Wines of New York State

Special Section Advertising Rates May/June 2015 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	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.



Owned and published by the Cornell Alumni Association

Sandra Busby

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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

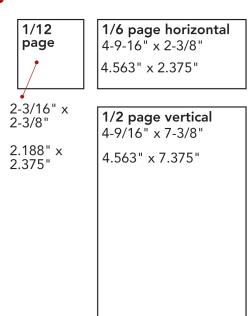
The publisher reserves the right to modify orders for specified positions, other than covers, to meet publication requirements.

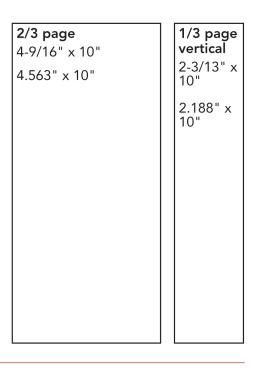
For production questions, contact: Stefanie Green, art director 800-724-8458 or 607-272-8530, ext. 32 E-mail: STL4@cornell.edu

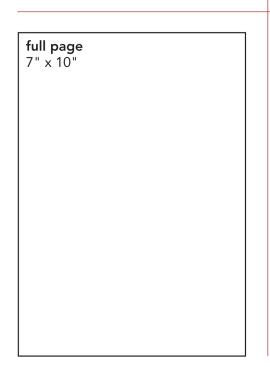
For information online, go to cornellalumnimagazine.com/pdfs/advertisers/WinesofNYS15.pdf

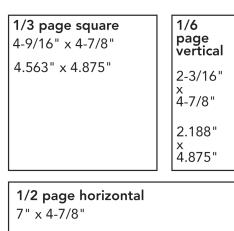
Ad sizes **→**

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7" x 4.875"

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