

Ohio State

A L U M N I M A G A Z I N E

Find
your
target
audience
with us





Reach the heart of Ohio State

DEAR ADVERTISER,

Building sales and increasing customers are always challenging goals, but our proven ability to reach more than 120,000 Ohio State alumni can help you achieve such objectives.

Facts show that placing your message in *Ohio State Alumni Magazine* delivers again and again. Our research indicates that your advertisement will reach approximately 120,000 readers every month. This audience has an average annual income of more than \$75,000. Almost all are dues-paying members of the Ohio State University Alumni Association and graduates of the university, and two-thirds of these readers live in Ohio. Such demographics are hard to beat!

Advertising in *Ohio State Alumni Magazine* not only provides cost-efficient access to an enthusiastic, educated audience, but also associates your organization with Ohio State and its Alumni Association. As our advertisers have discovered, that's quite a bonus!

Delivering significant value, our rate structure also has the flexibility to match your budget. Let's talk further about how you can take advantage of these opportunities.

Contact Steve Proctor for more details and to arrange your advertising at proctor@ohiostatealumni.org or (614) 688-4086. Many thanks for your consideration, and GO BUCKS!

Sincerely,

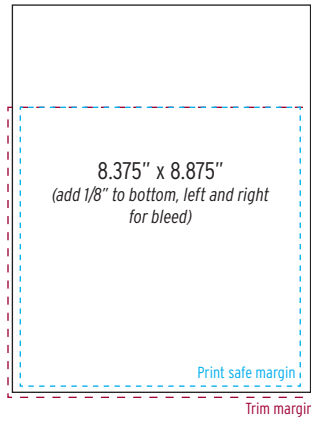
Archie Griffin
President/CEO
Ohio State University Alumni Association, Inc.

SIZES



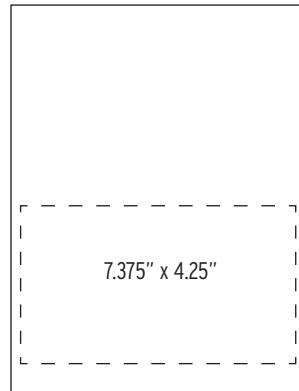
FULL PAGE

Trim size: 8.375" x 10.875"
 -- Add 1/8" to all sides for bleed
 -- Print safe area 8.125" x 10.625"



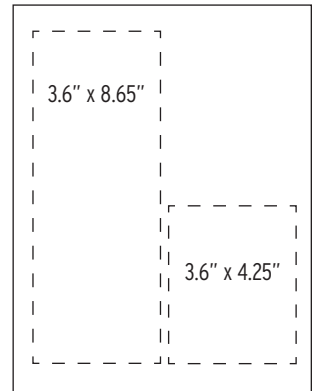
BACK COVER

Trim size: 8.375" x 8.875"
 -- Add 1/8" to bottom, left and right for bleed
 -- Print safe area 8.125" x 8.75"



HALF PAGE Horizontal

7.375" x 4.25"



HALF PAGE Vertical

3.6" x 8.65"

ONE-QUARTER PAGE

3.6" x 4.25"

RATES

Back cover			Inside front cover			Inside back cover			Full page			Half page			One-quarter page		
1x	3x	6x	1x	3x	6x	1x	3x	6x	1x	3x	6x	1x	3x	6x	1x	3x	6x
\$4,180	4,055	3,929	\$3,850	3,735	3,619	\$3,520	3,464	3,309	\$3,190	3,094	3,000	\$1,760	1,707	1,654	1,210	1,174	1,137

PAYMENT

Contract agreements on size and cost of ads must be signed by a representative of the Alumni Association and the purchaser prior to submission of final art.

New advertisers

(fewer than three issues)
 Payment is due when artwork is submitted until credit is established for three issues with the magazine.

Established advertisers

(more than three issues)
 Invoices will be mailed with the published issue.

Multiple insertion contracts

To qualify for a discount rate, a multiple insertion contract must accompany artwork for the first insertion of that series.

Late reservations

Ad space reserved after published deadline is subject to a 15 percent surcharge and will be accepted only if space is available.

TECHNICAL SPECIFICATIONS

- All scans should be TIF files.
- Ads should be print-ready (*OSAM* is not responsible for prepress work).
- Artwork must be converted to CMYK
- Artwork must be at least 300 dpi

What we can take

- Adobe PDF
- Adobe InDesign CS4 or CS5: Fonts must be converted to paths, all artwork must be submitted with document
- Adobe Illustrator CS3, CS4 or CS5: Fonts must be converted to paths, all artwork must be submitted with document
- We also accept TIF and EPS files, but not JPEG.

How we can take it

- Mail CD/DVD to: Steve Proctor, 2200 Olentangy River Road, Columbus, Ohio 43210
- E-mail to: proctor@ohiostatealumni.org
- For files greater than 10 MB, an FTP site is available. Please call or e-mail for instructions for using our FTP site.

Proofs

- If no color proof is provided, we cannot guarantee a color match.

RESERVATION DEADLINES

ISSUE	RESERVATION DUE	FINAL ART DUE
July/August 2011	May 11, 2011	May 25, 2011
September/October 2011	July 13, 2011	July 27, 2011
November/December 2011	September 8, 2011	September 22, 2011
January/February 2012 ¹	November 22, 2011	December 14, 2011
March/April 2012 ²	January 11, 2012	January 25, 2012
May/June 2012	March 11, 2012	March 25, 2012

Written insertion orders must be received by the above dates.

