

The Journal

The University of Winnipeg Alumni Magazine

Rate Card¹³

The *Journal* is The University of Winnipeg's magazine for alumni and friends. It includes dynamic feature stories, updates on alumni activities, University news, and highlights of the University's proud heritage. *The Journal* is delivered to more than 36,000 readers (more than 34,000 in Canada) and travels the globe to 77 countries.

IMPORTANT DATES	Release Date	Artwork Deadline	Publication Date
	Spring 2013	January 14, 2013	February 28, 2013

AD SPECIFICATIONS: Ads must arrive press-ready in digital format. The publication is created using a Macintosh and all ads submitted should be Mac or Mac compatible files. All fonts should be included with your electronic submission or preferably, converted to paths. Saddle-stitched binding, offset printing, full bleeds available throughout. Full page trim size 8-3/8" x 10-3/4".

ACCEPTABLE FILE FORMATS: Print optimized pdf with fonts embedded, Adobe InDesign, Photoshop (Mac tiff, jpeg, eps), Freehand Mac eps, Illustrator eps. (CS3 preferred.)

FONTS and COLOUR: Fonts not converted to paths should be included with your submission. No true type fonts will be accepted; postscript and type 1 fonts only. Ensure fonts are converted in eps and/or pdf files. Do not use RGB or spot colours. All files must be CMYK or black only.

AD RATES	Width x Height	Single Issue	Multiple Issues
Covers			
Back Cover, Outside	8-3/8" x 8-3/4"	\$2,550 SOLD	\$2,295
Back Cover, Inside	8-3/8" x 8-3/4"	\$2,100	\$1,860
Front Cover, Inside	8-3/8" x 10-3/4"	\$2,250	\$2,025
Inside Pages			
Full Page (Inside)	8-3/8" x 10-3/4"	\$1,800	\$1,620
Half Page (Vertical)	3-7/8" x 10"	\$1,080	\$972
Half Page (Horizontal)	7-5/8" x 5"	\$1,080	\$972
Quarter Page	3-5/8" x 5"	\$650	\$585
Business Card Size	2 3/4" x 2"	\$250	\$225

Prices do not include GST (#10816 2645 RT0001). To receive the reduced rate for multiple issues, ads must be booked and paid for in advance. **Alumni and UWinnipeg faculty and staff receive a 10% discount.**

PLEASE SEND ADS TO:

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