Our readers = Your customers

AFFLUENT. INFLUENTIAL. KNOWLEDGEABLE.

2021 MEDIA KIT

Advertising with us is a smart choice.

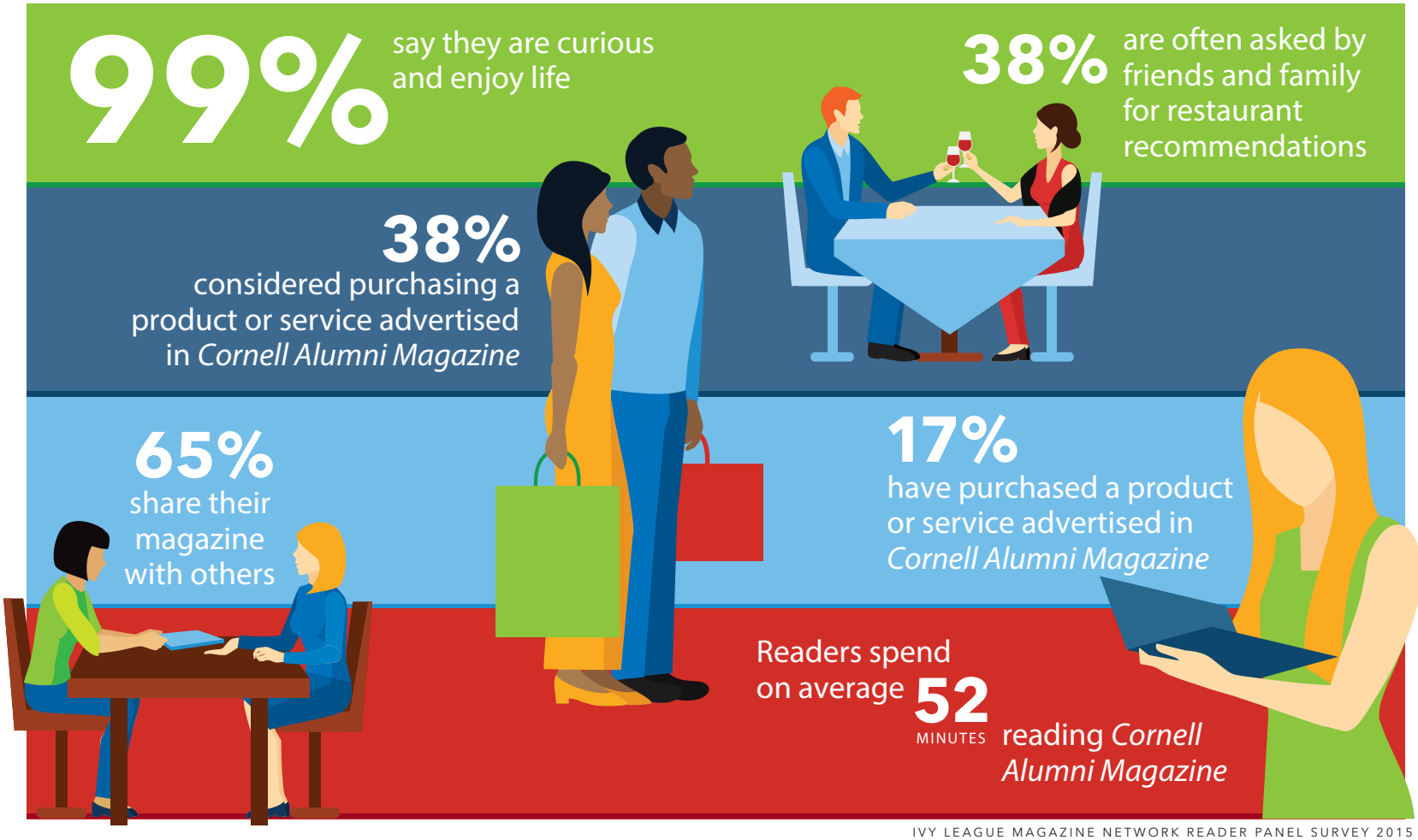
- Our readers are sophisticated and curious consumers. They are our nation's innovators, thought leaders, and trendsetters.

