

Advertise in our Holiday Gift Special Section November/December 2016 Issue



Our readers = Your customers

AFFLUENT. INFLUENTIAL. KNOWLEDGEABLE.

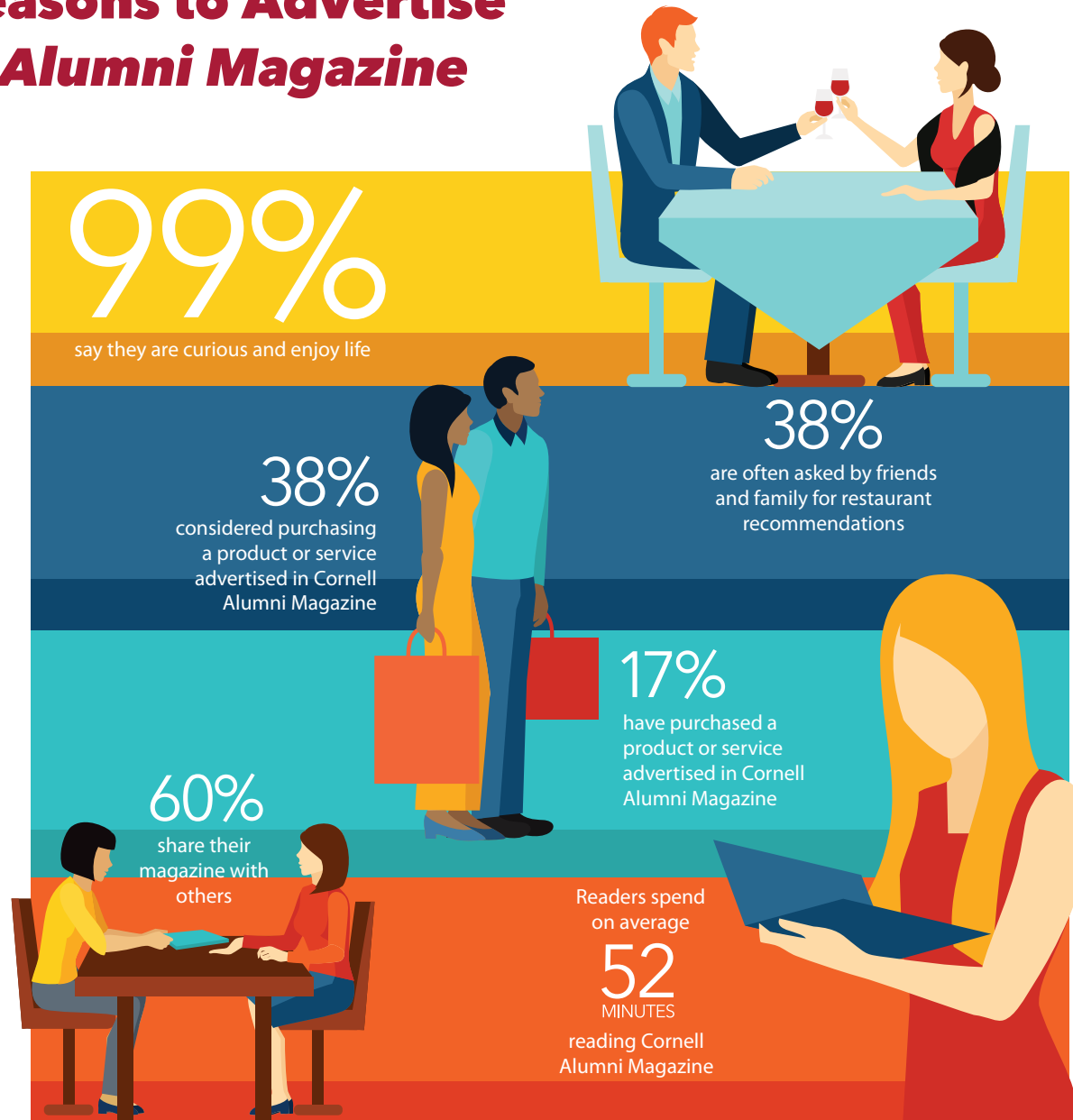


Advertising in CAM is a smart choice, reaching an engaged, intelligent, and motivated audience. Our readers are sophisticated and curious consumers. They are our nation's innovators, thought leaders, and trendsetters. Promote your holiday gift idea to these movers and shakers.

MEDIA KIT CONTENTS

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6 Great Reasons to Advertise in *Cornell Alumni Magazine*



IVY LEAGUE MAGAZINE NETWORK READER PANEL SURVEY 2015.

