## Advertising rates and sizes

### Sizes

- **FULL PAGE AND INSIDE COVERS**  
  8.375" x 9.75"  
  (no bleed)

- **BACK COVER**  
  8.375" x 7.625"  
  (no bleed)

- **HALF PAGE**  
  8.375" x 4.75"

- **QUARTER PAGE**  
  4" x 4.75"

### Rates

<table>
<thead>
<tr>
<th>Size</th>
<th>6x</th>
<th>3x</th>
<th>1x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Covers Back</td>
<td>3,915</td>
<td>4,100</td>
<td>4,290</td>
</tr>
<tr>
<td>Inside Front</td>
<td>3,680</td>
<td>3,855</td>
<td>4,030</td>
</tr>
<tr>
<td>Inside Back</td>
<td>3,445</td>
<td>3,635</td>
<td>3,775</td>
</tr>
<tr>
<td>Full Page</td>
<td>3,060</td>
<td>3,200</td>
<td>3,350</td>
</tr>
<tr>
<td>Half Page</td>
<td>1,760</td>
<td>1,845</td>
<td>1,930</td>
</tr>
<tr>
<td>Quarter Page</td>
<td>1,130</td>
<td>1,185</td>
<td>1,240</td>
</tr>
</tbody>
</table>

All rates include 4-color.

### Payment

Contract agreements on size and cost of ads must be signed by a representative of the Alumni Association and the purchaser prior to submission of final art.

- **New advertisers**  
  (fewer than three issues)  
  Payment is due when artwork is submitted until credit is established for three issues with the magazine.

- **Established advertisers**  
  (more than three issues)  
  Invoices will be mailed with the published issue.

- **Multiple insertion contracts**  
  To qualify for a discount rate, a multiple insertion contract must accompany artwork for the first insertion of the series.

- **Late reservations**  
  Ad space reserved after the published deadline is subject to a 15 percent surcharge and will be accepted only if space is available.

### Questions?

Contact John Milliken at milliken.24@osu.edu, 614-292-8421 (office) or 614-361-9442 (mobile)