

# Advertising Rates for *Mississippi State Alumnus Magazine*

Circulation: 22,600

Audience: Active alumni of Mississippi State University

Publishing dates: November, March, and July

Ad confirmation: Aug. 15 (for Nov.); Dec. 18 (for March); and April 15 (for July)

Ads due: Aug. 31 (for Nov.); Jan. 10 (for March); and May 1 (for July)

*(Full-page, camera-ready)*

Black and white, inside: \$930

Black and white, inside back cover: \$1,200

Four-color, inside: \$1,200

Four-color, inside back cover: \$1,470

*(Half-page, camera-ready)*

Black and white, inside: \$510

Four-color, inside: \$660

Four-color, outside back cover: \$750

*(Quarter-page, camera-ready)*

Black and white, inside: \$280

Four-color, inside: \$350

**PLEASE NOTE: WE CANNOT ACCEPT TIME-SENSITIVE ADVERTISEMENTS. Due to postal regulations governing the magazine's mailing class, we cannot accept any ads promoting credit cards, travel packages, or insurance.**

## **Specifications for Ads:**

Dimensions, full-page: Maximum 8 3/4" horizontal X 11 1/4" vertical (bleed size)

Dimensions, half-page: Maximum 7 1/2" horizontal X 5" vertical

Dimensions, quarter-page: Maximum 3 3/4" horizontal X 5" vertical, **OR** 5" horizontal X 3 3/4" vertical

**The *Alumnus* magazine is produced on IBM-based equipment by the Office of University Relations at Mississippi State University.**

**For additional information, contact:**

Allen Snow, Editor or Becky Smith, Publications Manager  
P.O. Box 5325  
Mississippi State, MS 39762-5325  
Phone: 662-325-3442; fax: 662-325-7455;  
e-mail: [snowa@ur.msstate.edu](mailto:snowa@ur.msstate.edu) or [smithb@ur.msstate.edu](mailto:smithb@ur.msstate.edu)

**Electronic Advertising File Requirements**

All electronic ads are assumed to be press ready for publishing. Include a laser proof of the ad with any CD's or DVD's. All ads should be 300 dpi with 150 line screen and if in color, should be converted to CMYK. All files should be clearly labeled with individual's name or agency name, phone number, and e-mail. Also, please indicate whether file is IBM or MAC and what software is used to create the ad. Document size should correspond to ad size.

**SUPPORTED FORMATS: saved as pdf, tif or eps**

Adobe Photoshop CS2  
Adobe Acrobat 5.0 (be sure all fonts are embedded)  
Adobe Illustrator CS  
Freehand MX

**TRANSPORTATION MEDIA:**

CD or DVD

**ELECTRONIC TRANSFER:**

E-mail ([snowa@ur.msstate.edu](mailto:snowa@ur.msstate.edu), and [smithb@ur.msstate.edu](mailto:smithb@ur.msstate.edu))  
Be sure to include in the e-mail the issue of the magazine in which the ad is to appear, the size of the ad, and whether the ad is to be color or black and white.

**SCANS:**

Scans, both black and white and color, should be sized in Adobe Photoshop as close to final output to minimize file size. Resolution should be a minimum of 300 dpi. Line screen should be 150 lpi. Black and white can be saved in EPS or TIFF format. Color scans must be saved in CMYK mode in EPS or TIFF formats. JPEG format is not acceptable.

**FILE COMPRESSION:**

If compressing the file for electronic transfer, use WinZip