

MEDIA KIT

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ALUMNI PROFILE

CIRCULATION

William & Mary Alumni Print Magazine approx. 86,000
William & Mary Alumni Digital Magazine approx. 5,000+
William & Mary Alumni eConnection approx. 56,000

DEGREE HOLDERS

Hold only an undergraduate degree from W&M: 61%
Hold only graduate degrees from W&M: 24%
Hold multiple degrees from W&M: 4%
Non-degree alumni: 11%
Hold graduate degrees from other institutions: 15%

GENDER

Male: 48% Female: 52%

CLASS DISTRIBUTION

Pre-1939 (ages 95 and up): 1%
1940-1949 (ages 85-94): 2%
1950-1959 (ages 75-84): 5%
1960-1969 (ages 65-74): 10%
1970-1979 (ages 55-64): 17%
1980-1989 (ages 45-54): 19%
1990-1999 (ages 35-44): 22%
2000-2009 (ages 25-34): 23%
2010+: 5%

OCCUPATIONAL AREAS

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

Arts: 297
Business and Economics: 2,603
Communications: 1,123
Education: 8,354
Further Study: 303
Government: 1,349
Homemaker: 498
International: 8
Law: 4,254
Life Science: 238
Math/Physical Science: 435
Medical/Health Science: 1,896
Museum/Library Science: 317
Nonprofit: 126
Social Science: 676
Tech/Computers: 1,044
Travel/Recreation: 252
Senior Executives: 4,710

SCHOOL AFFILIATION

Arts & Sciences: 72%
Mason School of Business: 13%
School of Education: 6%
School of Law: 7%
Virginia Institute of Marine Science: 1%

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

Alabama: .376%, 334

Alaska: .114%, 101

Arizona: .624%, 554

Arkansas: .15%, 133

California: 3.882%, 3,445

Colorado: 1.188%, 1,054

Connecticut: 1.148%, 1,019

Delaware: .452%, 401

District of Columbia: 1.927%, 1,710

Florida: 3.383%, 3,002

Georgia: 2.034%, 1,805

Guam: .007%, 6

Hawaii: .187%, 166

Idaho: .122%, 108

Illinois: 1.295%, 1,149

Indiana: .419%, 372

Iowa: .152%, 135

Kansas: .193%, 171

Kentucky: .428%, 380

Louisiana: .279%, 248

Maine: .35%, 311

Maryland: 4.61%, 4,091

Massachusetts: 1.91%, 1,695

Michigan: .565%, 501

Minnesota: .43%, 382

Mississippi: .127%, 113

Missouri: .463%, 411

Montana: .109%, 97

Nebraska: .065%, 58

Nevada: .193%, 171

New Hampshire: .369%, 327

New Jersey: 2.653%, 2,354

New Mexico: .256%, 227

New York: 4.033%, 3,579

North Carolina: 4.138%, 3,672

North Dakota: .027%, 24

Ohio: 1.249%, 1,108

Oklahoma: .156%, 138

Oregon: .506%, 449

Pennsylvania: 3.481%, 3,089

Puerto Rico: .02%, 18

Rhode Island: .206%, 183

South Carolina: 1.133%, 1,005

South Dakota: .025%, 22

Tennessee: .923%, 819

Texas: 2.106%, 1,869

Utah: .162%, 144

Vermont: .21%, 186

Virgin Islands: .016%, 14

Virginia: 43.648%, 38,732

Washington: .962%, 854

West Virginia: .328%, 291

Wisconsin: .313%, 278

Wyoming: .041%, 35

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 (within front pages)	\$6,000	\$5,800	\$5,600	\$5,200 †
Full Page	\$5,600	\$5,400	\$5,200	\$4,800 †
Department	\$5,600	\$5,400	\$5,200	\$4,800 †
Marketplace/Class Notes	\$4,400	\$4,200	\$4,000	\$3,600 †
HALF PAGE - 7.125" x 4.6875"				
	\$3,800	\$3,600	\$3,400	\$3,000
QUARTER PAGE - 3.4375" x 4.6875"				
	\$2,800	\$2,600	\$2,400	\$2,000
EIGHTH PAGE - 1.5625" x 4.6875"				
	\$1,800	\$1,600	\$1,400	\$1,000

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

† Includes one eConnection ad (see next page).

- Placement requests will be considered but not guaranteed and may be based on availability. Half-, quarter- and eighth-page ads are placed in the Marketplace and Class Notes sections only and are not included in the digital marketplace.
- College of William & Mary departments and alumni will be quoted rates upon request.
- Rates are per issue and are subject to change.

DIGITAL RATE CARD

	OPEN RATE	2x RATE	3x RATE	4x RATE
FULL PAGE INLINE AD				
	\$5,600	\$5,400	\$5,200	\$4,800
FULL PAGE MARKETPLACE AD				
	\$2,800	\$2,600	\$2,400	\$2,000

eCONNECTION RATE CARD

	OPEN RATE	2x RATE	3x RATE	4x RATE
eCONNECTION AD				
	\$3,800	\$3,600	\$3,400	\$3,000

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- Placement requests will be considered but not guaranteed and may be based on availability.
 - College of William & Mary departments and alumni 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 20
New art deadline: February 8
Publication date: early April

SUMMER

Commitment deadline: April 20
New art deadline: May 7
Publication date: early July

FALL

Commitment deadline: July 6
New art deadline: July 30
Publication date: late September

WINTER

Commitment deadline: October 12
New art deadline: October 29
Publication date: mid 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.



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.

eCONNECTION SPECIFICATIONS:

- The final effective resolution of 72 ppi and saved as JPG, PNG or PDF.
- Save final images and files in RGB format.
- Provide URL for link.

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 Only

SIZE:

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

eCONNECTION

- January
- February
- March
- April
- May
- June
- July
- August
- September
- October
- November
- December

STATUS:

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

SPECIAL INSTRUCTIONS:

20 ____

Total Cost: _____ Payment Due: _____

Media Buyer

Date:

We&M Magazine Editor

Date: