

Wines of New York State

Special Section Advertising Rates

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	\$555
1/2 hor 7 x 4-7/8	\$635	\$555
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

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	\$180	\$155

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

*Rates for camera-ready ad copy

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.

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

E-mail: ad41@cornell.edu

www.cornellalumimagazine.com

Click on "Advertise," then on "Wines of New York State"

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).

E-mail copy to ad41@cornell.edu

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: STL4@cornell.edu

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

Cornell Alumni Magazine

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