

### 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 University Advancement Communications.

### 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 Amherst* 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 Amherst* 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 Amherst* 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 Amherst* 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 Amherst* 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.umassmag.com>). This is a complimentary service and is not guaranteed by placing a print ad with *UMass Amherst* 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 190,000

Frequency\* 1x 2x 3x

### Black & white:

|              |      |      |      |
|--------------|------|------|------|
| full page    | 3600 | 3350 | 3240 |
| 2/3 page     | 2700 | 2510 | 2430 |
| 1/2 page     | 2160 | 2010 | 1940 |
| 1/3 page     | 1440 | 1340 | 1290 |
| 1/4 page     | 1170 | 1070 | 1040 |
| 1/6 page     | 790  | 730  | 710  |
| 1/12 page    | 540  | 500  | 480  |
| 1/24 page    | 360  | 330  | 320  |
| CoverII/III: | 4800 | 4460 | 4320 |

### Two-color:

(black plus one process color)

|             |      |      |      |
|-------------|------|------|------|
| full page   | 4320 | 4020 | 3890 |
| 2/3 page    | 3240 | 3010 | 2920 |
| 1/2 page    | 2590 | 2410 | 2330 |
| 1/3 page    | 1730 | 1610 | 1560 |
| 1/4 page    | 1400 | 1300 | 1250 |
| 1/6 page    | 950  | 880  | 855  |
| 1/12 page   | 650  | 600  | 530  |
| 1/24 page   | 430  | 400  | 390  |
| CoverII/III | 5760 | 5360 | 5180 |

### Four-color:

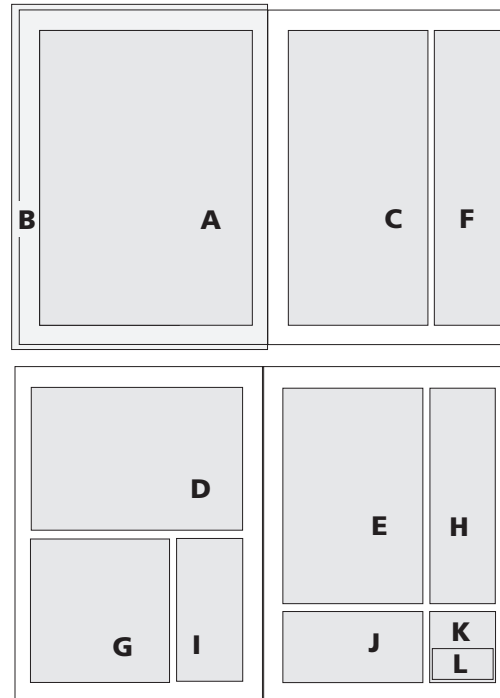
|             |      |      |      |
|-------------|------|------|------|
| full page   | 5040 | 4690 | 4640 |
| 2/3 page    | 3780 | 3520 | 3400 |
| 1/2 page    | 3020 | 2810 | 2720 |
| 1/3 page    | 2020 | 1880 | 1820 |
| 1/4 page    | 1630 | 1520 | 1450 |
| 1/6 page    | 1110 | 1030 | 1000 |
| 1/12 page   | 760  | 710  | 680  |
| 1/24 page   | 500  | 460  | 450  |
| CoverII/III | 6720 | 6250 | 6050 |

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:

(horizontal x vertical)

#### full page

|               |                |
|---------------|----------------|
| (A) non-bleed | 6.85" x 9.5"   |
| (B) bleed     | 8.25" x 11.25" |

#### 2/3 page

|                         |             |
|-------------------------|-------------|
| (C) two column/vertical | 4.5" x 9.5" |
|-------------------------|-------------|

#### 1/2 page

|                         |                |
|-------------------------|----------------|
| (D) three column/horiz. | 6.85" x 4.625" |
| (E) two column/vertical | 4.5" x 7"      |

#### 1/3 page

|                         |               |
|-------------------------|---------------|
| (F) one column/vertical | 2.125" x 9.5" |
| (G) two column/square   | 4.5" x 4.625" |

#### 1/4 page

|                         |             |
|-------------------------|-------------|
| (H) one column/vertical | 2.125" x 7" |
|-------------------------|-------------|

#### 1/6 page

|                         |                 |
|-------------------------|-----------------|
| (I) one column/vertical | 2.125" x 4.625" |
| (J) two columns/horiz.  | 4.5" x 2.250"   |

#### 1/12 page

|                       |                 |
|-----------------------|-----------------|
| (K) one column/square | 2.125" x 2.250" |
|-----------------------|-----------------|

#### (L) 1/24 page

|                       |             |
|-----------------------|-------------|
| one column/horizontal | 2.125" x 1" |
|-----------------------|-------------|

### 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:

Linda Smith  
phone – 413.545.2991  
fax – 413.545.3824  
lcsmith@admin.umass.edu

### Schedule:

|                   |                       |                   |                    |
|-------------------|-----------------------|-------------------|--------------------|
| Reserve space by: | Non-camera ready due: | Camera-ready due: | Issue & mail date: |
| July 16           | July 21               | July 30           | FALL<br>Sept. 15   |
| Dec. 1            | Dec. 15               | Dec. 31           | WINTER<br>Jan. 15  |
| March 6           | March 13              | March 30          | SPRING<br>May 15   |

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

### To reserve space, contact:

Linda Smith  
phone – 413.545.2991  
fax – 413.545.3053  
umassads@admin.umass.edu