- Reach a sophisticated and affluent audience.

- Promote your business or service to this select demographic 6 times a year with additional opportunities in themed special sections.

Sandra Busby, Advertising Manager
(607) 272-8530, ext. 1023
SLB44@cornell.edu

6 Great Reasons to Advertise in *Cornell Alumni Magazine*



IVY LEAGUE MAGAZINE NETWORK READER PANEL SURVEY 2015

CORNELL ALUMNI MAGAZINE

2021 Media Kit
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Rates & Discounts

PRINT AD SIZES	PRINT AD RATES		DISCOUNTS FOR COMMITTING TO MULTIPLE ISSUES					
	1 Issue		2-3 Issues		4-5 Issues		6 Issues	
	4-C	B&W	4-C	B&W	4-C	B&W	4-C	B&W
Full page (7 x 10)	$2,350	1,565	$2,230	1485	$2,110	1,405	$1,995	1,335
2/3 page (4-9/16 x 10)	$1,765	1,175	$1,670	1115	$1,580	1,055	$1,500	1,005
1/2 vt. (4-9/16 x 7-3/8)	$1,460	980	$1,385	925	$1,315	880	$1,245	830
1/2 hz. (7x 4-7/8)	$1,460	980	$1,385	925	$1,315	880	$1,245	830
1/3 sq. (4-9/16 x 4-7/8)	$1,065	710	$1,015	680	$9,50	635	$905	605
1/3 vt. (2-3/16 x 10)	$1,065	710	$1,015	680	$9,50	635	$905	605
1/6 vt. (2-3/16 x 4-7/8)	$585	390	$550	370	$525	350	$490	325
1/6 hz. (4-9/16 x 2-3/8)	$585	390	$550	370	$525	350	$490	325
1/12 (2-3/16 x 2-3/8)	$310	205	$295	200	$285	190	$265	175
Cover 2 or 3	$2,435	1,795	$2,315	1,700	$2,190	1,610	$2,075	1,525
Cover 4	$2,585	1,880	$2,455	1,775	$2,325	1,685	$2,195	1,590

WEBSITE ADS	RATES*	PLACEMENT
Leaderboard (800w x 90h pixels)	$430/issue	all pages
Double Sidebar (300w x 500h pixels)	$230/issue	all pages
Double Sidebar Animated GIF (300w x 500h pixels)	$280/issue	all pages
Single Sidebar (300w x 250h pixels)	$115/issue	all pages
Single Sidebar Animated GIF (300w x 250h pixels)	$165/issue	all pages

**Discounts available for print advertisers*

DESIGN SERVICES
Consultation, Art Direction, and Graphic Design: $80/hour

PLEASE CREATE YOUR AD FILES BY USING THE SPECIFICATIONS BELOW:

- File formats: tiff, jpeg, pdf, eps
- Color: CMYK or black & white (not RGB)
- Resolution: 300 ppi

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Sizes & Specifications

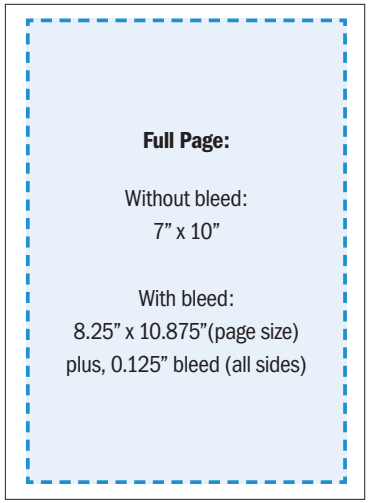
File Formats:
tiff, jpeg, pdf, eps

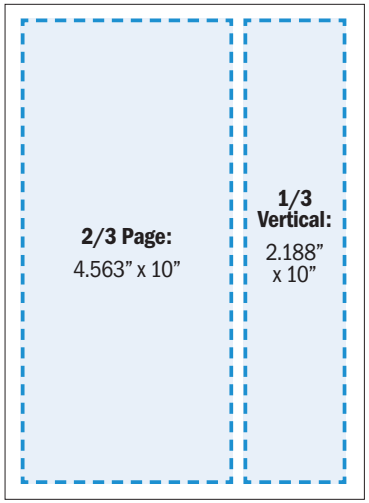
Color:
CMYK or black & white
(not RGB)

