



MEDIA KIT

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ALUMNI PROFILE

CIRCULATION

William & Mary Alumni Print Magazine	approx.	100,000
William & Mary Alumni Digital Magazine	approx.	5,000+
William & Mary Alumni eNewsletter	approx.	60,000

DEGREE HOLDERS

Hold only an undergraduate degree from W&M:	62%
Hold only graduate degrees from W&M:	25%
Hold multiple degrees from W&M:	4%
Non-degree alumni:	10%
Hold graduate degrees from other institutions:	17%

GENDER

Male: 48% Female: 52%

CLASS DISTRIBUTION

Pre-1939 (ages 98 and up):	1%
1940-1949 (ages 88-97):	2%
1950-1959 (ages 78-87):	4%
1960-1969 (ages 68-87):	8%
1970-1979 (ages 58-67):	15%
1980-1989 (ages 48-57):	17%
1990-1999 (ages 38-47):	20%
2000-2009 (ages 28-37):	21%
2010+:	14%

OCCUPATIONAL AREAS

(These figures reflect alumni who have reported occupational information.)

Arts:	365
Business and Economics:	4,204
Communications:	1,601
Education:	9,057
Further Study:	373
Government:	2,160
Homemaker:	595
International:	773
Law:	7,020
Life Science:	338
Math/Physical Science:	529
Medical/Health Science:	2,384
Museum/Library Science:	386
Nonprofit:	60
Social Science:	966
Tech/Computers:	1,553
Travel/Recreation:	463
Senior Executives:	4,419

SCHOOL AFFILIATION

Arts & Sciences:	71%
Mason School of Business:	15%
School of Education:	6%
School of Law:	8%
Virginia Institute of Marine Science:	1%

GEOGRAPHIC *(state: percentage of alumni, number of alumni)*

Alabama: .363%, 347	Kentucky: .423%, 404	Ohio: 1.176%, 1,124
Alaska: .126%, 120	Louisiana: .296%, 283	Oklahoma: .138%, 132
Arizona: .586%, 560	Maine: .356%, 340	Oregon: .54%, 516
Arkansas: .144%, 138	Maryland: 4.576%, 4,374	Pennsylvania: 3.436%, 3,285
California: 3.993%, 3,817	Massachusetts: 2.003%, 1,915	Puerto Rico: .019%, 18
Colorado: 1.273%, 1,217	Michigan: .497%, 475	Rhode Island: .214%, 205
Connecticut: 1.13%, 1,080	Minnesota: .428%, 409	South Carolina: 1.116%, 1,067
Delaware: .435%, 416	Mississippi: .128%, 122	South Dakota: .029%, 28
District of Columbia: 2.124%, 2,030	Missouri: .45%, 430	Tennessee: .909%, 869
Florida: 3.334%, 3,187	Montana: .115%, 110	Texas: 2.2%, 2,103
Georgia: 2.011%, 1,922	Nebraska: .092%, 88	Utah: .18%, 172
Guam: .008%, 8	Nevada: .185%, 177	Vermont: .218%, 208
Hawaii: .171%, 163	New Hampshire: .361%, 345	Virgin Islands: .017%, 16
Idaho: .123%, 118	New Jersey: 2.616%, 2,501	Virginia: 42.928%, 41,036
Illinois: 1.27%, 1,214	New Mexico: .262%, 250	Washington: 1.026%, 981
Indiana: .421%, 402	New York: 4.071%, 3,892	West Virginia: .315%, 301
Iowa: .142%, 136	North Carolina: 4.084%, 3,904	Wisconsin: .339%, 324
Kansas: .194%, 185	North Dakota: .023%, 22	Wyoming: .043%, 41

PRINT RATE CARD

	OPEN RATE	2x RATE	3x RATE	4x RATE
BACK COVER* - 8.938" x 7.525" (includes .25" bleeds)				
	\$7,000	\$6,800 †	\$6,600 †	\$6,000 †
FULL PAGE* - 8.938" x 11.375" (includes .25" bleeds)				
Inside Cover (back or front)	\$6,400	\$6,200 †	\$6,000 †	\$5,600 †
Facing Table of Contents	\$6,000	\$5,800 †	\$5,600 †	\$5,200 †
Premium (pp. 1-11)	\$6,000	\$5,800 †	\$5,600 †	\$5,200 †
Full Page (with features or departments)	\$5,600	\$5,400 †	\$5,200 †	\$4,800 †
Department	\$5,600	\$5,400 †	\$5,200 †	\$4,800 †
Full page (no preference)	\$5,000	\$4,800 †	\$4,600 †	\$4,000 †
HALF PAGE - 7.125" x 4.6875"				
	\$4,000	\$3,800	\$3,600	\$3,200
QUARTER PAGE - 3.4375" x 4.6875"				
	\$3,000	\$2,800	\$2,600	\$2,200

* Includes full-page marketplace ad in digital marketplace (see next page).

† Discounted advertising in monthly Hark! e-newsletter.

