

Finger Lakes Listing

Advertising Rates for May/June 2013 Issue*

Ad Size (in inches)	B & W	15% discount rate*
Full page 7 x 10	\$1,070	\$930
2/3 page 4-9/16 x 10	\$790	\$685
1/2 vt 4-9/16 x 7-3/8	\$635	\$560
1/2 hor 7 x 4-7/8	\$635	\$560
1/3 vt 2-3/16 x 10	\$450	\$390
1/3 sq 4-9/16 x 4-7/8	\$450	\$390
1/6 vt 2-3/16 x 4-7/8	\$245	\$210
1/6 hor 4-9/16 x 2-3/8	\$245	\$210
1/12 2-3/16 x 2-3/8	\$140	\$120
Cover 2 or 3	\$1,295	\$1,125
Cover 4	\$1,405	\$1,220

Ad Size (in inches)	2-color	15% discount rate*
Full page 7 x 10	\$1,335	\$1,160
2/3 page 4-9/16 x 10	\$990	\$860
1/2 vt 4-9/16 x 7-3/8	\$800	\$695
1/2 hor 7 x 4-7/8	\$800	\$695
1/3 vt 2-3/16 x 10	\$565	\$490
1/3 sq 4-9/16 x 4-7/8	\$565	\$490
1/6 vt 2-3/16 x 4-7/8	\$305	\$265
1/6 hor 4-9/16 x 2-3/8	\$305	\$265
1/12 2-3/16 x 2-3/8	\$175	\$150
Cover 2 or 3	\$1,535	\$1,335
Cover 4	\$1,570	\$1,365

Ad Size (in inches)	4-color	15% discount rate*
Full page 7 x 10	\$1,605	\$1,395
2/3 page 4-9/16 x 10	\$1,190	\$1,035
1/2 vt 4-9/16 x 7-3/8	\$960	\$835
1/2 hor 7 x 4-7/8	\$960	\$835
1/3 vt 2-3/16 x 10	\$675	\$585
1/3 sq 4-9/16 x 4-7/8	\$675	\$585
1/6 vt 2-3/16 x 4-7/8	\$365	\$315
1/6 hor 4-9/16 x 2-3/8	\$365	\$315
1/12 2-3/16 x 2-3/8	\$215	\$185
Cover 2 or 3	\$1,835	\$1,595
Cover 4	\$2,365	\$2,055

*Rates include a 15% agency/camera-ready discount.

Space and Copy Deadlines

March 15 for space reservations

March 22 for copy

Payment is due in full (check, VISA, or Mastercard) by April 30, 2013.

Copy is due one week after the space reservation deadline.

For more information contact Alanna Downey at 800-724-8458 or 607-272-8530, ext. 23.

E-mail: ad41@cornell.edu

www.cornellalumnimagazine.com

Click on "Advertise" then on "Finger Lakes Listing for Real Estate."

Advertising Material

Electronic files:

1. Tiff, jpeg, pdf, eps. All images except black and white should be CMYK at 300 dpi.

2. QuarkXpress 5.0 through 6.5 (collect for output, and include all images and fonts and a hard copy marked with instructions).

Hard copy: Reproduction-quality for scanning

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

Contact: Stefanie Green, art director, at 800-724-8458 or 607-272-8530, ext. 32.

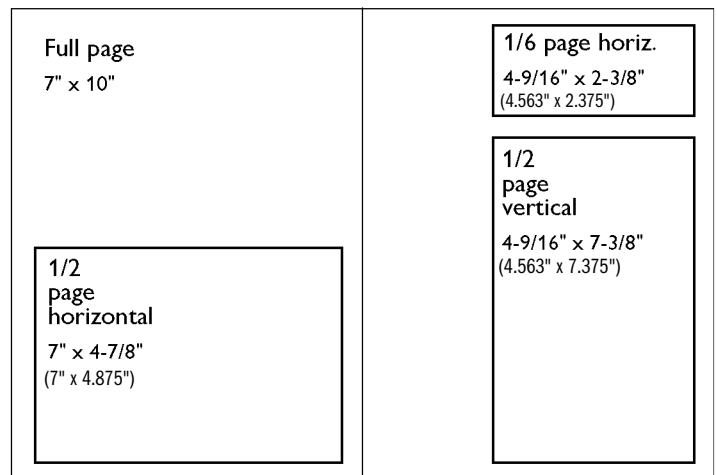
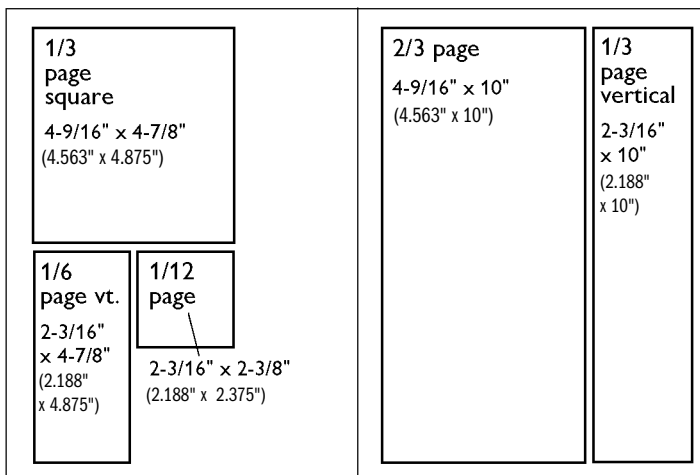
E-mail: ad41@cornell.edu

