

Alumni Gazette

Effective September, 2016

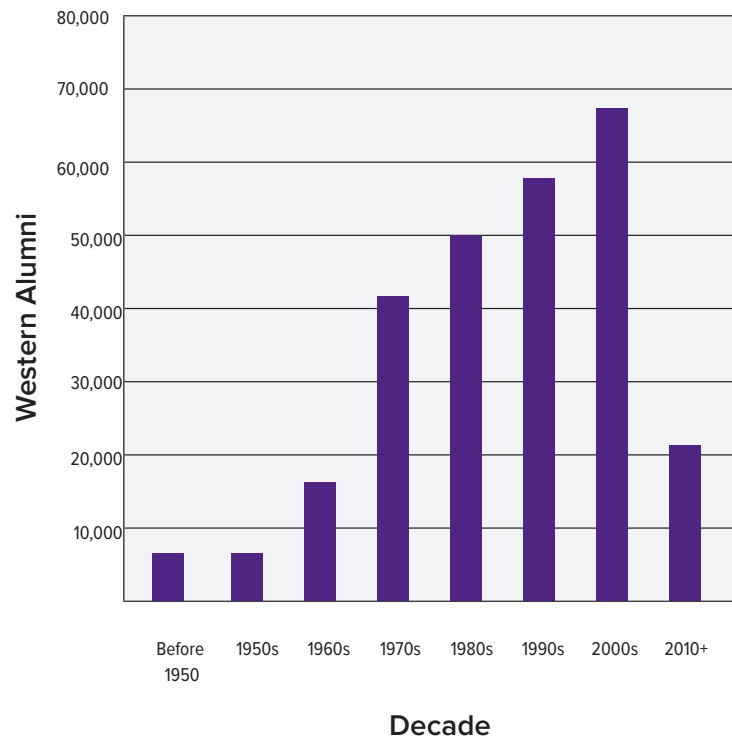


Great Value for Exceptional Reach

Advertising in the Western Alumni Gazette is a great way to reach an exclusive group of highly educated and loyal readers with above average incomes. The Alumni Gazette is published three times annually. The fall/ homecoming and winter issues are mailed to the homes of more than 200,000 Western graduates. The spring issue is sent to more than 55,000 select graduates. Close to 83 per cent of our alumni live in Ontario and we have graduates in 150 countries.

An electronic version of the magazine delivered by email to the in-boxes of alumni readers, is available to give readers an option to reduce their carbon footprint. (The magazine is also printed on FSC approved paper with recycled content).

The Alumni Gazette is also distributed throughout campus in magazine racks to an audience of staff, students and faculty.



Advertising Rates		
	One-time rate	*Three-time rate
Full Page	\$4,194	\$3,774
Back Cover	\$5,243	\$4,718
1/2 Page	\$2,883	\$2,595
1/3 Page (Horizontal or Vertical)	\$2,490	\$2,240
Inside cover (front or back)	\$4,718	\$4,246

* Three time rate only applies to ads in three consecutive issues and is subject to an annual rate increase of 2% when a consecutive ad is published in a new calendar year from the original agreement.

Formats and Specifications for Supplied Artwork

Proofed artwork should be supplied in electronic format, CMYK files, with NO pantone colours. Ads do not require bleed.

Acceptable formats:

- High-resolution PDF file
- Flattened PSD or TIF file
- Illustrator AI or EPS file (with all fonts outlined)
- Packaged MAC InDesign files (including all fonts/photos/artwork)

File Delivery

Ads can be submitted via email to advertise@uwo.ca. Please label files logically and include advertiser name in the subject line.

Questions

For more information, visit us online at www.alumnigazette.ca or feel free to contact:

Chris Amyot

Advertising Representative
Western Publications
t. 519.434.9990
e. chris@campusad.ca
f. 519.434.7417

Alumni Gazette
Western University
Suite 360 Westminster Hall
London, Ontario, N6A 3K7

Publication Dates

Winter 2017

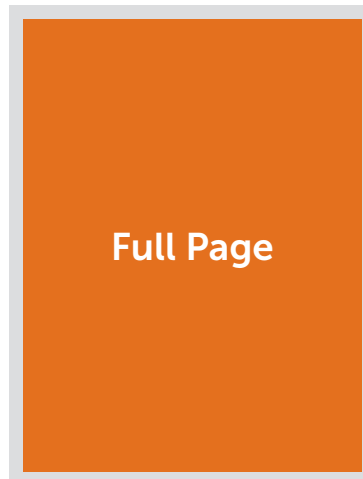
Ad material due date: November 24, 2016
Mailing date: January 22, 2017

Spring 2017

Ad material due date: March 23, 2017
Mailing date: May 25, 2017

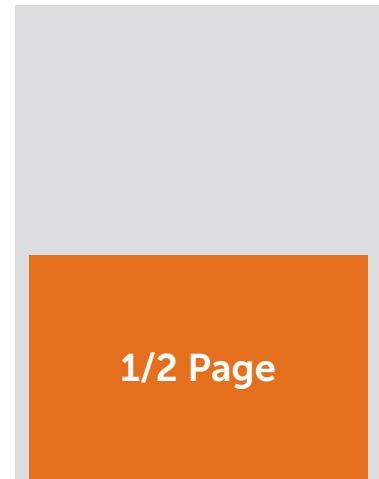
Fall 2017

Ad material due date: June 22, 2017
Mailing date: September 8, 2017



Full Page

7.639 in. x 10.236 in.
(550 pt x 737 pt)



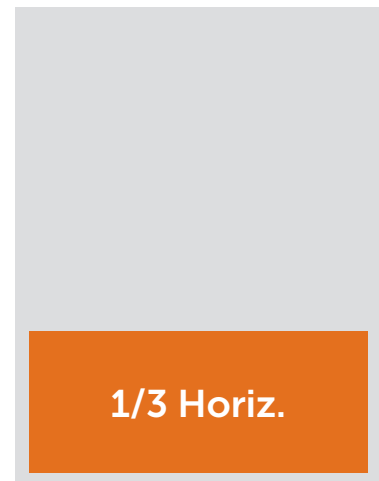
1/2 Page

7.639 in. x 5.042 in.
(550 pt x 363 pt)



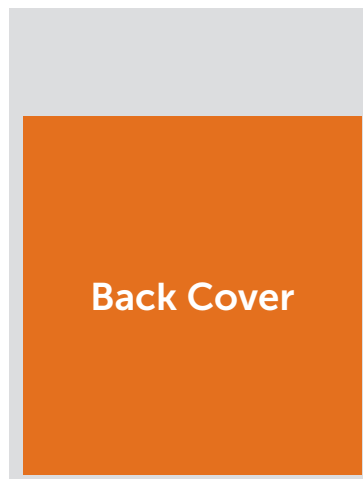
1/3
Vert.

2.444 in. x 10.236 in.
(176 pt x 737 pt)



1/3 Horiz.

7.639 in. x 3.208 in.
(550 pt x 231 pt)



Back Cover

7.639 in. x 8.097 in.
(550 pt x 583 pt)



alumnigazette.ca

