

### Conditions of acceptance:

The editor reserves the right to refuse any advertising deemed counter to the tenor of the magazine or the interests of the university. All advertising submitted is expected to meet reasonable standards of truthfulness. Any imagery employing elements of the campus's visual identity system must respect guidelines overseen by UMass Communications and Marketing.

### General terms and conditions:

All advertisements submitted with or without this order form are governed by the following terms and conditions:

- A. The publisher reserves the right to reject or cancel any advertisement, insertion order or placement guarantee at any time without cause. All ads must conform to the high standards of *UMass Magazine* and, in the publisher's estimation, be suitable for publication. Only publication of an ad shall constitute final acceptance.
- B. Publication of an advertisement does not necessarily imply endorsement by the publisher and/or the Editorial Advisory Board of *UMass Magazine*.
- C. All advertisements are accepted with the understanding that the advertiser (and its agency) warrants that they have the rights to publish the entire content thereof, as submitted. By submitting an advertisement for publication the advertiser and its agency are agreeing to indemnify, defend and hold the University of Massachusetts, its trustees, officers and employees harmless against any expense or loss by reason of any claims arising out of publication in either printed or electronic form. Furthermore, the advertiser and its agency are responsible for any legal fees and/or judgements issued against *UMass Magazine* related to the publication of any submitted advertisements.
- D. Ad placement is at the sole discretion of the publisher. Guaranteed placement is subject to change at the publisher's sole discretion without notice and without cause. The publisher reserves the right to give better placement than specified at no additional charge. The final solution for misplacement of an ad shall be the cost of the placement guarantee. Previous placement does not guarantee future placement.
- E. All artwork and revisions are due at the *UMass Magazine* office at Amherst, Massachusetts, by the camera-ready date. Cancellations of signed insertion orders must be received, in writing or by e-mail, by the space reservation deadline.
- F. The publisher is not liable for delays in delivery and/or non-delivery in the event of an Act of God or other contingencies beyond the publisher's control, including but not limited to: flood, fire, riot, explosion, embargo, earthquake, labor or material shortages.
- G. The publisher shall not be liable for any costs or damages if for any reason it fails to publish an advertisement. The publisher's liability for any errors will not exceed the cost of the advertisement.
- H. Rates and conditions are subject to change without prior notice.
- I. Advertisers not known by *UMass Magazine* may be required to prepay for their first insertion. Otherwise, advertisers in good standing will be billed with net 30 terms.
- J. A late charge of 1.5 percent monthly may be added to overdue accounts.
- K. No agency commission is offered. However, individual requests will be considered on a case-by-case basis.
- L. All ads may have electronic links on our web site (<http://www.umass.edu/umassmag>). This is a complimentary service and is not guaranteed by placing a print ad with *UMass Magazine*. The publisher will not be held liable for any loss of business or damages due to electronic publication or lack of publication.

The  
magazine  
for alumni  
and friends  
of the  
Amherst  
campus

# UMASS

Advertising Rate Card



**DISPLAY ADS IN UMASS MAGAZINE**

Circulation 155,000—CPM=\$23

Frequency\* 1x 2x 3x 4x

**Black & white:**

full page	3600	3350	3240	3060
2/3 page	2700	2510	2430	2290
1/2 page	2160	2010	1940	1840
1/3 page	1440	1340	1290	1220
1/4 page	1170	1070	1040	990
1/6 page	790	730	710	670
1/12 page	540	500	480	460
1/24 page	360	330	320	300
CoverII/III:	4800	4460	4320	4080

**Two-color:**

(black plus one process color)

full page	4320	4020	3890	3670
2/3 page	3240	3010	2920	2750
1/2 page	2590	2410	2330	2200
1/3 page	1730	1610	1560	1470
1/4 page	1400	1300	1250	1170
1/6 page	950	880	855	810
1/12 page	650	600	530	550
1/24 page	430	400	390	370
CoverII/III	5760	5360	5180	4900

**Four-color:**

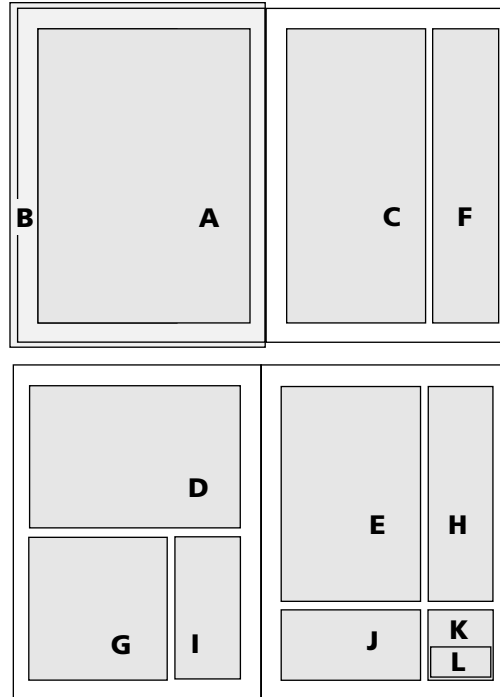
full page	5040	4690	4640	4280
2/3 page	3780	3520	3400	3210
1/2 page	3020	2810	2720	2570
1/3 page	2020	1880	1820	1720
1/4 page	1630	1520	1450	1360
1/6 page	1110	1030	1000	940
1/12 page	760	710	680	650
1/24 page	500	460	450	420
CoverII/III	6720	6250	6050	5710

Bleeds: add 10%

Preferred position: add 10%

\* Frequency discounts apply to contracted placements in consecutive issues.

Bind-in insertions, onserts, coupons, and the like will be individually quoted.



**Ad dimensions:**

<b>full page</b>	
(A) non-bleed	6 7/8" x 9 1/2"
(B) bleed	8 1/4" x 11 1/8"
<b>2/3 page</b>	
(C) two column/vertical	4 1/2" x 9 1/2"
<b>1/2 page</b>	
(D) three column/horiz.	4 1/2" x 7"
(E) two column/vertical	6 7/8" x 4 5/8"
<b>1/3 page</b>	
(F) one column/vertical	2 1/8" x 9 1/2"
(G) two column/square	4 1/2" x 4 5/8"
<b>1/4 page</b>	
(H) one column/vertical	2 5/16" x 7"
<b>1/6 page</b>	
(I) one column/vertical	2 1/8" x 4 5/8"
(J) two columns/horiz.	4 1/2" x 2 5/16"
<b>1/12 page</b>	
(K) one column/square	2 5/16" x 2 5/16"
<b>(L) 1/24 page</b>	
one column/horizontal	2 5/16" x 1 1/32"

**Production details:**

Trim size:	8" x 10 3/4"
Print area:	6 7/8" x 9 3/8"
Bleed pages:	8 1/4" x 11 1/8"
Process:	Web offset
Binding:	Saddle stitched
Line screen or DPI:	133-150 or 300 dpi

**Materials to be furnished:**

Digital files preferred. Necessary and/or requested design and production services billed to client. For information contact:

Steven Robbins  
 Director of Advertising Design  
 413.545.0123, srobbins@admin.umass.edu

**Schedule:**

Reserve space by:	Non-camera ready due:	Camera-ready due:	Issue & mail date:
Aug. 7	Aug. 15	Aug. 22	FALL Oct. 15
Nov. 7	Dec. 1	Dec. 7	WINTER Feb. 1
Mar. 6	Mar. 13	Mar. 20	SPRING May 15

\*When due dates fall on weekends or holidays, read next business day.

**To reserve space, contact:**

413.577.4741 or 413.545.2991  
 umassads@admin.umass.edu