

Bring your work to the attention of fellow Cornellians!

Advertise in our Big Red Writers Special Section



Reserve ad space by
MAY 15
Ad files due on
MAY 22
In mailboxes beginning
JULY 1

JULY | AUGUST ISSUE • 2018 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)

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. 23
slb44@cornell.edu

Digital Specifications*

*Placement priority given to print advertisers

- 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

Double Ad
300 x 500
pixels

\$230

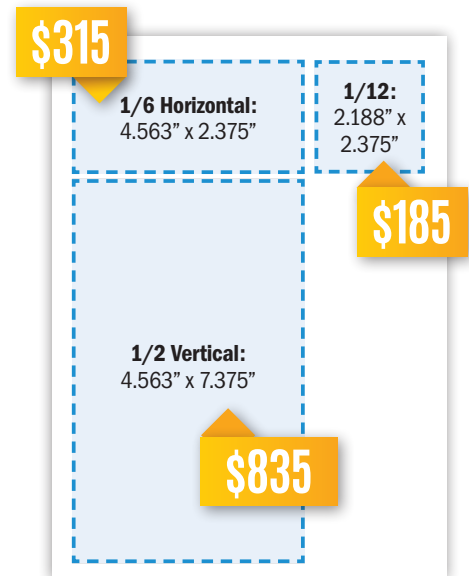
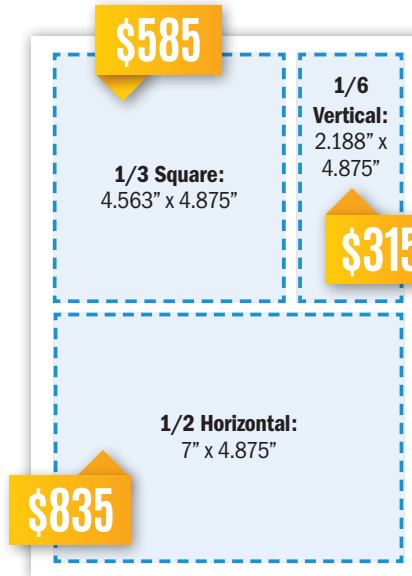
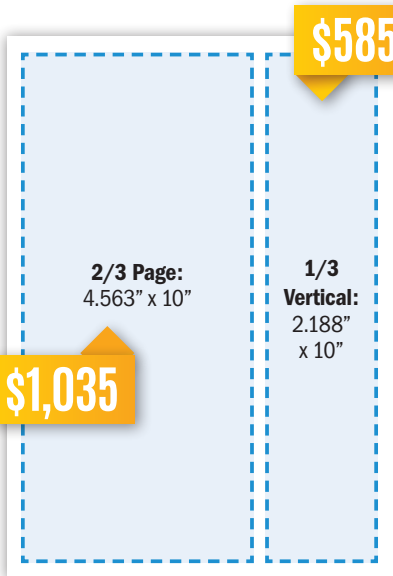
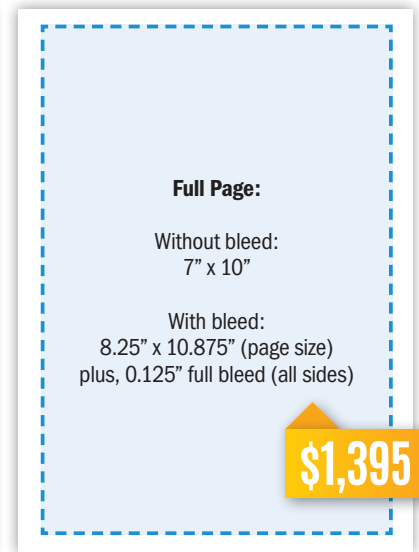
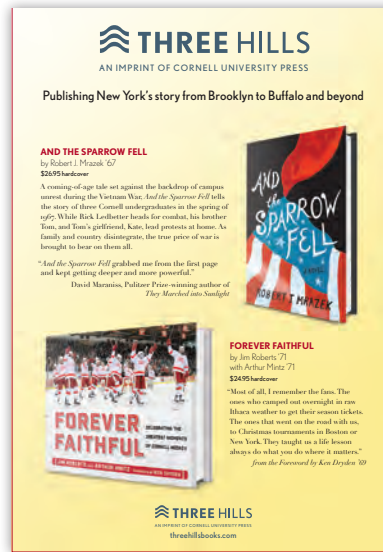
Print Specifications

Follow these simple steps to create an ad:

- 1) Choose an ad size (samples on this page)
- 2) Reserve Ad Space by: Tuesday, May 15
- 3) Design your ad
- 4) Submit a PDF file to Sandra Busby by: Tuesday, May 22

