



For Alumni and Friends of Michigan State University

## Advertising Rates / Schedules

### Advertising Rates

Ad Size	4 color Ad single insertion rate	4 Color Ad multiple insertion rate	1 Color Ad single insertion rate	1 Color Ad multiple insertion rate
Back Outside Cover	\$2,400.00	*\$2,165.00	NA	NA
Inside Front/Back Cover	\$2,045.00	*\$1,800.00	NA	NA
Full Page	\$1,800.00	*\$1,565.00	\$1,565.00	*\$1,320.00
Half Page Vertical	\$1,200.00	*\$1,080.00	\$1,080.00	*\$960.00
Half Page Horizontal	\$1,200.00	*\$1,080.00	\$1,080.00	*\$960.00
One Quarter Page	\$960.00	*\$840.00	\$840.00	*\$720.00

\* The total frequency discount will be applied to the fourth ad - see terms and conditions for advertising details.

All advertisements are subject to the conditions specified in the Advertising Terms & Conditions for the *MSU Alumni Magazine*. Guaranteed position can only be contracted for cover advertising.

Advertising must be paid for in full by the deadline for ad space reservations.

Final art materials must be received in the MSUAA offices by the dates listed below.

All final art materials must be accompanied by a color proof. The MSUAA assumes no liability for any ad provided without a color proof.

Per your license agreement with the university, all advertising copy should be submitted to University Licensing Programs for approval prior to final production.

All advertising copy should include this statement...“Trademarks of the university used under license.”

### Advertising Materials Schedule

Issue	Contract due	File Materials Due	Publication Date
<i>Fall Issue</i>	<i>July 1</i>	<i>July 15</i>	<i>September 21</i>
<i>Winter Issue</i>	<i>October 1</i>	<i>October 15</i>	<i>December 21</i>
<i>Spring Issue</i>	<i>January 1</i>	<i>January 15</i>	<i>March 21</i>
<i>Summer Issue</i>	<i>April 1</i>	<i>April 15</i>	<i>June 21</i>