

Profile

Published by Penn Alumni
six times a year, in September,
November, January, March,
May, and July
Single copy price: \$5.00

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.*

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.

*Source: 2007 Mendelsohn Affluent Survey

Circulation

| | |
|--------------------|---------|
| New England | 23,313 |
| Middle Atlantic | 135,690 |
| East North Central | 13,057 |
| West North Central | 3,734 |
| South Atlantic | 45,565 |
| East South Central | 2,682 |
| West South Central | 7,939 |
| Mountain | 7,652 |
| Pacific | 33,615 |
| <hr/> | |
| United States | 273,247 |
| <hr/> | |
| International | 11,608 |
| <hr/> | |
| Total | 284,802 |

Audited by BPA International

Address all advertising correspondence to:
Linda Caiazzo, *The Pennsylvania Gazette*
3910 Chestnut Street, Third Floor
Philadelphia, PA 19104-3111
tel 215-898-5555 **fax** 215-573-4812
thepenngazette.com | @penngazette

Represented nationally by the Ivy League Magazine Network

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 |

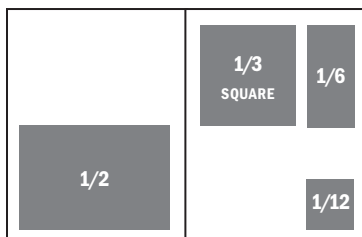
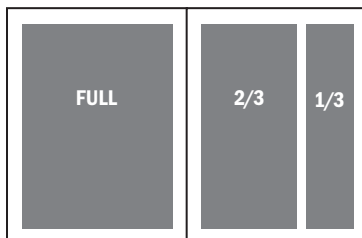
Other than preferred positions, the Gazette reserves the right to modify orders for specified positions to meet publication requirements and policy. Minimum size required for preferred position is full page.

Ad Sizes

All measurements in inches

| | |
|------------------------|----------------|
| Bleed page..... | 8.625 x 11.125 |
| Full page..... | 7 x 9.5 |
| 2/3 page..... | 4.625 x 9.5 |
| 1/2 page..... | 7 x 4.625 |
| 1/3 page vertical..... | 2.25 x 9.5 |
| 1/3 page square | 4.625 x 4.625 |
| 1/6 page..... | 2.25 x 4.625 |
| 1/12 page | 2.25 x 2.375 |

- Trim size of page: 8.375 x 10.875
- Minimum 4-color size: 1/3 page
- Column depth: 9.5
- 3 columns per page



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.

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)

Send ad materials to: 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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THE PENNSYLVANIA GAZETTE

Rates

| | 4-COLOR | B&W |
|------------|----------------|-------------------|
| Full page | \$13,440 | 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.
- The Gazette currently mails to more than 284,000 alumni, faculty, and staff of the University of Pennsylvania six times a year.

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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