

2010 Rates

Rate Base—1,126,000

FOUR-COLOR

	OPEN	IVY NETWORK	THREE-TIME	SIX-TIME
PAGE	\$84,970	\$76,490	\$72,150	\$70,130
2/3	\$65,230	\$58,720	\$55,420	\$53,870
1/2	\$57,250	\$51,530	\$48,640	\$47,280
1/3	\$42,940	\$38,650	\$36,480	\$35,480
BACK COVER	\$99,180	\$89,270	\$84,230	\$81,890
2ND/3RD COVER	10% Premium			

TWO-COLOR

PAGE	OPEN	IVY NETWORK	THREE-TIME	SIX-TIME
PAGE	\$72,260	\$65,040	\$61,370	\$59,660
2/3	\$56,320	\$50,700	\$47,860	\$46,500
1/2	\$47,430	\$42,690	\$40,320	\$39,190
1/3	\$35,300	\$31,780	\$30,010	\$29,150

BLACK AND WHITE

PAGE	OPEN	IVY NETWORK	THREE-TIME	SIX-TIME
PAGE	\$58,070	\$52,240	\$49,320	\$47,930
2/3	\$42,670	\$38,390	\$36,230	\$35,210
1/2	\$34,930	\$31,440	\$29,680	\$28,850
1/3	\$26,210	\$23,590	\$22,250	\$21,640
1/6	\$15,540	\$13,980	\$13,200	\$12,840
1/12	\$8,180	\$7,390	\$6,960	\$6,750

2010 Deadlines

ISSUE DATE	SPACE	MATERIALS
January/February	11/15/09	11/23/09
March/April	1/15/10	1/22/10
May/June	3/15/10	3/22/10
July/August	5/17/10	5/21/10
September/October	7/15/10	7/22/10
November/December	9/15/10	9/22/10

Ivy League Magazine Network

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www.ivymags.com

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jennifer_beaumont@harvard.edu

Rate Card

Effective Date: January 2010 • Rate Base 1,126,000
Rate Card No. 41

Brown Alumni Magazine
Cornell Alumni Magazine
Dartmouth Alumni Magazine
Harvard Magazine
The Pennsylvania Gazette
Princeton Alumni Weekly
Stanford Magazine
University of Chicago Magazine
Yale Alumni Magazine

Ivy League
Magazine Network

Affluence. Influence. Readers for Life.

Affluence. Influence. Readers for Life.

The Most Affluent, Influential and Best-Educated Audience in Print

The readers of the Ivy League Magazine Network share an unparalleled ambition and an enthusiasm for life and for their alma maters. In spite of their busy lives, they make time to read the Ivies because these magazines are important to them.

- The magazines connect emotionally with the readers.
- The magazines provide conversation-provoking general interest content that balances intellectual substance with human interest.
- Only the Ivies have been ranked in the top 5 for reader loyalty in every MMR Affluent Survey for the last 17 years.

Ivy Readers—Where They Live

REGION	CIRCULATION	%TOTAL
New England	199,103	16.7%
Mid-Atlantic	294,558	24.6%
South Atlantic	166,543	13.9%
East North Central	109,760	9.2%
East South Central	13,358	1.1%
West North Central	26,444	2.2%
West South Central	36,624	3.1%
Mountain	45,691	3.8%
Pacific	246,020	20.6%
Total U.S.	1,138,101	95.2%
Other	57,571	4.8%
Total Circulation	1,195,672	100.0%

Source: June 2009 BPA

Production Requirements

Digital materials: PDF/X-1a files are preferred, but most Macintosh-compatible formats are accepted, including QuarkXPress and InDesign files. All graphics must be sent as CMYK (.tif) or EPS (.eps) files at a resolution of 300 dpi, with all fonts included.

Media: Macintosh-formatted CD-ROM.

Proofs: Digital files must be accompanied by a proof that matches the supplied ad. Color ads require a color proof for each of the magazines in which the ad appears. Nine color proofs are required for ads running network-wide.

Additional charges: PMS-specified colors are charged as a fifth color. The quoted two-color rates apply only to color matched inks by printer.

Please send advertising materials to:
Ivy League Magazine Network
7 Ware Street, Cambridge, MA 02138
Phone 617.495.4268
jennifer_beaumont@harvard.edu

Payment and Discounts

Agency Discount: 15 percent to all recognized agencies.

Inserts: Information and rates available upon request.

Bleeds: No charge.

Short Rates: Applied if a frequency discounted rate is given and the frequency is not met.

Payment terms:

1. Payment is due within 30 days of invoice.
2. A 1.5 percent service charge per month, 18 percent per annum, shall be added to past due invoices.
3. In the event that any invoice or portion thereof is referred to an attorney or agency for collection, additional charge for reasonable attorney's or collection fees shall be added to total balance.
4. Prepayment or an approved credit application may be required.
5. Cash discounts are not available.

Ivy League Network 2010 Mail Dates

	Bleed Spread	Bleed Page	Non-bleed Page	2/3	1/2 (hor)	1/2 (vert)	1/3 (sq)	1/3 (vert)	1/6	1/12	Trim Size	Sizes
Yale	17"	8 5/8"	7"	4 9/16"	7"	4 9/16"	4 9/16"	2 3/16"	2 3/16"	2 3/16"	8 3/8"	11 1/8"
University of Chicago	17"	8 5/8"	7"	4 9/16"	7"	4 9/16"	4 9/16"	2 3/16"	2 3/16"	2 3/16"	8 3/8"	11 1/8"
Stanford	17"	8 5/8"	7"	4 9/16"	7"	4 9/16"	4 9/16"	2 3/16"	2 3/16"	2 3/16"	8 3/8"	11 1/8"
Princeton	17"	8 5/8"	7"	4 9/16"	7"	4 9/16"	4 9/16"	2 3/16"	2 3/16"	2 3/16"	8 3/8"	11 1/8"
Penn	17"	8 5/8"	7"	4 9/16"	7"	4 9/16"	4 9/16"	2 3/16"	2 3/16"	2 3/16"	8 3/8"	11 1/8"
Harvard	17"	8 5/8"	7"	4 9/16"	7"	4 9/16"	4 9/16"	2 3/16"	2 3/16"	2 3/16"	8 3/8"	11 1/8"
Dartmouth	17"	8 5/8"	7"	4 9/16"	7"	4 9/16"	4 9/16"	2 3/16"	2 3/16"	2 3/16"	8 3/8"	11 1/8"
Cornell	17"	8 5/8"	7"	4 9/16"	7"	4 9/16"	4 9/16"	2 3/16"	2 3/16"	2 3/16"	8 3/8"	11 1/8"
Brown	17"	8 5/8"	7"	4 9/16"	7"	4 9/16"	4 9/16"	2 3/16"	2 3/16"	2 3/16"	8 3/8"	11 1/8"
JAN												
FEB												
MAR												
APR												
MAY												
JUN												
JUL												
AUG												
SEP												
OCT												
NOV												
DEC												

Safety: For safety, please keep all live matter not intended to trim 1/2" from the trim edges