion attendance, send a complimentary copy of *Cornell Alumni Magazine* to non-subscribers in your class. A custom tip-on, which is attached to the CAM magazine cover, can provide the opportunity to send a special message to an additional audience.

For details and pricing, please contact Sandra Busby.



Inquiries:

Sandra Busby

ADVERTISING REPRESENTATIVE

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