Holiday Gift Special Section Rates & Deadlines

November/December 2016 Issue

PRINT ADS

Ad Sizes	4-C	2-C	B&W
Full Page (7 x 10 inches)	\$1,395	1,160	930
2/3 Page (4-9/16 x 10 inches)	\$1,035	860	685
1/2 vt. (4-9/16 x 7-3/8 inches)	\$835	695	560
1/2 hz. (7x 4-7/8 inches)	\$835	695	560
1/3 sq. (4-9/16 x 4-7/8 inches)	\$585	490	390
1/3 vt. (2-3/16 x 10 inches)	\$585	490	390
1/6 vt. (2-3/16 x 4-7/8 inches)	\$315	265	210
1/6 hz. (4-9/16 x 2-3/8 inches)	\$315	265	210
1/12 (2-3/16 x 2-3/8 inches)	\$185	150	120
Cover 2 or 3	\$1,595	1,335	1,125
Cover 4	\$2,055	1,365	1,220

WEBSITE ADS

Full Skyscraper	\$100/month or \$200/issue
1/2 Skyscraper	\$50/month or \$100/issue
Banner (embedded in editorial)	\$50/month or \$100/issue

DESIGN SERVICES

Consultation, Art Direction, and Graphic Design: \$80.00/hour

DEADLINES

Ad Reservation Deadline	September 15
Ad Materials Deadline	September 22

PUBLICATION DATE

In Mailboxes	Beginning November 1
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Sizes & Specifications

Full Page:
7" x 10"

Trim size:
8.25" x 10.875"

Bleed area:
8.375" x 11.125"

2/3 Page:
4.563" x 10"

1/3 Vertical:
2.188" x 10"

1/3 Square:
4.563" x 4.875"

1/6 Vertical:
2.188" x 4.875"

1/2 Horizontal:
7" x 4.875"

1/6 Horizontal:
4.563" x 2.375"

1/12:
2.188" x 2.375"

1/2 Vertical:
4.563" x 7.375"

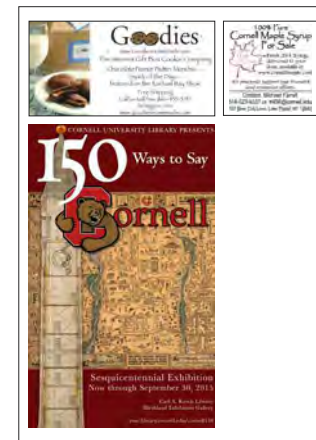
File formats:
TIFF, JPEG, PDF, EPS

Color:
CMYK or black & white
(not RGB)