Ad design and production by the *Cornell Alumni Magazine* art department is billed at \$60/hour.

Cornell Alumni Magazine
401 E. State St., Suite 301
Ithaca, NY 14850

Ph.: 800-724-8458 or 607-272-8530, ext. 23

Fax: 607-272-8532



Finger Lakes Listing

*A Cornell Alumni Magazine
Special Advertising Section
in the May/June 2013 issue*

Promote your residential, commercial, or vacation properties, retirement alternatives, or real estate investment services to more than 25,000 Cornellians who live, work, vacation, or retire in Ithaca and the Finger Lakes region.

Advertisers in the May/June 2012 FLL

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Pages from the May/June 2012

Finger Lakes Listing

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A View of Cornell

How lovely to have your morning coffee on your porch and see the sun rising over a spectacular view of Cornell University. Enjoy waterfront living all year-round from this very special property.
\$649,000

Linda A. Hirvonen
CRS, GRI, CIPS Candidate, Notary Public, CBR, GREEN
NYS Licensed Real Estate Associate Broker
Warren Real Estate of Ithaca, Inc.
email: lahirvonen@warrenhomes.com
Direct: 607-330-5235
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CJ DelVecchio
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Shaw Real Estate
619 W. State St.
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607-227-3016

23 Fiddler's Green Ithaca, NY

\$860,000 MLS# 135550
This gracious home, designed and custom-built by an architect, has breathtaking views of Cayuga Lake and great curb appeal. Inside features exquisite trim and hardwood floors. Main-level living room, dining room, gourmet eat-in kitchen, and amazing 23 x 12 screened porch. Four bedrooms and two and a half bathrooms and an attached two-car garage. All this on 6.74 beautifully landscaped acres.

Lucy Missirian
NYS Lic. Real Estate Salesperson

Warren Real Estate
830 Hanshaw Road
Ithaca, NY 14850
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Circulation by Region (print) July 2012

Region		% of total	Region		% of total
New England	3,025	11.4%	West North Central	363	1.4%
Maine, New Hampshire, Vermont, Massachusetts, Rhode Island, Connecticut			Minnesota, Iowa, Missouri, North Dakota, South Dakota, Nebraska, Kansas		
Middle Atlantic	12,668	47.7%	West South Central	578	2.2%
New York, New Jersey, Pennsylvania			Arkansas, Louisiana, Oklahoma, Texas		
South Atlantic	4,155	15.7%	Mountain	749	2.8%
Delaware, Maryland, Washington, DC, Virginia, West Virginia, North Carolina, South Carolina, Georgia, Florida			Montana, Idaho, Wyoming, Colorado, New Mexico, Arizona, Utah, Nevada		
East North Central	1,526	5.7%	Pacific	2,673	10.1%
Ohio, Indiana, Illinois, Michigan, Wisconsin			Washington, Oregon, California, Alaska, Hawaii		
East South Central	204	0.8%	Total USA	25,941	97.8%
Kentucky, Tennessee, Alabama, Mississippi			Other	595	2.2%
			US Possessions, Mexico, Canada, Foreign, APO/FPO		
			Total circulation	26,536	100.0%

Digital Readership

Cornell Alumni Magazine maintains a vibrant digital presence with expanded magazine content available on our website, the iPad and iPhone, and Android devices. An active social media campaign further nurtures interest in the magazine and its content.

The magazine reaches a diverse audience of mature, educated consumers, with over 50% of digital readers located in the New England/Middle Atlantic regions.

Digital readership by Gender and Age
(as reported by Texterity, our digital vendor):

Gender	Age
Female: 39%	35-54 years old: 78%
Male: 61%	25-34 years old: 15%

Average Visits and Impressions per issue (two-month period)

Year	Visits	Impressions
2009	14,756	46,191
2010	17,961	42,311
2011	24,718	45,388
2012	28,061	52,356