

Four Reasons to Advertise in **NC State**

- Mailed to more than 25,000 NC State alumni and friends — published quarterly.
- Large readership — more than 60,000 readers per issue.
- Dedicated readers — 44% of readers use this publication as main source of NC State information.
- Our digital edition of **NC State** magazine includes all advertising that appears in the print edition, with live email and URL links.



THE FINE PRINT

PAYMENT

All charges are due within 30 days of the billing date. Overdue accounts are subject to a finance charge of 1.5% per month (18% per year).

POLICIES

A signed *NC State* display advertising contract or a signed insertion order from a recognized advertising agency is required prior to the publication of display advertising.

All advertisements are subject to approval. The publisher reserves the right to reject or cancel any advertising for any reason at any time. Advertising that simulates editorial copy will not be accepted.

All advertisements are accepted and published entirely on the written representation that the advertiser and/or advertising agency is authorized to publish the entire contents and subject matter thereof. In consideration of the publication of advertisements, the advertiser and agency will fully indemnify and hold harmless the publisher from

and against any loss, cost and expense resulting from any claims, demands, suits, actions, proceedings, recoveries or expenses of any nature whatsoever arising out of publication of such advertisements, including, without limitation, those resulting from claims or suits of libel, violation of right of privacy, plagiarism or copyright infringement.

The positioning of advertising in *NC State* is at the discretion of the publisher, except for inside covers and premium pages, which can be guaranteed by written contract.

Space that has been reserved may not be canceled after the "Space Reservation" deadline.

Digitally formatted ads are required by "Ad File Due" deadline. The delivery dates are estimates and are not guaranteed.

If advertising materials are not received by the ad file due date for an issue in which space has been reserved, the publisher reserves the right to run a previous ad or, in the event no advertisement is on file, a house ad. In such cases, the advertiser remains responsible for all space charges.

The publisher will retain advertising material for one year or will return to client only upon request. The publisher is not responsible for retaining advertising material beyond one year.

The publisher is not responsible for errors in key numbers. No conditions, printed or otherwise, appearing on contracts, insertion orders or copy instruction that conflict with publisher's policies will be binding on the publisher.


AGENCY DISCOUNT

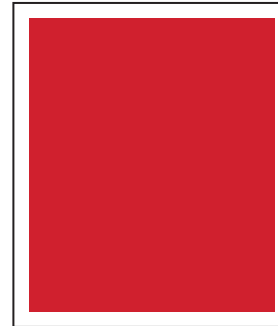
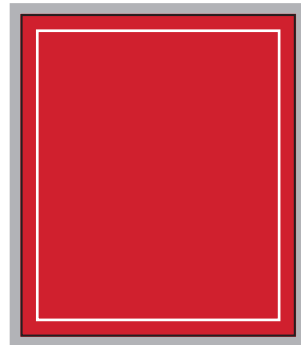
Recognized advertising agencies responsible for reserving space are eligible for a 10% discount on quoted rates. (In-house agencies are not available for commission.)

NC STATE UNIVERSITY CAMPUS DISCOUNT

All campus advertisers are eligible for a 10% discount on rates.

AD SIZES Publication/Trim size: 8.75" x 10.25"

-  Grey = bleed area
-  Black rule = page trim
-  Red area = Ad
-  White rule = .50" safe margin
(no live content outside this area)



Publication/Trim size:
8.75" x 10.25"

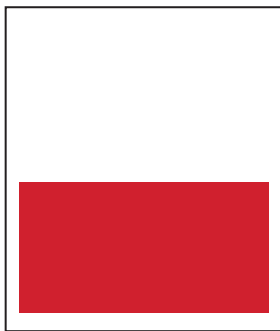
**Full page ad
with full bleed:**
8.75" x 10.25"
PLUS .25" full bleed
Keep all live content
.50" from trim edge

**Full page ad with
NO bleed:**
8.25" x 9.75"

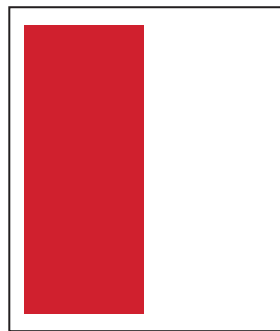
Back Cover ad trim size
8.75" x 7.75"

with .25" full bleed
9.25" x 8.25"

