

January 2012

Classified Advertising Rates (per insertion)

	Regular Classified	Display Classified
1 issue	\$1.65/word	\$95/inch
2-3 issues	1.55/word	90/inch
4-5 issues	1.45/word	85/inch
6 issues (one year)	1.35/word	80/inch

Regular classified ads have a ten-word minimum. It is standard for the first line or the lead words to be printed in capitals. Street and telephone numbers count as one word. PO Box numbers, hyphenated words, and e-mail addresses count as two words. Websites count as three words.

Display ads are in one-inch and 1/2-inch increments, with a one-inch minimum size. The column width is 2-3/16". Copy can be sent by e-mail or disk in the following formats: eps, tiff, and pdf. Include all native files, fonts, and images. Ad production by the art department will be billed at \$60 per hour.

Insertion Deadlines (15th of the month, two months prior to the month of publication)

Issue	Deadline
Jan/Feb	November 15
Mar/Apr	January 15
May/Jun	March 15
Jul/Aug	May 15
Sept/Oct	July 15
Nov/Dec	September 15

Regular or display ad copy is due one week after the insertion deadline.

Contact Information

Name _____

Company Name _____

Address _____

City _____

State Zip _____

Phone (days) _____

Fax _____

E-mail _____

Classified Ad Copy

Issues to run (please circle):

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

Heading (circle one): For Sale, Real Estate, Rentals, Travel, Wanted, Miscellaneous, Employment/Business Opportunities, Personals, Home Exchange, Summer Camps, Catalogues, Gifts, Websites, Yearbooks, Cornell Collectibles.

Non-standard heading (\$5 extra/issue):

Bolding is \$0.75 extra per word

Copy: _____

Payment

Payment in full must accompany ad copy. Please make checks payable to Cornell Alumni Magazine, or charge your payment on VISA or MasterCard.

Method of payment

- check enclosed
 MasterCard
 VISA

Card number: _____

3-digit verification code (on back of card): _____

Exp. date: _____

Call 800-724-9458 ext. 23 to leave credit card information in a secure voicemail box.

Send to:

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