

## Classified Advertising

Effective January 1, 2017

### Rates (per insertion)

	Regular Classified	Display Classified
1 issue	\$1.65/word	\$95/inch
2-3 issues	1.55/word	90/inch
4-5 issues	1.45/word	85/inch
6 issues (one year)	1.35/word	80/inch

Regular classified ads have a ten-word minimum. It is standard for the first line or the lead words to be printed in capitals. Street and telephone numbers count as one word. PO Box numbers, hyphenated words, and e-mail addresses count as two words. Websites count as three words.

Display ads are in one-inch and 1/2-inch increments, with a one-inch minimum size. The column width is 2-3/16". Copy can be sent by e-mail in the following formats: eps, jpg, tiff, and pdf.

We offer design and production services at \$80 per hour.

### Insertion Deadlines (15th of the month, two months prior to the month of publication)

Issue	Space Deadline	Copy Deadline
Jan/Feb	November 15	November 22
Mar/Apr	January 15	January 22
May/Jun	March 15	March 22
Jul/Aug	May 15	May 22
Sept/Oct	July 15	July 22
Nov/Dec	September 15	September 22

Regular or display ad copy is due one week after the insertion deadline.

### Contact Information

Name \_\_\_\_\_

Company Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

State Zip \_\_\_\_\_

Phone (days) \_\_\_\_\_

Fax \_\_\_\_\_

E-mail \_\_\_\_\_

### Classified Ad Copy

Issues to run (please circle):

Jan/Feb      Mar/Apr      May/Jun  
Jul/Aug      Sep/Oct      Nov/Dec

Heading (circle one): For Sale, Real Estate, Rentals, Travel, Wanted, Miscellaneous, Employment/Business Opportunities, Personals, Home Exchange, Summer Camps, Catalogues, Gifts, Websites, Yearbooks, Cornell Collectibles.

Non-standard heading (\$5 extra/issue):

Bolding is \$0.75 extra per word

Copy: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

### Payment

Payment in full must accompany ad copy. Please make checks payable to Cornell Alumni Magazine, or charge your payment on VISA or MasterCard.

Method of payment

- check enclosed  
 MasterCard  
 VISA

Card number: \_\_\_\_\_

3-digit verification code (on back of card): \_\_\_\_\_

Exp. date: \_\_\_\_\_

Call 800-724-9458 ext. 23 to leave credit card information in a secure voicemail box.

Send to:

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