

# Arkansas MAGAZINE ADVERTISING

## ABOUT

Arkansas is the quarterly magazine of the Arkansas Alumni Association. It is distributed to association member households.

Volume numbering follows the academic calendar, with the fall issue serving as the first issue of each new volume.

## ADVERTISING RATES

SIZE	ISSUE
BACK COVER	\$2200
INSIDE COVERS	\$2000
FULL	\$1800
1/2 PAGE	\$950
1/4 PAGE	\$550

### DISCOUNTS:

- 10%** Discount for any annual agreement for four consecutive issues.
- 20%** Discount on all rates to University groups, affinity partners, benefits partners and Life Members.

### GRAPHIC DESIGN ADD ON:

Graphic design services are available for an additional fee of \$50 per design.

## CLOSING DATES

Advertising agreements are accepted through the reservation deadline. Materials for ads graphic design work are due on the reservation deadline. Completed artwork is due on the artwork deadline.

ISSUE	RESERVATION DEADLINE	ARTWORK DEADLINE	ANTICIPATED DROP DATE
FALL	Aug. 16	Aug. 25	Oct. 25
WINTER	Nov. 17	Nov. 22	Jan. 31
SPRING	Feb. 20	Feb. 27	April 26
SUMMER	May 20	May 26	July 26

## MECHANICAL REQUIREMENTS

Arkansas is a perfect bound periodical. Full page ads and cover ads include bleeds. Half page and quarter page ads float within the page. When designing your advertisement, please avoid placing text or focal points of imagery in the areas that might run into the gutter.

**Magazine Trim Size:** 8.25" x 10.75"

**Bleeds:** 1/8"

**Gutter:** 1/2"

	WIDTH	HEIGHT
Full Page	8.25"	10.75"
Back Cover	8.25"	8.5"
1/2 PAGE horizontal	7.75"	5"
1/2 PAGE vertical	3.75"	10.25"
1/4 PAGE	3.75"	5"



## ARTWORK SUBMISSION

**Submitting Files:** All advertising materials should be submitted in electronic format via email or file share to [advertising@arkansasalumni.org](mailto:advertising@arkansasalumni.org).

**File Resolution Specifications:** 300 dpi/ppi @100% of print size or equivalent.

**Preferred file format:** PDF (with fonts and images embedded)

*Other accepted formats:* Packaged InDesign files, EPS, JPEG, TIFF, PSD, and AI.

**NOTE:** THE CLIENT MUST INCLUDE FONTS AND LINKED IMAGES.