

Special advertising section for Cornell authors—all alumni, faculty, staff, and students

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

May 15 for space reservations

May 22 for copy

Payment is due in full (check, VISA, or Mastercard) by May 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 "Big Red Writers."

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

