OUR AWARD-WINNING MAGAZINE
A GATHERING PLACE IN PRINT FOR OHIO STATE GRADUATES
Kudos for considering a partnership with Ohio State Alumni Magazine to achieve your advertising goals. You’re about to tap into a smart, passionate collective of more than 100,000 Buckeyes. Our award-winning magazine is a gathering place in print for Ohio State graduates, an alumni base that’s one of the proudest and most engaged in the country.

Ohio State’s more than 580,000 living graduates span the globe. They’re found in every Ohio county, all 50 states and more than 150 countries around the world. About 60% of alumni live in Ohio, more than half of those in Columbus. Large contingents of Buckeyes live in major U.S. cities, with impressive numbers in Chicago, Austin/Dallas/Houston, Los Angeles, New York City and Washington, D.C.

At every age and wherever they live, our graduates are smart, innovative and future-focused. Advertising in Ohio State Alumni Magazine not only provides you with cost-efficient access to that enthusiastic, educated audience, but it also associates your organization with Ohio State and The Ohio State University Alumni Association. And as our advertisers quickly discover, that’s a win-win-win.

Our rate structure delivers significant value and has the flexibility to match your budget. Learn more by contacting us at adsales@osu.edu.

Thanks — and Go Buckeyes! ⭐

MOLLY RANZ CALHOUN ’86
President and CEO
The Ohio State University Alumni Association
Magazine advertising makes an impact
Our readers say your messages resonate with them

100,000+ READERS across the state, country and globe

CONSIDER THESE FACTS from the Association of Magazine Media:

91% of adults in the United States read magazine content within the last 6 months.

Of those readers...
Households with an income of $200,000 or more are drawn to print magazines.

And it turns out that...
Affluent magazine readers spend more money than readers of other media.

What are they buying?
- Luxury goods
- Travel
- Entertainment
- Home remodeling and decorating

AWARD-WINNING CONTENT
Ohio State Alumni Magazine won a 2020 CASE Circle of Excellence Gold Award for a special edition

“This entry was excellent, comprehensive, creative, compelling, flawless and fun...clearly an enormous undertaking, with strong visuals, excellent photography and compelling content.”

READERS BY AGE

10% 22–36
33% 37–54
57% 55+

Ohio State Alumni Magazine

Email: AD SALES@OSU.EDU
The seasons pass, the years will roll
There’s a perfect time of year for every medium

SHIFTING SEASONS
You may want to vary your approach to advertising based on our quarterly publication schedule.

FALL
Many readers return to campus for Homecoming and game-day celebrations. It’s a great time to advertise:
LOCAL BUSINESSES
RESTAURANTS
ENTERTAINMENT

WINTER
The new year always brings with it a mentality of a “new me,” and readers’ focus shifts to:
HEALTH AND WELLNESS
EDUCATION
FITNESS
PROFESSIONAL DEVELOPMENT

SPRING
As the weather warms, readers’ minds turn to outdoor activities and finances. Your advertising might focus on:
VACATIONS
WEDDINGS
GARDENING

SUMMER
The sunny days of summer find our readers out and about. It’s a great time to advertise:
DINING AND ENTERTAINMENT
OUTDOOR ACTIVITIES
TRAVEL
HOME IMPROVEMENT

PHASES AND STAGES
The perfect age demographic for your message

YOUNG PROFESSIONALS
REAL ESTATE
DINING AND ENTERTAINMENT
PROFESSIONAL DEVELOPMENT
CLOTHING AND APPAREL

EMPTY-NESTERS
ART AND CULTURE
HOME IMPROVEMENT
LANDSCAPING
TRAVEL

GRANDPARENTS AND RETIREES
FINANCIAL PLANNING
HEALTH AND WELLNESS
SENIOR LIVING
TRAVEL
Advertising — rates and specs

**AD RATES**

<table>
<thead>
<tr>
<th>SIZE</th>
<th>1X</th>
<th>2X(^1)</th>
<th>4X(^2)</th>
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<tbody>
<tr>
<td>INSIDE FRONT COVER</td>
<td>$4,030</td>
<td>$3,830</td>
<td>$3,630</td>
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<tr>
<td>INSIDE BACK COVER</td>
<td>3,775</td>
<td>3,590</td>
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<td>FULL PAGE</td>
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<tr>
<td>HALF PAGE</td>
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<td>1,835</td>
<td>1,740</td>
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<tr>
<td>SPREAD</td>
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<td>6,365</td>
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</table>

\(^1\) 5% discount; \(^2\) 10% discount; 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**
(THREE ISSUES OR FEWER)
- 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.

**RESERVATIONS**
- Ad space is available on a first-come, first-served basis.

**LATE RESERVATIONS**
- Ad space reserved after the published deadline is subject to a 15% surcharge and will be accepted only if space is available.

**AD SPECS**

**FULL PAGE AND INSIDE COVERS**
7.64" x 9.45"
(NO BLEED)

**HALF PAGE**
7.64" x 4.55"

**SPREAD**
16.78" x 9.45"
(NO OUTSIDE BLEED)
GENERAL INFORMATION

Ohio State Alumni Magazine is published four times a year, with issues for autumn, winter, spring and summer.

The magazine is sent to about 95,000 alumni households.

In compliance with Ohio State Alumni Association policy, Ohio State Alumni Magazine cannot accept personal ads or advertising for alcoholic beverages, tobacco, gaming or certain personal hygiene products; advocacy positions (political, philosophical, religious, moral, etc.); or contributions to organizations or for purposes not directly affiliated with or benefiting Ohio State or the alumni association.

To comply with The Ohio State University licensing program, no university or alumni association marks may appear in an advertisement unless they are on a licensed product.

Ohio State Alumni Magazine reserves the right to reject or cancel advertising the publisher deems unacceptable due to objectionable material, inferior artwork or other reasons at the discretion of the publisher.

RESERVATION DEADLINES

<table>
<thead>
<tr>
<th>ISSUE</th>
<th>RESERVATION DUE</th>
<th>FINAL ART DUE</th>
<th>MAIL DATE</th>
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<tbody>
<tr>
<td>SPRING '21</td>
<td>01/06/21</td>
<td>02/03/21</td>
<td>03/10/21</td>
</tr>
<tr>
<td>SUMMER '21</td>
<td>04/07/21</td>
<td>05/05/21</td>
<td>06/09/21</td>
</tr>
<tr>
<td>FALL '21</td>
<td>07/07/21</td>
<td>08/04/21</td>
<td>09/08/21</td>
</tr>
<tr>
<td>WINTER '21</td>
<td>10/06/21</td>
<td>11/03/21</td>
<td>12/08/21</td>
</tr>
</tbody>
</table>

TECHNICAL SPECIFICATIONS

- Ads should be print-ready (Ohio State Alumni Magazine is not responsible for prepress work)
- Artwork must be converted to CMYK
- Artwork must be at least 300 dpi

PREFERRED FILE FORMAT

- Adobe Acrobat PDF: Press Quality output setting; fonts and images embedded, all images must be CMYK, 300 dpi

ALSO ACCEPTED

- Adobe InDesign: TIFF, EPS or native INDD file (include all fonts and linked image files)
- Adobe Illustrator: EPS, fonts converted to outlines; or native AI (include all linked image files)
- Adobe Photoshop: flattened TIFF or EPS

SUBMISSION INSTRUCTIONS

- E-mail to: adsales@osu.edu
- Ad manager: Lizzie Zehala
- Phone: 614-688-4949

For files greater than 10 MB, Box.com is preferred. Other online services accepted. Contact adsales@osu.edu with questions.

PROOFS

- If no color proof is provided, we cannot guarantee a color match.