1. Based on mailing date of Jan. 18. Mailing date for other issues is next-to-last day of Feb., Apr., June, Aug., and Oct.
2. Deadlines for March/April 2012 and beyond are tentative, based on 2010 dates. Actual dates may vary by a day or two.

ISSUE	RESERVATION DUE	FINAL ART DUE
July/August 2012	May 11, 2012	May 25, 2012
September/October 2012	July 13, 2012	July 27, 2012
November/December 2012	September 8, 2012	September 22, 2012
January/February 2013 ¹	November 22, 2012	December 14, 2012
March/April 2013	January 11, 2013	January 25, 2013
May/June 2013	March 11, 2013	March 25, 2013

Written insertion orders must be received by the above dates.

1. Based on mailing date of Jan. 18. Mailing date for other issues is next-to-last day of Feb., Apr., June, Aug., and Oct.

GENERAL INFORMATION

Ohio State Alumni Magazine is published six times a year, with issues for January/February, March/April, May/June, July/August, September/October, and November/December. Magazines are mailed the first week of January, March, May, July, September, and November.

The magazine is sent to more than 104,000 households representing more than 120,000 dues-paying members of the Ohio State University Alumni Association, Inc.

In compliance with Ohio State Alumni Association policy, Ohio State Alumni Magazine cannot accept personal ads or advertising for the alcoholic beverages, tobacco, gaming, or certain personal hygiene products; advoca-

cy positions (political, philosophical, religious, moral, etc.); or contributions to organizations or for purposes not directly affiliated with or benefiting Ohio State or the Alumni Association.

To comply with the Ohio State University licensing program, no University or Alumni Association registered marks may appear in an advertisement unless they are on a licensed product.

OSAM reserves the right to reject or cancel advertising the publisher deems unacceptable due to objectionable material, inferior artwork, or other reasons at the discretion of the publisher.

AD CONTRACT | *Ohio State Alumni Magazine*

Please complete, sign, and send to Steve Proctor at proctor@ohiostatealumni.org or fax (614) 688-0351. If preferred, mail to Longaberger Alumni House, 2200 Olentangy River Road, Columbus, OH 43210.

Contact name

Advertiser/Company

Product/Service

Phone Fax

E-mail

Address

City State Zip

AUTHORIZED BY:

Name (please print) Title

Advertising agency (if applicable)

Address

City State Zip

Phone Fax

E-mail

SIGNATURE:

Name Date

Accepted by OSAM sales representative Date

SPECIAL INSTRUCTIONS:

Authorization is granted to insert the advertisement as indicated. It is understood that a digital art file is to be furnished to OSAM by the art-due date. First-time advertisers are required to prepay until credit is established. All other invoices will be rendered upon publication and are to be paid upon receipt. Accounts canceling insertion orders after the reservation deadline will be billed 25 percent of the ad rate. Advertiser agrees to pay all fees required by the terms of this contract. All copy and art is subject to the approval of the publisher. Ad reservations will not be confirmed until the signed contract is received by OSAM.

2200 Olentangy River Road, Columbus, Ohio 43210-1035 • (614) 688-4086 • FAX (614) 688-0351

Ad sizes

- A1** – Full page
- A2** – Two-page spread
- B** – Half page horizontal
- C** – Half page vertical
- D** – Quarter page

Refer to the OSAM ad kit for actual dimensions
www.go.osu.edu/AdvertiseWithUs

Issue(s) of insertion	No. of ads	Size <i>A1, A2, B, C, or D</i>
Jul/Aug 2011 <i>ART DUE: JUNE 8</i>	<input type="text"/>	<input type="text"/>
Sept/Oct 2011 <i>ART DUE: AUG. 10</i>	<input type="text"/>	<input type="text"/>
Nov/Dec 2011 <i>ART DUE: OCT. 6</i>	<input type="text"/>	<input type="text"/>
Jan/Feb 2012 <i>ART DUE: DEC. 22</i>	<input type="text"/>	<input type="text"/>
Mar/Apr 2012 <i>ART DUE: JAN. 9</i>	<input type="text"/>	<input type="text"/>
May/June 2012 <i>ART DUE: MAR. 23*</i>	<input type="text"/>	<input type="text"/>
Jul/Aug 2012 <i>ART DUE: JUNE 8</i>	<input type="text"/>	<input type="text"/>
Sept/Oct 2012 <i>ART DUE: AUG. 10</i>	<input type="text"/>	<input type="text"/>
Nov/Dec 2012 <i>ART DUE: OCT. 6</i>	<input type="text"/>	<input type="text"/>
Jan/Feb 2013 <i>ART DUE: DEC. 22</i>	<input type="text"/>	<input type="text"/>
Mar/Apr 2013 <i>ART DUE: JAN. 9</i>	<input type="text"/>	<input type="text"/>
May/June 2013 <i>ART DUE: MAR. 23</i>	<input type="text"/>	<input type="text"/>

** Deadlines for March/April 2012 and beyond are tentative, based on 2010 dates. Actual dates may vary by a day or two.*

Rate per insertion