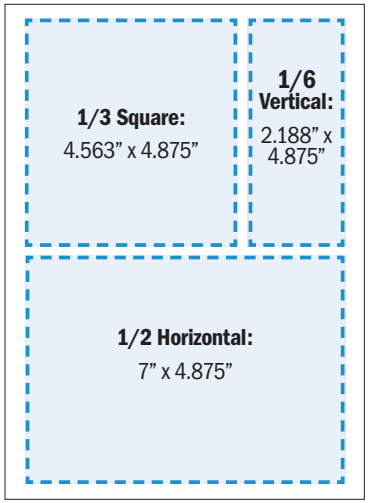
Resolution:
300 ppi

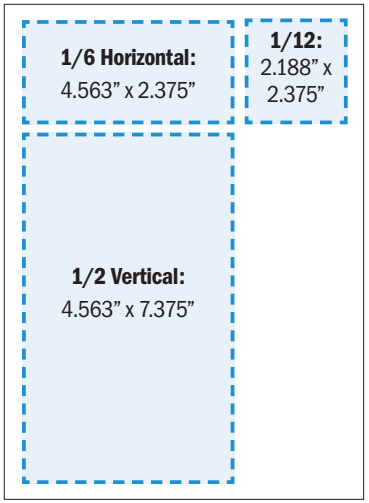
Submit Ad Files to:
Sandra Busby
SLB44@cornell.edu

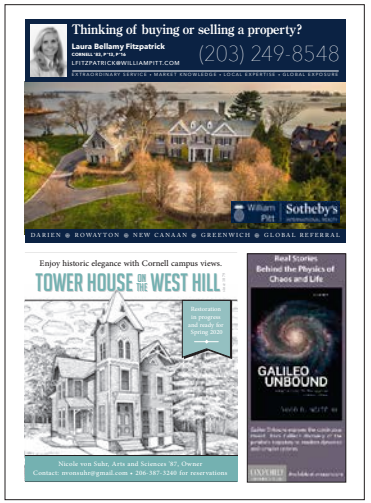
Production Questions?
Jennifer Infante
Art Director
JLK29@cornell.edu











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Digital Advertising*

$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**

- 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

Online Reach

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

**Placement priority given to print advertisers.*

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Planning Calendar and Ad Deadlines

	Issue	Ad Reservation Deadline	Print Ad Materials Deadline	Digital Ad Materials Deadline	Magazines Delivered Beginning:	Special Sections
	Jan/Feb	Nov 16	Nov 23	Dec 21	Jan 2	• Real Estate
	Mar/Apr	Jan 15	Jan 22	Feb 22	Mar 1	• Summer Programs and Sports Camps • Real Estate
	May/June	Mar 15	Mar 22	Apr 23	May 1	• Food and Beverage • Real Estate
	Jul/Aug	May 14	May 21	June 21	July 1	• Big Red Writers
	Sep/Oct	Jul 15	Jul 22	Aug 20	Sep 1	
	Nov/Dec	Sep 15	Sep 22	Oct 22	Nov 1	• Holiday Gifts

All issues include Authors, Sports, and Food & Beverage.