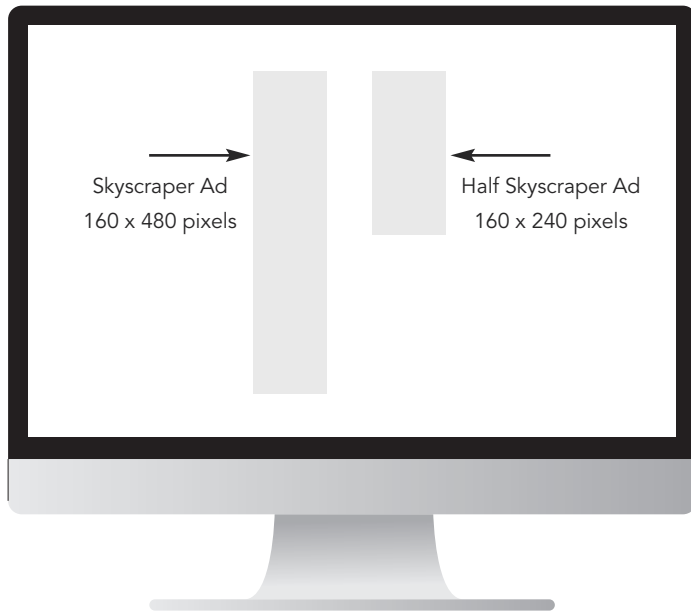
Resolution:
300 ppi

Submit Ad Files to:
Sandra Busby
SLB44@cornell.edu

Production Questions?
Jennifer Infante, Art Director
JLK29@cornell.edu

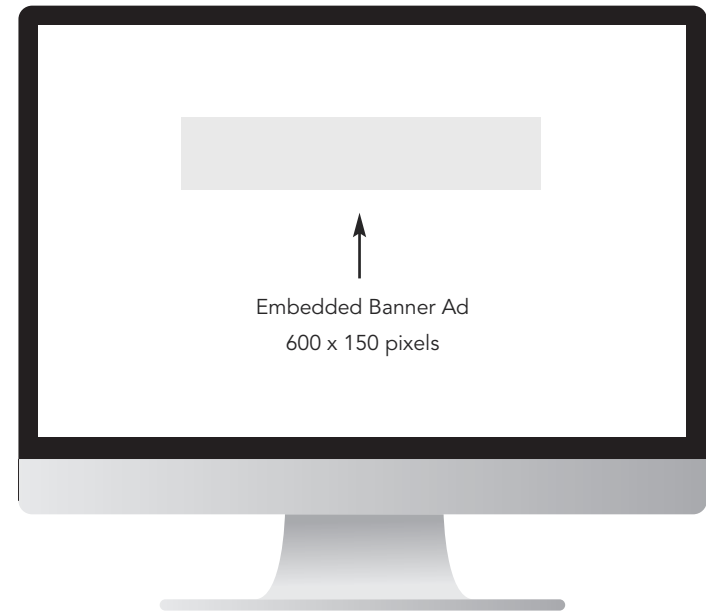


Digital Advertising Options



Website Ads

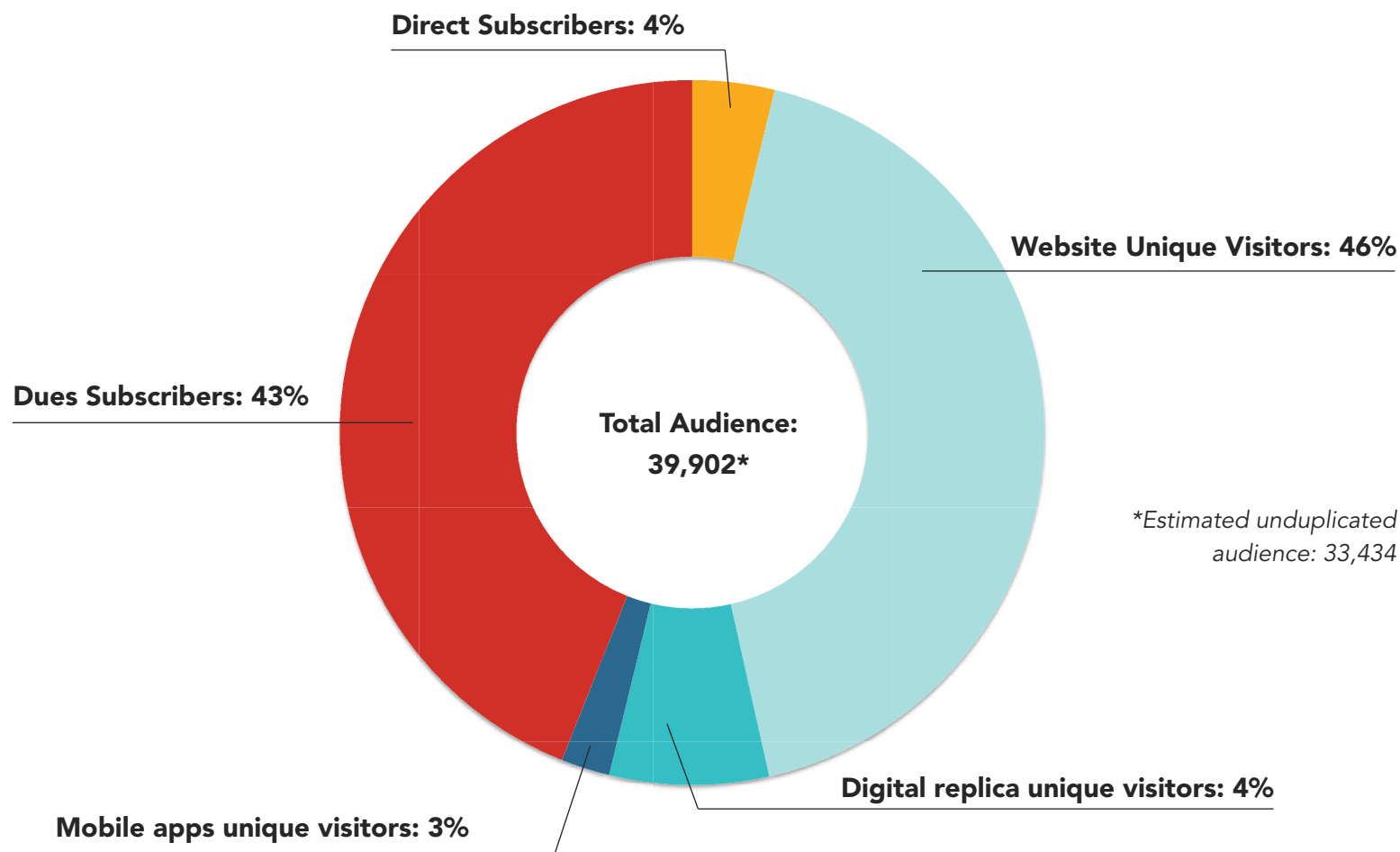
- Skyscraper ad (160x240 or 160x480 pixels)
- Appears on all current CAM website pages
- Entire ad clickable; can land on any URL desired
- Metrics available
- Graphic provided to CAM, ready to upload (JPEG, GIF, Animated GIF)
- Design Services: Consultation, Art Direction, and Graphic Design: \$80.00/hour



Embedded Banner Ad

- 600 x 150 pixels
- Placed within editorial / feature story
- Entire ad clickable; can land on any URL desired
- Metrics available
- Graphic provided to CAM, ready to upload (JPEG, GIF, Animated GIF)
- Design Services: Consultation, Art Direction, and Graphic Design: \$80.00/hour

360° Audience Distribution Across Multiple Platforms MAY/JUNE 2016



Cornell Alumni Magazine reaches a diverse audience of mature, educated consumers, with over 50% of our print and digital readers located in the New England/Middle Atlantic regions. The magazine maintains a vibrant digital presence, with expanded magazine content available on our website. An active social media campaign further nurtures interest in the magazine, its content, and its advertisers.

CORNELL
ALUMNI MAGAZINE

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