

GAZETTE THE PENNSYLVANIA Profile

Who reads *The Pennsylvania Gazette*?

Today's corporate, cultural, and intellectual leaders: active, influential men and women who are both affluent and highly involved in their communities and their world. They are significantly above average in educational level, financial success, and spending habits. More than a third hold post-graduate degrees and work in top management positions. Their median household income is \$189,092, and their median household assets total \$2,446,375. They rank at or near the top in public engagement, frequency of travel, participation in cultural, social, and other leisure activities, and consumption of luxury products. Their lifestyles offer advertisers a broad spectrum of interests and affinities, along with the financial means to pursue them.*

Circulation

New England	22,631
Middle Atlantic	130,136
East North Central	12,436
West North Central	3,650
South Atlantic	43,002
East South Central	2,518
West South Central	7,112
Mountain	6,950
Pacific	29,969
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United States	258,404
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International	10,398
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Total	268,802

Audited by BPA International

The Pennsylvania Gazette provides an environment that its readers relate to, believe in, and trust. In a survey of *Gazette* readers, two-thirds of recipients reported reading four or more issues per year, and a majority read all six. Large majorities rated as excellent or very good the quality of the magazine's writing (75%) and graphics (64%). More than 80% of the readers considered the magazine a reliable, objective news source and said that receiving it is important to them. Nearly 25% pass the magazine along to one or more other people, and 21% have responded to an ad in the *Gazette*.

The recipient of numerous awards for writing and design, the *Gazette* presents thought-provoking articles and information about the University campus along with alumni notes and comment. Written for, about, and frequently by, alumni, the *Gazette's* viewpoint is as wide-ranging as the readership it serves and is committed to reinforcing the richness and diversity of the Penn experience.

The Pennsylvania Gazette

Published by Penn Alumni

Six times a year, in September, November, January, March, May, and July

Single copy price: \$5.00

*Source: 2007 Mendelsohn Affluent Survey

Address all advertising correspondence to:

Advertising Coordinator, *The Pennsylvania Gazette*

3910 Chestnut Street, Third Floor

Philadelphia, PA 19104-3111

TEL 215-898-6811 FAX 215-573-4812

EMAIL caiazzo@upenn.edu WEB thepenngazette.com

Represented nationally by the Ivy League Magazine Network



GAZETTE THE PENNSYLVANIA Contract Information

Contractual Conditions

1. Advertisers may not cancel orders for, or make changes in, advertising after the closing dates.
2. In the event that no acceptable copy for contracted space is furnished by closing date, the *Gazette* reserves the right to repeat a previous advertisement or, if none exists, to charge for the reserved space.
3. All advertisements are accepted and published by the *Gazette* upon the representation that the agency and advertisers are authorized to publish the entire contents and subject thereof.

In consideration of the *Gazette's* acceptance of such advertisements for publication, the agency and advertiser will indemnify and save the *Gazette* harmless from and against any loss or expense, including without limitation reasonable attorney's fees, arising out of publication of such advertisements, including without limitation those resulting from claims or suits for libel, violation of rights of privacy, plagiarism and copyright and trademark infringement.

4. The *Gazette* reserves the right to reject or cancel any advertising which in its opinion does not conform to the standards of the publication.
5. The *Gazette* will not be liable to advertisers because of any failure to perform due to labor disputes, accidents, fires, acts of God, or other contingencies beyond the publication's control. Further, the *Gazette* shall not be liable for damages if for any reason it fails to publish any advertisement.
6. The *Gazette* is not responsible for errors in key numbers or other type not set by the advertiser.
7. Advertisers who desire to use the University's name, coat of arms, or any other University logo, or to reproduce distinctive scenes or landmarks on campus, must obtain written consent for their use by contacting the University of Pennsylvania, Penn Center for Innovation, 3160 Chestnut Street, Ste. 200, Philadelphia, PA 19104, tel: 215-898-9591.