- Placement requests will be considered but not guaranteed and may be based on availability. Half- and quarter-page ads are placed at editor's discretion and are not included in the digital marketplace.
- College of William & Mary departments, alumni and approved nonprofit organizations are eligible for a 10% discount.
- Recognized advertising agencies responsible for reserving space and handling bills are eligible for a 15% discount on rates. (In-house agencies are not eligible for commission.)
- Rates are per issue and are subject to change.

DIGITAL MAGAZINE RATE CARD

	OPEN RATE	2x RATE	3x RATE	4x RATE
FULL PAGE INLINE AD				
	\$3,000	\$2,800	\$2,600	\$2,000
MARKETPLACE AD				
	\$1,500	\$1,300	\$1,100	\$750

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- Placement requests will be considered but not guaranteed and may be based on availability.
 - College of William & Mary departments, alumni and approved nonprofit organizations will be quoted rates upon request.
 - Rates are per issue and are subject to change.

DEADLINES & POLICIES

The *William & Mary Alumni Magazine* is published four times each year for alumni and friends of the College.

DEADLINES:

SPRING

Commitment deadline: January 15
New art deadline: February 1
Publication date: late March

SUMMER

Commitment deadline: April 15
New art deadline: May 1
Publication date: late June

FALL

Commitment deadline: July 15
New art deadline: August 1
Publication date: late September

WINTER

Commitment deadline: October 15
New art deadline: November 1
Publication date: late December

POLICIES:

- The editor reserves the right to reject any advertisement that does not meet the College's standard of propriety.
- Full payment is due within 30 days of the invoice date. All overdue invoices are subject to interest at the rate of 1.5 percent per month (18 percent per year).
- Advertisers cannot cancel orders after commitment deadline.
- Advertisers are solely responsible for submitting required files by the new art deadline and confirming the files were received.
- The editor is not responsible for errors in printed ads. All ads should be proofed by the client before submission to the *William & Mary Alumni Magazine*.
- Positioning of advertisements is at the discretion of the editor, except when guaranteed by a written contract, in which case the positioning of advertisements shall be in accordance with the terms of the contract.
- Rates listed are for advertising space only. Other expenses incurred by the editor on behalf of the advertiser and its agency will be re-billed at net cost, including changes made after the art deadline.
- No conditions, printed or otherwise, appearing on contracts, insertion orders or copy instruction, that conflict with the editor's policies, will be binding on the Alumni Association.
- Conditions and rates are subject to change by the Alumni Association.
- Protective Clause: The advertiser or authorized agent agrees to assume all liability for content of ads printed.

FULL PAGE

9" x 10.875"
(actual trim)

9.5" x 11.375"
(with .25 bleed on all sides)

7.38" x 9.092"
(with no bleed)

300 dpi

1/2 PAGE

7.3875" x 4.433"

300 dpi

1/4 PAGE

3.586" x 4.443"

300 dpi

BACK COVER

9.5" x 7.525"
(with .25 bleed on three sides)

7.3875" x 7.275"
(actual live area)

300 dpi

SOFTWARE

- InDesign: 7 to CC
- Photoshop: Any
- Illustrator: 7 to CC
- Acrobat: 4 or later

DELIVERY METHOD:

- Email (all files should be zipped)
- FTP

PRINT SPECIFICATIONS:

- All ads should be print ready.
- Photos should be CMYK, have final effective resolution of 300 dpi and saved as TIFF or EPS.
- Lineart should have a final resolution of 600 dpi and saved as TIFF with LZW compression applied.
- For high-resolution PDFs, all fonts and artwork need to be embedded. Please provide all original files.
- For Illustrator files, fonts need to be converted to outlines and saved as an EPS file.
- If you only use Truetype fonts, create a high-res PDF and embed the fonts.
- Keep all type or important information within 1/2" or 0.5" from the edge of a full page ad for trim allowance.
- Save final images and files in CMYK format.

INCLUDE:

- Contact information for ad provider and designer.
- All images and fonts.
- Native files (Quark or InDesign) as well as print-ready PDF or EPS file.

If the above, non-negotiable requirements are not met, additional services and subsequent charges will be applied to your bill. You will be consulted if additional services are required for your ad.

INSERTION ORDER

ADVERTISER: _____

Media Buyer
Contact Information

Designer/Ad Agency
Contact Information

Name

Name

Street

Street

City State ZIP

City State ZIP

Telephone

Telephone

Email

Email

Fax Number

Fax Number

AD SPECIFICATIONS:

ISSUE:

- Spring 20 ____
- Summer 20 ____
- Fall 20 ____
- Winter 20 ____

LOCATION: (not guaranteed)

- Back Cover
- Front Inside Cover
- Back inside Cover
- Facing Table of Contents
- Premium
- Departments
- Marketplace
- Class Notes
(class year range _____)
- Digital Inline Only
- Digital Marketplace Only

SIZE:

- Full Page
- 1/2 Page
- 1/4 Page
- 1/8 Page

STATUS:

- New
- Pick-Up
(issue: _____ year: _____)

SPECIAL INSTRUCTIONS:

Discount %: _____ Total Cost: _____ Payment Due: _____

Media Buyer Date:

W&M Magazine Editor Date: