

ASU MAGAZINE

MACINTOSH COMPATIBILITY:

All files must be Macintosh compatible. If you can only supply PC format please mark it clearly on the supplied disk.

AD SUBMISSION:

Files may be supplied on CD with a color proof to insure color accuracy.

Our publication is perfect bound. Please insure size accuracy of all submissions.

MEDIA FORMAT:

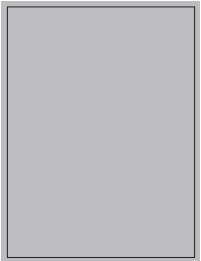
Ad materials may be submitted as a high resolution PDF, 300 dpi with all fonts and images embedded. Images must be CMYK or Grayscale. Vector graphics, saved as EPS, with all linked files included and fonts outlined or included. Adobe InDesign, do not include layers in your PDF. Include standard trim, bleed and center marks on all submissions (no marks included in "live" image area).

Ads are subject to approval by the Standards Committee of the ASU Alumni Association.

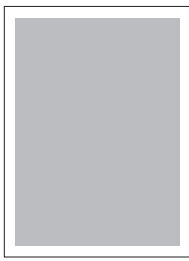
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Rhonda McClintock
Old Main
PO Box 873702
Tempe, AZ 85287-3702

FULL PAGE \$6,000

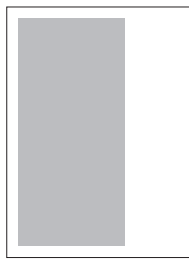


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Trim
8" x 10"
Bleed
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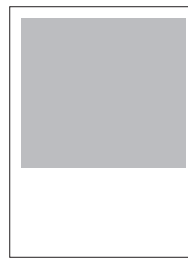


NON-BLEED
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2/3 PAGE \$4,800



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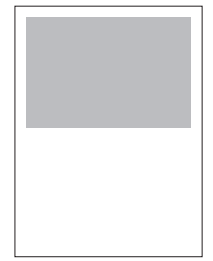


HORIZONTAL
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HALF PAGE \$3,840

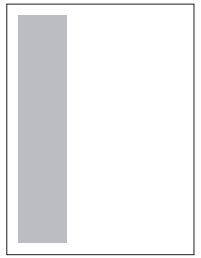


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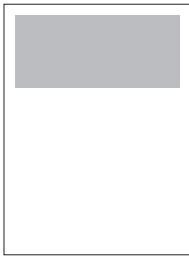


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1/3 PAGE \$3,072

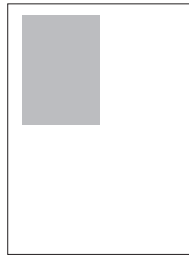


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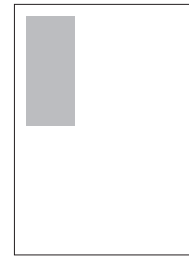
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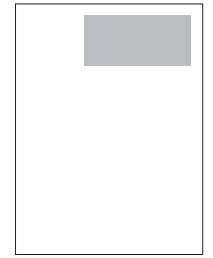


VERTICAL
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1/6 PAGE \$1,967

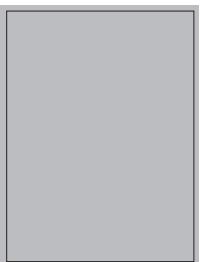


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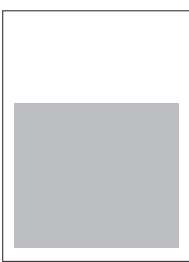


HORIZONTAL
3.25" x 2.75"

COVERS \$7,500



INSIDE COVERS
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Trim
8" x 10"
Bleed
8.25" x 10.25"

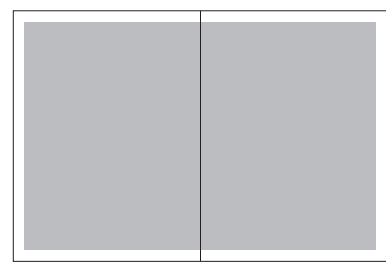


BACK COVER
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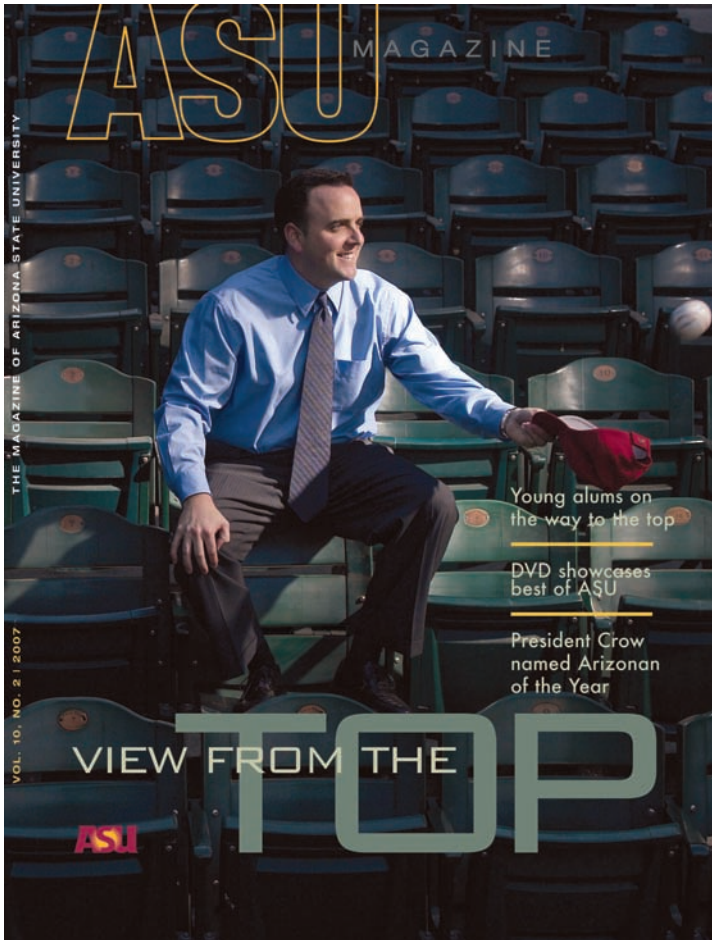
SPREAD \$10,500



FULL BLEED
Live Area Per Page
6.75" x 8.75"
Trim
16" x 10"
Bleed
16.5" x 10.25"



NON-BLEED
Live Area Per Page
6.75" x 8.75"
Complete Ad Size
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The full-color ASU Magazine is mailed to more than 265,000 ASU alumni households four times annually.

ASU Magazine keeps alumni connected to ASU with news about the university and higher education. Our alumni are proud of their alma mater and represent a responsive target market for your product or service.

ASU alumni live worldwide, with 70 percent residing in Arizona and 11 percent in California.

More than 150,000 readers live in Maricopa County.

Seventy-five percent of our alumni are under age 45, with more than 60 percent graduating since 1984.

More than one-third hold post-graduate degrees.

More than 90 percent of ASU alumni are actively employed, with more than 30 percent earning between \$60,000-\$90,000 annually and 25 percent earning more than \$90,000.

