

IOWA

ALUMNI MAGAZINE | MEDIA KIT



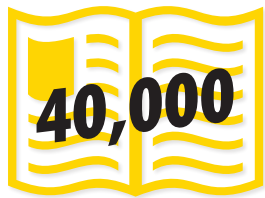
Media Kit



Iowa Alumni Magazine is distributed six times annually to more than 40,000 alumni and friends of the University of Iowa.

The magazine has received 20+ regional and national CASE (Council for Advancement and Support of Education) awards for excellence. With an uncluttered layout and an advertising-to-editorial ratio of 20 to 68, the magazine ensures that you will stand out to consumers.

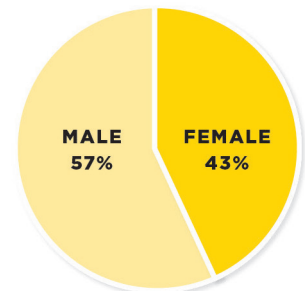
Audience & Engagement



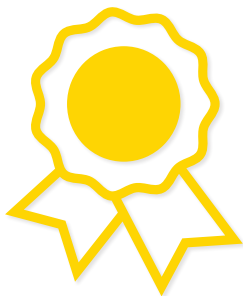
MEMBER READERS
27,000 print circulation



AVERAGE ANNUAL ONLINE VIEWS

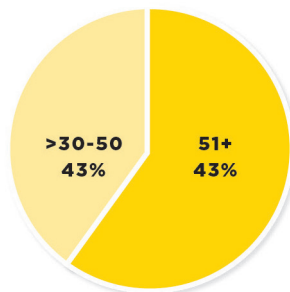


READERSHIP

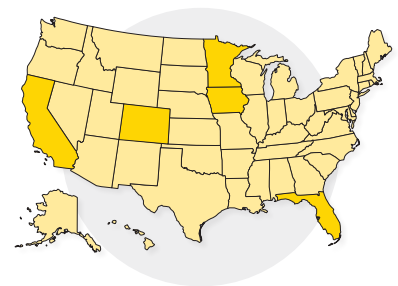


AWARD-WINNING CONTENT

20+ regional and national awards for excellence



READER AGE



NATIONAL AUDIENCE

Coast-to-coast distribution

Advertising



Our company places multiple ads in Iowa Alumni Magazine. This quality magazine provides access to alumni who are receptive to our marketing message, and we find the staff to be pleasant and professional.

- Janey L. Phillips, Senior Manager, Creative Development, American Insurance Administrators, a USI Affinity Company

AD RATES

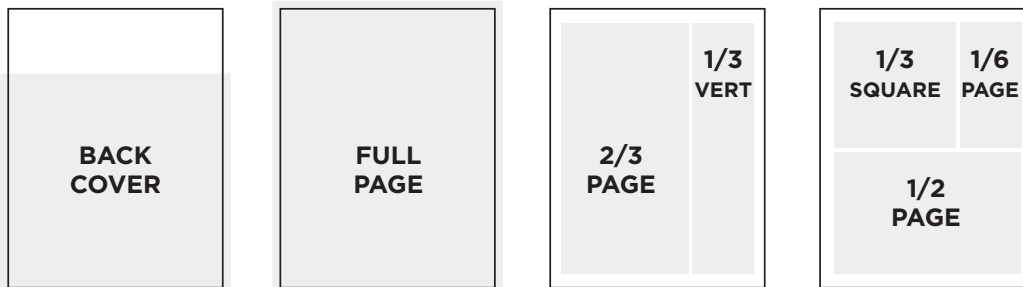
NATIONAL RATES

SIZE	1 insertion	2 insertions	3 to 5 insertions
Inside Front Cover	\$2,825	\$2,685	\$2,545
Inside Back Cover	\$2,310	\$2,190	\$2,075
Back Cover	\$3,215	\$3,055	\$3,000
Full Page	\$2,050	\$1,945	\$1,845
2/3 Page	\$1,790	\$1,700	\$1,610
1/2 Page	\$1,530	\$1,450	\$1,375
1/3 Page	\$1,270	\$1,205	\$1,140
1/6 Page	\$945	\$895	\$850