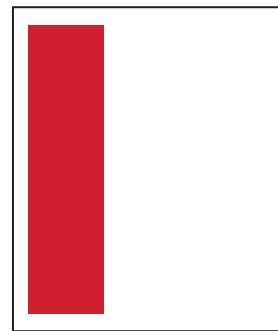
Keep all live content
.50" from trim edge



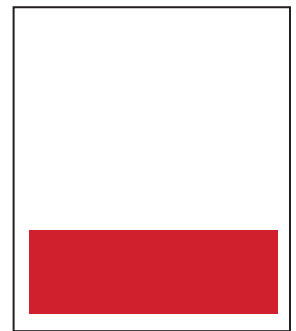
Half Horizontal
8.25" x 4.75"



Half Vertical
3.97" x 9.75"



One-Third Vertical
2.60" x 9.75"



One-Third Horizontal
8.25" x 3.114"

AD SPECIFICATIONS AND PRODUCTION REQUIREMENTS

- Ads should be provided as "PDF/X-1a" PDF format files.
- High-resolution (300 dpi at final size) images and fonts must be embedded.
- Files provided should be CMYK.
Spot, RGB or Pantone colors are NOT ACCEPTABLE.
- Digital files should be made to exact size and specifications. We are not responsible for files that do not adhere to these specs. Ads that do not conform to these specs may be charged a design fee for corrections.
- Please provide high-quality color proofs if color reproduction is important. **NC State** is not responsible for the quality of ad reproduction if ad is rgb, color proof is substandard, or no proof is provided.

SUBMIT ADS - email ads to: allison_mitchell@ncsu.edu

Prices*		Per Issue	2-3 Issues	4 Issues (1 year)
Back Cover, Inside Back Cover	Color	\$2400 []	\$2200 [] Per Issue	\$2100 [] Per Issue
Page 2	Color	\$2350 []	\$2150 []	\$2050 []
Full Page	Color	\$2200 []	\$2000 []	\$1900 []
½ Half Page	Color	\$1600 []	\$1300 []	\$1150 []
⅓ One-Third Page	Color	\$1200 []	\$900 []	\$750 []

*Ad agencies and campus advertisers are eligible for a 10% discount.

Publication Schedule and Deadlines	Space Reservation ‡	Ad File Due	Estimated Delivery Date ±
[] Spring Issue 2022	February 2	March 2	April 29
[] Summer Issue 2022	May 4	June 1	July 29
[] Autumn Issue 2022	August 3	August 31	October 28
[] Winter Issue 2022-23	October 26	November 23	February 1, 2023

‡ Ads will not be accepted beyond the "Space Reservation" deadline. ± Delivery date is estimated and not guaranteed.

Note: All advertisements are subject to approval. The publisher reserves the right to reject or cancel any advertising for any reason at any time. Advertising that simulates editorial copy will not be accepted. The positioning of advertising in *NC State* is at the discretion of the publisher, except for the back cover, inside covers and premium pages, which can be guaranteed by written contract.

With this agreement, _____ has contracted for advertising space in *NC State* magazine. The contract is subject to all terms and conditions outlined in "The Fine Print." Ad must be supplied in digital format as an Adobe Acrobat PDF file according to production specifications.

BILL TO: Company [] Ad Agency []

Company/Organization	Primary Contact
Mailing Address	
Telephone: Office	Mobile Fax
Email	
Ad Agency (if applicable)	Primary Contact
Mailing Address	
Telephone: Office	Mobile Fax
Signature	Date

CAMPUS ADVERTISERS ONLY

Name (person responsible in billing dept.)	Telephone	Email address
Project ID to be billed internally		



Return signed contract to: NC STATE Alumni magazine | Attention: Renee Potts, NC State Alumni Association, Campus Box 7503, Raleigh, NC 27695-7503. **Questions?** Contact Renee Potts at 919-515-0559 or email rapotts@ncsu.edu.