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GAZETTE THE PENNSYLVANIA Specifications

Deadlines

ISSUE	INSERTION ORDER	AD MATERIALS
Sept Oct	7/10	7/25
Nov Dec	9/10	9/25
Jan Feb	11/10	11/25
Mar Apr	1/10	1/25
May Jun	3/10	3/25
Jul Aug	5/10	5/25

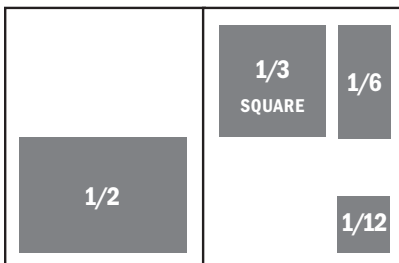
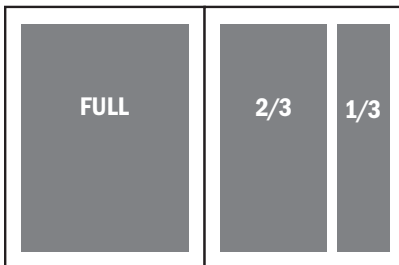
Other than preferred positions, the *Gazette* reserves the right to modify orders for specified positions to meet publication requirements and policy. Minimum size required for preferred position is full page.

Ad Sizes

All measurements in inches

Bleed page	8 ⁵ / ₈ x 11 ¹ / ₈
Full page	7 x 9 ¹ / ₂
2/3 page.....	4 ⁵ / ₈ x 9 ¹ / ₂
1/2 page.....	7 x 4 ⁵ / ₈
1/3 page vertical	2 ¹ / ₄ x 9 ¹ / ₂
1/3 page square.....	4 ⁵ / ₈ x 4 ⁵ / ₈
1/6 page.....	2 ¹ / ₄ x 4 ⁵ / ₈
1/12 page	2 ¹ / ₄ x 2 ³ / ₈

- Trim size of page: 8³/₈ x 10⁷/₈
- Minimum 4-color size: 1/3 page
- Column depth: 9¹/₂
- 3 columns per page



Advertising Material Requirements

PDF CHECKLIST

- Correct ad size
- If full-page bleed, include 1/8" bleed and crop marks
- If full page bleed, text should be at least 1/2" from page's trim size
- All fonts are active
- Fonts are embedded
- Fonts are not menu styled
- All images are linked and updated
- Images are either Grayscale or CMYK (no RGB)
- Photo resolution is 300 dpi
- Lineart resolution is between 1200 and 2400 dpi
- Created color is CMYK (make sure "spot color" is not checked)

We also accept EPS, PHOTOSHOP, or INDESIGN (Mac) formats. Pagemaker and Quark ads are not accepted—please convert them to PDF.

EPS, PHOTOSHOP, INDESIGN: SUPPORTING FILES CHECKLIST

- Correct ad size
- If full-page bleed, include 1/8" bleed and crop marks
- All screen and printer fonts, in PostScript format, are included
- All images, in Photoshop or Illustrator format, are included
- Images are either Grayscale or CMYK (no RGB)
- Photo resolution is 300 dpi
- Lineart resolution is between 1200 and 2400 dpi
- Created color is CMYK (make sure "spot color" is not checked)

MEDIA

Send via e-mail: cgontare@upenn.edu

- If you would like to provide material in a format other than described above, please contact us well in advance of the materials deadline so we can make other accommodations.
- Publisher reserves the right to attempt to match second colors by using process colors.
- Reproduction quality is at the advertiser's risk if publisher's specifications are not met or if material is received after closing date, even if on extension.

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GAZETTE THE PENNSYLVANIA Rates

National Advertising Rates

4-color	Full page	\$ 13,440	B&W	Full page	\$ 8,880
	2/3 page	10,080		2/3 page	7,200
	1/2 page	9,120		1/2 page	5,520
	1/3 page	6,000		1/3 page	4,080
	1/6 page	3,120		1/6 page	2,160
	Back cover	14,640		1/12 page	1,200

■ *Frequency discounts are available on two or more insertions*

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