NON-PROFIT RATES

SIZE	Rate
Inside Front Cover	\$2,825
Inside Back Cover	\$2,310
Back Cover	\$3,215
Full Page	\$1,500
2/3 Page	\$1,000
1/2 Page	\$850
1/3 Page	\$710
1/6 Page	\$400

AD SPECS



AD SIZES

Size	Width	Height
Back Cover*	9.25" x	8.5"
Full Page*	9.25" x	11.125"
2/3 Page:	4.95" x	9.8"
1/2 Page:	7.7" x	4.8"
1/3 Page Vertical:	2.4" x	9.8"
1/3 Page Square:	4.95" x	4.8"
1/6 Page:	2.4" x	4.8"

MAGAZINE TRIM SIZE = 9 x 10.875"

*Listed ad sizes include a .125 bleed area. If you do not wish to have your full-page ad bleed, it is recommended that you allow a .6125 margin from the edges for your artwork. For full-page ads that bleed, we recommend using a .6125 safety margin from the edge for all art and copy that you would like in the live area.

MATERIAL REQUIREMENTS

FILE FORMAT: We prefer that advertisers submit ads as high quality print PDFs.

FILE SPECS: All images and art must be 300 DPI at 100% print size. The file must be submitted in CMYK format (no RGB or spot color). Non-compliant ads will be converted and color accuracy cannot be guaranteed. **Do not submit artwork with crop or bleed marks.** See size specs (left) for proper file dimensions.

FILE DELIVERY: Please submit all ad materials electronically to Carolyn Rosenquist at carolyn.rosenquist@foriowa.org. Please include the name of your business and the ad size in the file name.

POLICIES AND DISCLAIMERS

→ All advertising is subject to acceptance by an editorial review committee. The committee reserves the right to reject advertising material on or before receipt of artwork.

→ Positioning of advertisement is at the discretion of the publisher, except where preferred position has been requested by the advertiser and a premium rate is incurred.

→ Conditions are subject to change by publisher without notice.

→ *Iowa Alumni Magazine* reserves the right to alter its publication schedule at any time, particularly to accommodate important or time-sensitive news. All efforts will be made to notify advertisers of schedule changes.

→ *Iowa Alumni Magazine* is not responsible or liable for errors or for ads prepared improperly. Any files that require manipulation, corrections, or repairs are subject to production charges. The advertiser will be notified of incorrectly prepared ads.

→ *Iowa Alumni Magazine* reserves the right not to publish ads that do not meet minimum quality and print specifications.



When you place an ad in the print magazine, your ad will also be included in the digital edition at www.iowalum.com/magazine. All ads are hyperlinked (\$150 value).




Editorial Schedule & Material Deadlines*

ISSUE	RESERVATION DATE	ADS RECEIVED BY	MAIL DATE
JULY 2017 (digital only)	May 10	June 16	July 12
SEPTEMBER 2017	June 23	July 6	September 5
NOVEMBER 2017	August 21	September 9	November 7
JANUARY 2018	October 13	October 27	January 12

NOTE: The July issue of *Iowa Alumni Magazine* is a digital-only edition. It is distributed digitally to over 100,000 University of Iowa alumni. On average, alumni should receive their magazines within seven to ten days after the mail date.

Iowa Alumni Magazine reserves the right to alter this schedule at any time, particularly to accommodate important or time-sensitive news. We will alert you to any such changes.
*All dates subject to change

**MAGAZINE
ADVERTISING SALES
AND INQUIRIES**



Carolyn Rosenquist
carolyn.rosenquist@foriowa.org
319-467-3379
P.O. Box 1970
Iowa City, IA 52244

2017-18 Lineup

- A review of alumni-owned microbreweries
- Iowa's contributions to the space race
- The UI's campus safety efforts
- Stories from the Iowa Writers' Workshop
- A profile of an alumna racing in Alaska's Iditarod
- A celebration of the *Daily Iowan's* 150th anniversary