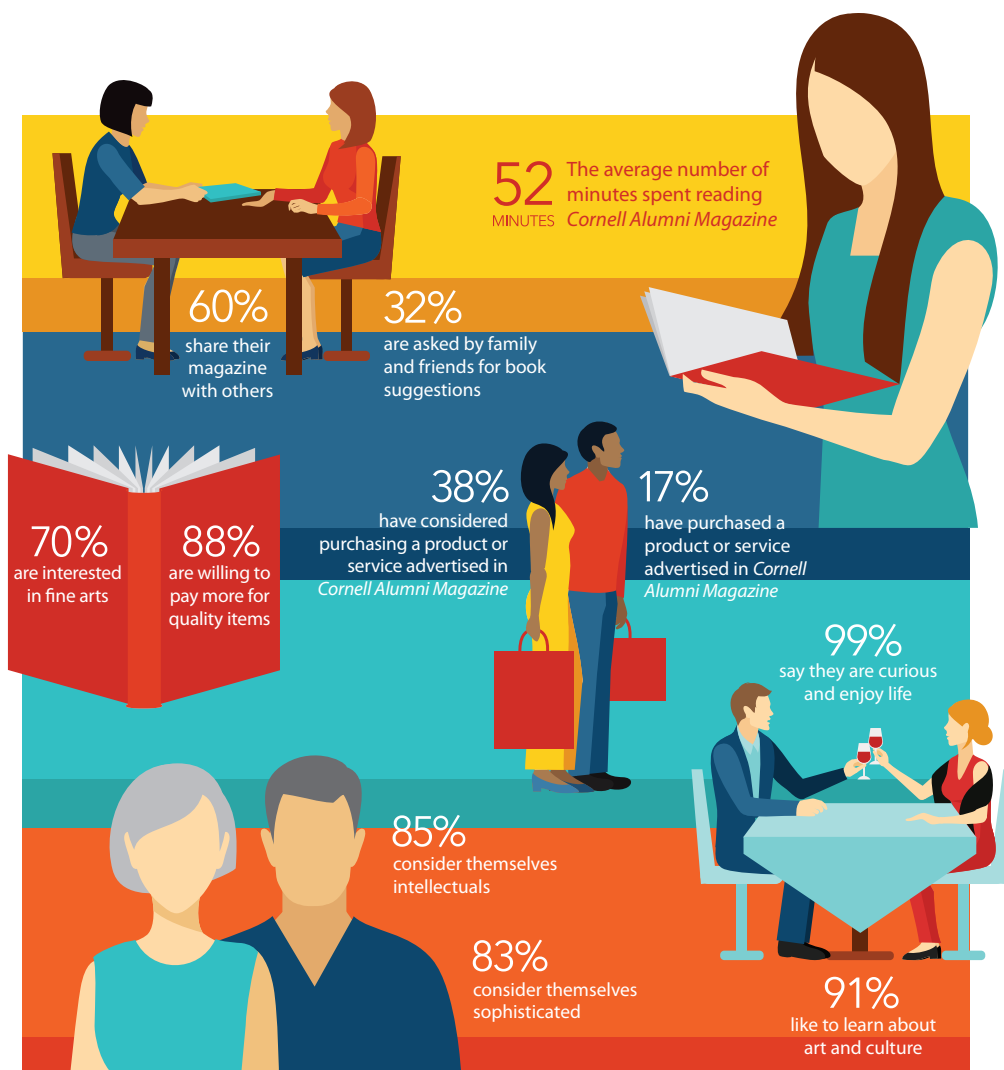
Specification checklist:

- ✓ 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)

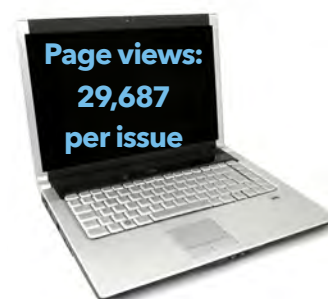


Our Readers, Your Audience

Curious. Influential. Well read.



IVY LEAGUE MAGAZINE NETWORK READER PANEL SURVEY 2015

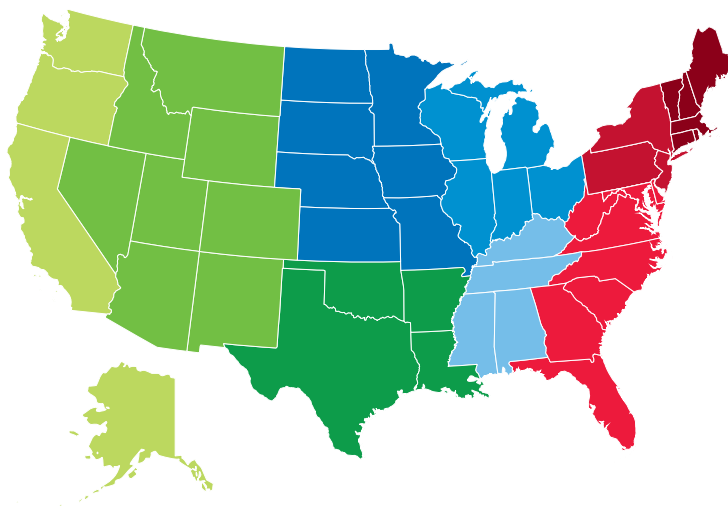


Online Reach

Cornell Alumni Magazine maintains a vibrant digital presence, with bi-monthly e-mail blasts reaching 220,000 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 2017)

REGION	CIRCULATION	% OF TOTAL
New England:	2,229	13.3
Middle Atlantic:	6,653	39.7
South Atlantic:	3,033	18.1
East North Central:	1,073	6.4
East South Central:	168	1.0
West North Central:	251	1.5
West South Central:	452	2.7
Mountain:	570	3.4
Pacific:	1,994	11.9



CORNELL
ALUMNI MAGAZINE

Big Red Writers Media Kit 2018

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