

# Wines of New York State

Special Section Advertising Rates  
May/June 2015 issue

# Cornell Alumni Magazine

Owned and published by the Cornell Alumni Association

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

**Sandra Busby**  
Advertising Sales  
E-mail: SLB44@cornell.edu  
Phone: 607 | 272-8530 x 23  
Fax: 607 | 272-8532  
**cornellalumnimagazine.com**  
401 East State Street, Suite 301  
Ithaca, New York 14850-4400

**To place an ad, contact:**  
**Sandra Busby**, advertising sales  
800-724-8458 or 607-272-8530 ext. 23  
E-mail: SLB44@cornell.edu

## 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, 2015

## 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

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

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


**For production questions, contact:**

**Stefanie Green**, art director  
800-724-8458 or 607-272-8530, ext. 32  
E-mail: STL4@cornell.edu

For information online, go to  
[cornellalumnimagazine.com/pdfs/advertisers/WinesofNYS15.pdf](http://cornellalumnimagazine.com/pdfs/advertisers/WinesofNYS15.pdf)

Ad sizes ➡

# Ad sizes

<b>1/12 page</b>  $2\text{-}3/16'' \times 2\text{-}3/8''$ $2.188'' \times 2.375''$	<b>1/6 page horizontal</b> $4\text{-}9/16'' \times 2\text{-}3/8''$ $4.563'' \times 2.375''$	<b>2/3 page</b> $4\text{-}9/16'' \times 10''$ $4.563'' \times 10''$	<b>1/3 page vertical</b> $2\text{-}3/13'' \times 10''$ $2.188'' \times 10''$
<b>1/2 page vertical</b> $4\text{-}9/16'' \times 7\text{-}3/8''$ $4.563'' \times 7.375''$			
<b>full page</b> $7'' \times 10''$		<b>1/3 page square</b> $4\text{-}9/16'' \times 4\text{-}7/8''$ $4.563'' \times 4.875''$	<b>1/6 page vertical</b> $2\text{-}3/16'' \times 4\text{-}7/8''$ $2.188'' \times 4.875''$
		<b>1/2 page horizontal</b> $7'' \times 4\text{-}7/8''$ $7'' \times 4.875''$	

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