

ALUMNUS

THE MAGAZINE OF THE UNIVERSITY OF ARIZONA ALUMNI ASSOCIATION

Ad Rates

All rates are gross amounts

Billing and Payment	<i>Alumnus</i> magazine accepts commercial advertising with payment due upon receipt of the advertiser's digital files.
Agency Discounts	Recognized advertising agencies will receive a 15 percent discount for placing insertion orders and furnishing high-resolution PDF files ready for placement. The agency commission is forfeited if the invoice is not paid within 30 days of insertion.
University of Arizona Discounts	A 10 percent discount is available to UA colleges and departments, and a 5 percent discount is available to current dues-paying UA Alumni Association members.

2008 Circulation (expected)	36,000	170,000	All 4 Issues	Savings
	(members only) Spring, Summer, Winter	(all active alumni) Fall		
cover II (inside front cover)	\$ 3,000	\$ 8,595	\$ 10,595	\$ 1,000
cover III (inside back cover)	2,800	8,000	9,800	1,000
cover IV (back cover)	3,200	9,000	11,200	1,000
centerfold	3,600	12,000	14,600	1,000
1 pg (full page)	2,400	7,800	9,200	1,000
2/3 pg	1,800	7,020	8,020	800
1/2 pg	1,400	6,240	6,940	700
1/3 pg	1150	5,265	5,815	600
1/4 pg	1050	4,485	5,035	500
1/6 pg	950	3,705	4,255	400
1/8 pg	850	3,120	3,670	300

Schedule

Issue	Publication date	Insertion Order	Digital files
Spring	April 15	March 1	March 10
Summer	July 15	June 1	June 10
Fall	October 1	August 1	August 15
Winter	January 1	November 1	November 15

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WILDCAT FOR LIFE