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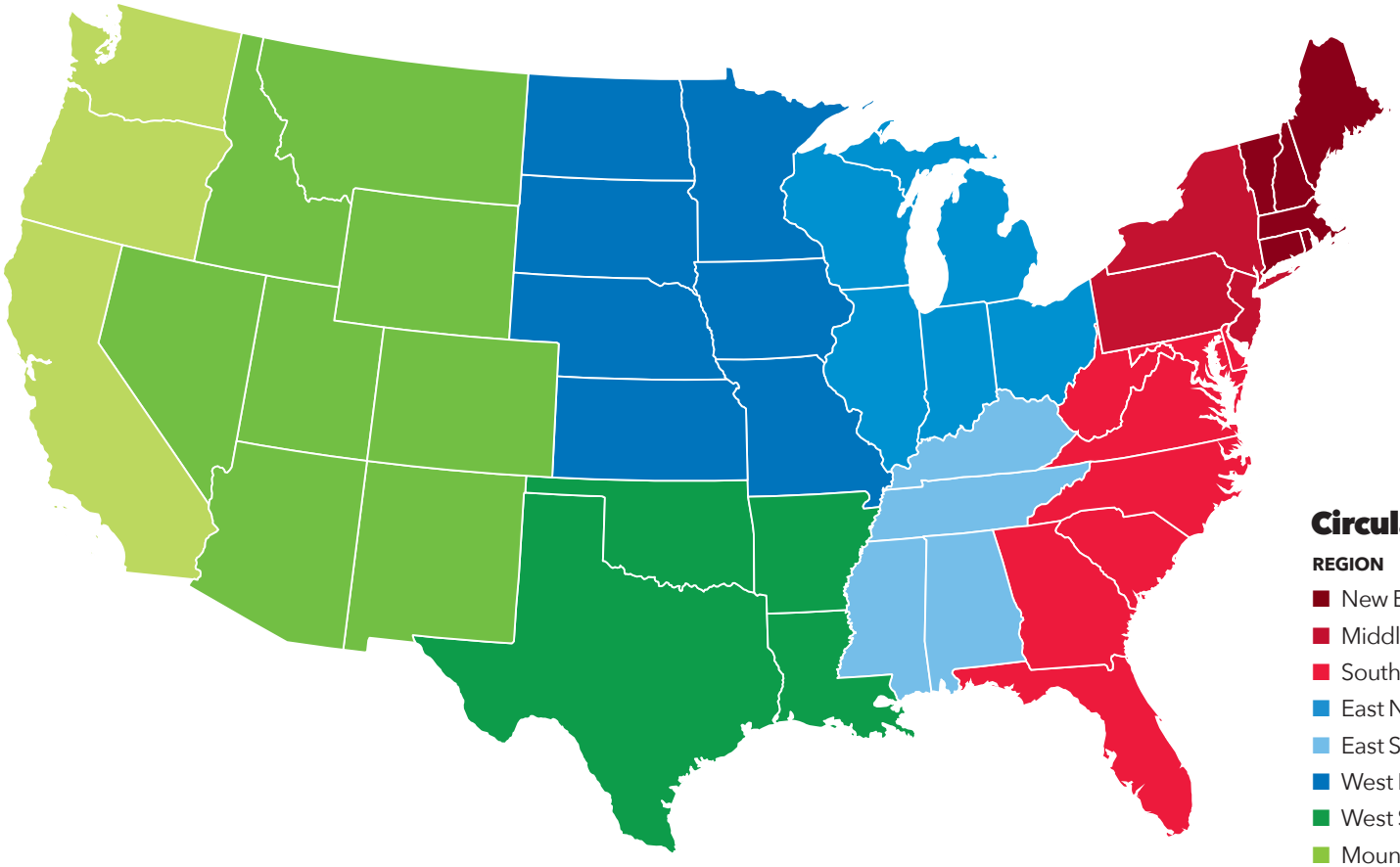
Print Distribution



Circulation by Region (June 2020)

REGION	CIRCULATION	% OF TOTAL
New England:	1,996	13.5
Middle Atlantic:	5,701	38.7
South Atlantic:	2,813	19.1
East North Central:	916	6.2
East South Central:	126	0.9
West North Central:	231	1.6
West South Central:	386	2.6
Mountain:	526	3.6
Pacific: *(including Alaska and Hawaii)*	1,764	12.0

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