

ALUMNUS

THE MAGAZINE OF THE UNIVERSITY OF ARIZONA ALUMNI ASSOCIATION

Advertising Specifications

Magazine trim size:

8.5" x 10.875" (all dimensions are in inches)

Digital requirements:

High-resolution CMYK digital PDF files ready for placement.

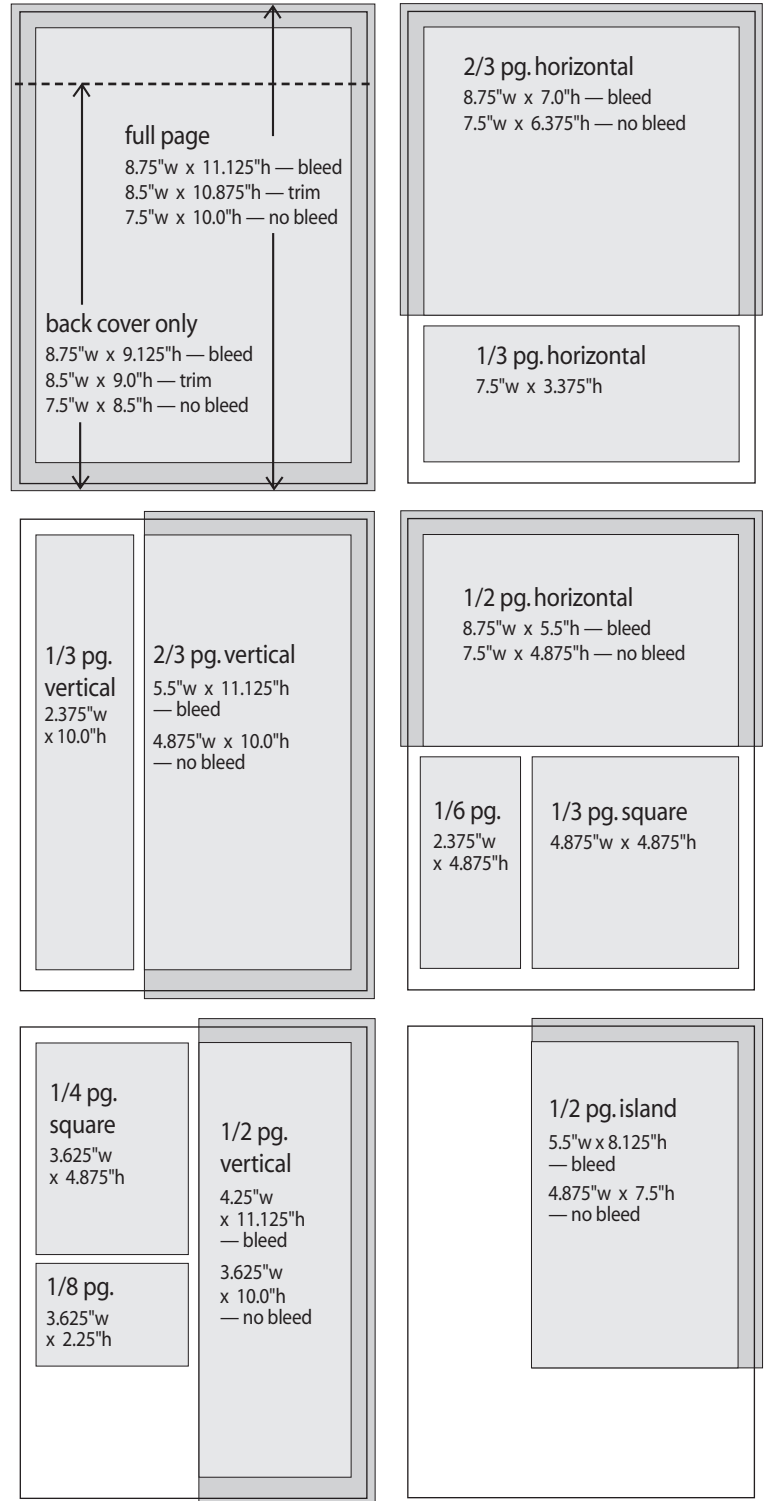
| Page size | width | x | height |
|---------------------------|-------|---|--------|
| back cover — bleed | 8.75 | x | 9.125 |
| back cover — trim | 8.5 | x | 9.0 |
| back cover — no bleed | 7.5 | x | 8.5 |
| full page — bleed | 8.75 | x | 11.125 |
| full page — trim | 8.5 | x | 10.875 |
| full page — no bleed | 7.5 | x | 10.0 |
| 2/3 horizontal — bleed | 8.625 | x | 7.0 |
| 2/3 horizontal — no bleed | 7.5 | x | 6.375 |
| 2/3 vertical — bleed | 5.5 | x | 11.125 |
| 2/3 vertical — no bleed | 4.875 | x | 10.0 |
| 1/2 horizontal — bleed | 8.625 | x | 5.5 |
| 1/2 horizontal — no bleed | 7.5 | x | 4.875 |
| 1/2 vertical — bleed | 4.25 | x | 11.125 |
| 1/2 vertical — no bleed | 3.625 | x | 10.0 |
| 1/2 island — bleed | 5.5 | x | 8.125 |
| 1/2 island — no bleed | 4.875 | x | 7.5 |
| 1/3 horizontal | 7.5 | x | 3.375 |
| 1/3 vertical | 2.375 | x | 10.0 |
| 1/3 square | 4.875 | x | 4.875 |
| 1/4 | 3.625 | x | 4.875 |
| 1/6 | 2.375 | x | 4.875 |
| 1/8 | 3.625 | x | 2.25 |

Schedule

| Issue | Publication date | Insertion Order | Digital files |
|--------|------------------|-----------------|---------------|
| Spring | April 15 | March 1 | March 10 |
| Summer | July 15 | June 1 | June 10 |
| Fall | October 1 | August 1 | August 15 |
| Winter | January 1 | November 1 | November 15 |

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