

# Cornell

## Alumni Magazine

### Display advertising

### Production information and deadlines

Effective January 1, 2015

**Printing: web offset**

**Binding: perfect bound**

#### Page sizes

Full page 7 x 10 inches  
 Trim size 8-1/4 x 10-7/8 inches  
 Bleed page 8-3/8 x 11-1/8 inches

#### 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](mailto:SLB44@cornell.edu)

**Hard copy:** Reproduction-quality for scanning

We offer **ad design and production services**. Contact Sandra Busby for more information.

##### For production questions, contact:

**Jen Infante**, art director  
 800-724-8458 or 607-272-8530, ext. 32  
 E-mail: [JLK29@cornell.edu](mailto:JLK29@cornell.edu)

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

#### Deadlines

|          |              |
|----------|--------------|
| Jan/Feb  | November 15  |
| Mar/Apr  | January 15   |
| May/Jun  | March 15     |
| July/Aug | May 15       |
| Sep/Oct  | July 15      |
| Nov/Dec  | September 15 |

#### To place an ad, contact:

**Sandra Busby**, advertising sales  
 800-724-8458 or 607-272-8530 ext. 23  
 E-mail: [SLB44@cornell.edu](mailto:SLB44@cornell.edu)

401 East State Street, Suite 301  
 Ithaca, New York 14850-4400

**Sandra Busby**

Advertising Sales

Email: [SLB44@cornell.edu](mailto:SLB44@cornell.edu)

Phone: 607 | 272-8530 x 23

Fax: 607 | 272-8532

Owned and published by the  
 Cornell Alumni Association

#### Ad sizes



2-3/16" x  
2-3/8"

2.188" x  
2.375"

