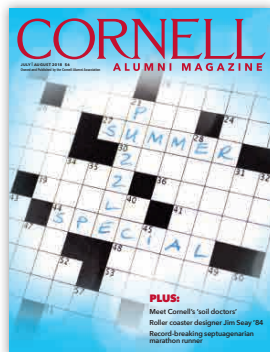
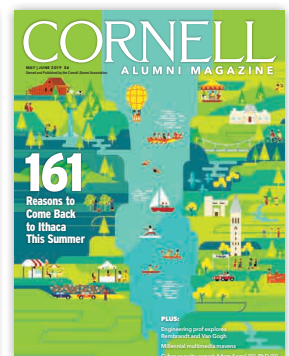


# Advertise in our Holiday Gift Section

Reserve ad space by  
**SEPTEMBER 16**  
Ad files due on  
**SEPTEMBER 23**  
In mailboxes beginning  
**NOVEMBER 1**

NOVEMBER | DECEMBER • 2020 MEDIA KIT



# Rates for Print & Digital Advertising

Print Ad	4-C	B&W
Full page (7 x 10)	\$1,395	\$930
2/3 page (4-9/16 x 10)	\$1,035	\$685
1/2 vt. (4-9/16 x 7-3/8)	\$835	\$560
1/2 hz. (7 x 4-7/8)	\$835	\$560
1/3 sq. (4-9/16 x 4-7/8)	\$585	\$390
1/3 vt. (2-3/16 x 10)	\$585	\$390
1/6 vt. (2-3/16 x 4-7/8)	\$315	\$210
1/6 hz. (4-9/16 x 2-3/8)	\$315	\$210
1/12 (2-3/16 x 2-3/8)	\$185	\$120
Cover 2 or 3	\$1,595	\$1,125
Cover 4	\$2,055	\$1,220

Prices on sample ads (right page)

Digital Ad	
Leaderboard (800 x 90 pixels)	\$430
Single Sidebar (300 x 250 pixels)	\$115
Single Sidebar Animated GIF (300 x 250 pixels)	\$165
Double Sidebar (300 x 500 pixels)	\$230
Double Sidebar Animated GIF (300 x 500 pixels)	\$280

Prices on sample ads (below)

## Design Services

Consultation, art direction, and graphic design: \$80/hour

**For more details or to reserve your ad space, contact:**

Sandra Busby, Advertising Manager  
(607) 272-8530, ext. 1023  
slb44@cornell.edu

## Digital Specifications\*

\*Placement priority given to print advertisers

- Prices per 2-month period coinciding with print issue
- 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/hour



**\$430**

Leaderboard Ad — 800 x 90 pixels

Single Ad  
300 x 250  
pixels

**\$115**

Single Ad  
Animated GIF  
300 x 250  
pixels

**\$165**

Double Ad  
300 x 500  
pixels

**\$230**

Double Ad  
Animated GIF  
300 x 500  
pixels

**\$280**

# Print Specifications

## Follow these simple steps to create an ad:

- 1) Choose an ad size (samples on this page)
- 2) Reserve ad space by: Wednesday, Sept. 16
- 3) Design your ad
- 4) Submit a PDF file to Sandra Busby by: Wednesday, Sept. 23

## Specification checklist:

- ☒ File format: PDF
- ☒ Color: CMYK or black & white (not RGB)
- ☒ Image Resolution: 300 ppi
- ☒ Size: dimensions provided (samples on this page)
- ☒ Full page ads require bleeds and crops (smaller ads do not)



### Full Page:

Without bleed:  
7" x 10"

With bleed:  
8.25" x 10.875" (page size)  
plus, 0.125" full bleed (all sides)

**\$1,395**

**\$585**

**2/3 Page:**  
4.563" x 10"

**\$1,035**

**1/3 Vertical:**  
2.188" x 10"

**\$585**

**1/3 Square:**  
4.563" x 4.875"

**\$315**

**1/6 Vertical:**  
2.188" x 4.875"

**1/2 Horizontal:**  
7" x 4.875"

**\$835**

**\$315**

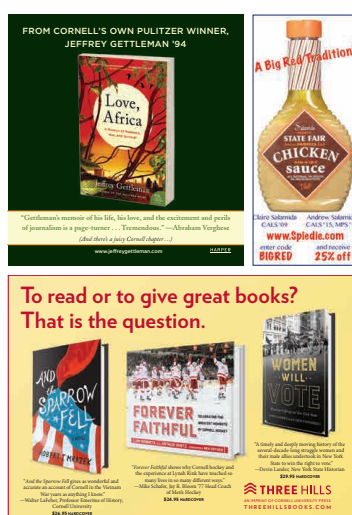
**1/6 Horizontal:**  
4.563" x 2.375"

**1/12:**  
2.188" x 2.375"

**\$185**

**1/2 Vertical:**  
4.563" x 7.375"

**\$835**





# Our readers = Your customers

## 6 Great Reasons to Advertise in Cornell Alumni Magazine



IVY LEAGUE MAGAZINE NETWORK READER PANEL SURVEY 2015

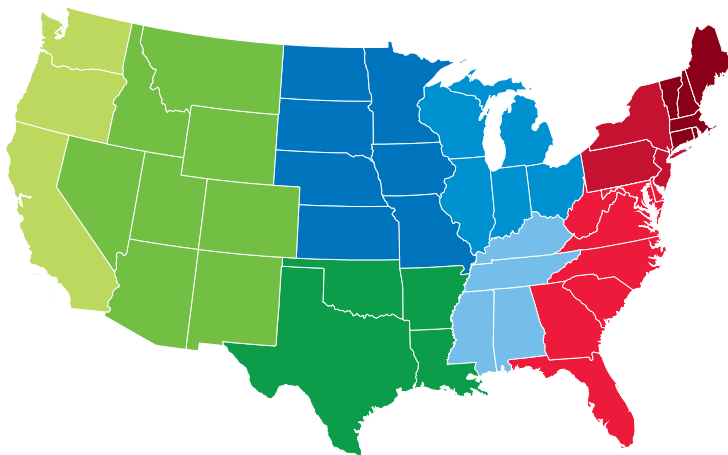


### Online Reach

*Cornell Alumni Magazine* maintains a vibrant digital presence, with bi-monthly e-mail blasts reaching 180,000 alumni, faculty, parents, and staff, an active social media campaign, as well as expanded magazine content available on our website, all further nurturing interest in the magazine, its content, and its advertisers.

### Circulation by Region (June 2019)

REGION	CIRCULATION	% OF TOTAL
New England:	2,035	13.1
Middle Atlantic:	6,103	39.4
South Atlantic:	2,882	18.6
East North Central:	950	6.1
East South Central:	142	0.9
West North Central:	233	1.5
West South Central:	397	2.6
Mountain:	530	3.4
Pacific: (including Alaska and Hawaii)	1,870	12.1



**CORNELL**  
ALUMNI MAGAZINE

### Holiday Gift Media Kit 2020

Sandra Busby, Advertising Manager  
(607) 272-8530, ext. 1023  
slb44@cornell.edu